



University of *Missouri*



# CLOSE TO HOME CAMPAIGN





## OBJECTIVE

Drive enrollment through “Close to Home” messaging, reaching prospective students who may be reconsidering their University choices due to COVID-19 and the current climate



## TARGET

Prospective Students  
(Admitted or Inquired)  
for Fall 2020 within Missouri and key  
markets like Chicago



## TIMING

May-June 2020

## IP-TARGETING

### DISPLAY

**Target Prospective Students through CRM lists provided by Mizzou**

Approach:

- Target audience with direct messaging through digital display
- Promote the advantages of enrolling “Close to Home” to both students and parents/guardians within the household
- Responsive display through GDN to optimize messaging towards each user

Estimated Impressions: 5,000,000

### ONLINE VIDEO/CTV

**Amplify IP strategy through tactics that are experiencing the highest spikes in consumption during COVID-19**

Approach:

- Target prospective students through video on Connected TV devices using CRM
- Increase brand visibility when audiences are engaged in content
- Retarget LP viewers with online video to achieve cross-device coverage

Estimated Impressions: 1,800,000

## PAID SOCIAL

### FB/IG/SNAPCHAT

**Reinforce messaging through highly targeted, engaging units**

Approach:


- Target CRM through Facebook and Instagram on feed, stories, and audience network
- Extend targeting to reach prospective transfer students
- Use “story” units on the Snapchat platform for expanded reach and cost efficiency

Estimated Impressions: 2,500,000



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Looking for the perfect college fit? You don't have to look very far. There's still time to say #IChooseMizzou



**University of Missouri**

ADMISSIONS.MISSOURI.EDU  
**Take Another Look at MU**  
Tigers find their fit

LEARN MORE

**Mizzou** 12 mins · 🌐

A world-class education is still within reach. 300+ degree programs. Automatic scholarships. No deadline to enroll. There's still time to say #IChooseMizzou



**THERE'S STILL TIME TO SAY #ICHOOSEMIZZOU**

**University of Missouri** SHOW ME

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**Ready When You Are**  
Learn what Tigers Think

Learn More

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You don't have to go far away from home to get a world-class education. There's still time to say #IChooseMizzou




**University of Missouri**

ADMISSIONS.MISSOURI.EDU  
**Here for You**  
Discover life at Mizzou

LEARN MORE

Instagram

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**A WORLD-CLASS EDUCATION IS STILL WITHIN REACH.**


University of Missouri **SHOW ME**

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mizzou Looking for the perfect college fit? You don't have to look very far. There's still time to say #IChooseMizzou









### Become Mizzou Made

Picture yourself at Mizzou this fall. There's still time to be a Tiger. Apply Now.



### Ready When You Are

Still looking for the perfect college fit? You don't have to look far. Apply today!



### Close to Home

300+ majors, automatic scholarships and no deadline to enroll. Learn more.



### Give Mizzou Another Look

48% of Mizzou students graduate debt free. Apply now.



The screenshot shows a desktop browser view of the Allrecipes website. The main article is titled "Best Chocolate Chip Cookies" and features a large image of the cookies. To the right of the image is a vertical advertisement for the University of Missouri with the text "RETHINK MIZZOU. 48% of students graduate debt free." and a "SHOW ME" button. The recipe details include: Prep: 20 mins, Cook: 10 mins, Total: 1 hr, Additional: 30 mins, Servings: 24, and Yield: 4 dozen. The page also has a search bar, navigation menu, and social sharing options.

The screenshot shows a desktop browser view of a news website, KCTV 5 News. The main headline is "FLASH BRIEFING" with a large play button icon. Below the headline are three video thumbnails: "Top midday headlines for Friday, May 8, 2020", "COVID-19 conspiracy videos going viral across social media", and "Investigators review case of unarmed African-American jogger shot and killed in Georgia by father and son". On the right side, there is a "CORONAVIRUS" section with a map of Missouri and the text "31 new COVID-19 deaths reported in Missouri". At the bottom right, there is another vertical advertisement for the University of Missouri with the text "HERE. FOR YOU." and a "SHOW ME" button.

The screenshot shows a mobile browser view of a HuffPost article. The article title is "I Study Human Touch. I'm Questioning What Our Future Will Be Like After COVID-19." by Epiphany Jordan, Guest Writer, dated 05/08/2020 09:00 AM ET. The article features a large image of two hands reaching towards each other. The top of the page shows the HuffPost logo and a navigation menu. The article text includes a quote: "The coronavirus has turned human touch into a villain, but it's not a one-dimensional character with a predictable story arc."



As of May 15, 2020, our initial campaign performance is strong and continues to drive impact into the Summer.

<b>Channel</b>	<b>Impressions</b>	<b>CTR</b>
<b>Facebook/Instagram</b>	87,310	0.10%
<b>Snapchat</b>	221,208	0.64%
<b>GDN Responsive Ads</b>	445,168	0.62%
<b>Paid Search</b>	15,652	19.06%
<b>Semicasting Display</b>	809,910	0.09%
<b>Semicasting Pre-roll</b>	127,402	0.34%
<b>Semicasting CTV</b>	86,702	0.15%