



**CARNEGIE DARTLET™**

THE POWER OF HUMAN CONNECTION

## University of Denver

### PROJECT INITIATION

June 2020

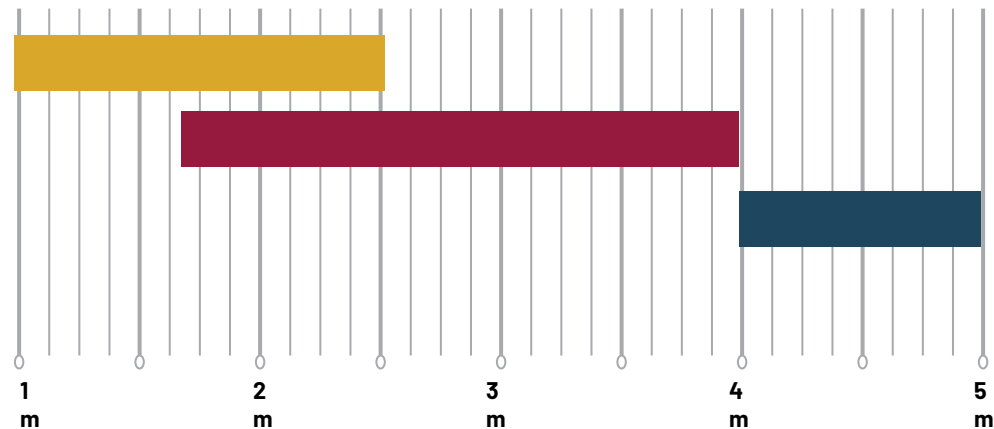
RESEARCH | STRATEGY | CREATIVE | DIGITAL | LEAD GEN | TEAM DYNAMICS



# your goals, our priority

- + We will take a comprehensive approach to defining DU's brand and delivering a strategy for market disruption, leveraging internal and external qualitative and quantitative research to ensure an authentic platform that is distinct.
- + We will engage stakeholders from all corners of campus in order to ensure accuracy and authenticity while building a strong foundation for implementation.
- + We will deliver a deep analysis of your current marketing practices and a detailed plan for the future.
- + We will create custom audience personas for undergraduate enrollment, delivering a specific connection strategy for each segment.
- + We will transform your personality solution into powerful creative campaign concepts.

# timeline | pre-launch



RESEARCH | STRATEGY | CREATIVE | DIGITAL

# integrated research

## EXECUTIVE DISCOVERY

6 executive discovery interviews,  
conducted virtually

## PERSONALITY DEFINITION

12 virtual messaging-specific workshops;  
each workshop specific to the  
undergraduate or graduate experience.

## ONLINE WORKSHOP

Up to 1,000 completes and up to four  
custom questions

## COMPETITIVE AUDIT

10 direct competitors.

## EXTERNAL PERCEPTION RESEARCH

14 questions, plus two custom questions;  
5 DMAs; 1500 completed surveys



# reputation strategy

## MASTER POSITIONING + STORY DEVELOPMENT

Cumulative research synthesis and master positioning strategy complete with personality solution.

## REVEAL + TRAINING

3 reveal events  
3 training events  
Conducted virtually

## MARKETING OPERATIONS + COMMUNICATIONS ANALYSIS

3 stakeholder meetings

## MARKETING PLAN

1 virtual stakeholder interview  
1 day of planning meeting(s)  
2 execution sessions following the completion of proposed plan.





# audience definition

## DEMOGRAPHIC CLUSTERING

Data tagging for all current students.  
One data tagging instance for all names in undergraduate prospective student pool upon timing of client's choosing.

## PSYCHOGRAPHIC DARTS

4 workshops  
Up to 800 survey completes  
Up to 4 Darts identified  
1 hour virtual training following the presentation of Dart strategy.

## DATA TAGGING

1 future tagging moment of prospective undergraduate students of any list size



# signature creative

## PERSONALITY-DRIVEN CAMPAIGN CONCEPTS

- 2 enterprise-wide concepts
- 3 (single-canvas) product examples each
- 2 audience-based final concept iterations

## DART-TARGETED ITERATION OF CAMPAIGN CONCEPTS

- 1 (single-canvas) product examples per  
Dart

## CURRENT BRAND MARK TESTING

- 9 questions
- 20 experts in creative design work
- 3 brand marks tested

