50 Knots
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OUR TEAM

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Account Director

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Creative Director + Copywriter

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Research Director

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GOALS

● **Primary**: Increase post mandatory check-in appointments by **25%** by May 2020.

● **Secondary**: Increase attendance overall at ISSS events on campus by **25%** by May 2020.
PRIMARY TARGET AUDIENCE

UIUC international first year students in need of guidance for resources.

Demographics:
- Living in university dorms
- 116 Nationalities (top three countries of origin: China, India, South Korea)
- English as a second language

Psychographics:
- Unfamiliar with a new environment and culture
- Involved in international RSOs on campus
- First turn to friends for advice
- Interested in getting the full college experience, professional and social
- Unsure about international resources on campus
UIUC international graduate students in need of professional development advice and resources.

**Demographics:**
- Ages 22-29
- 116 Nationalities (top three countries of origin: China, India, South Korea)
- English as a second language
- From a middle to upper class household and above average income

**Psychographics:**
- Seek internships or job opportunities
- Face pressure from peers and competition for jobs
- Frequently participates in career fairs and professional development
- Stay on top of the industry trends
INTERVIEW HIGHLIGHTS

“As an international student, you need to get everything prepared before it’s too late.”
Manting Liao, Freshman

“International students are heavily influenced by opinion leaders in their own groups. You will start job hunting when everyone around you start to do that.”
Chen Chen, Graduate Student
International students often start considering documentation and immigration status only after something else has reminded them.
ISSS helps you take care of your documentation and immigration status, so you can focus on being a college student.
CREATIVE STRATEGY

“Don’t Let ___ Be Your Reminder”

- Uses cultural imagery that reminds people of home and serves as the reminder to get immigration documentation updated so you don’t miss out on the fun back home
- Talks directly to target audiences
- Highlights different resources ISSS offers
CREATIVE STRATEGY - Print Ads

Print Ads

- 8.5x11 inches
- Hang up in restaurants on Green St., in high traffic campus areas and given to RSOs
CREATIVE STRATEGY - MTD Bus Ads

MTD Bus Ads

- 11x17 inches
- Posted in MTD buses, one ad goes on 16 buses
- Covers all campus and community routes

THE LIGHTS OF DIWALI SHOULDN’T BE YOUR REMINDER

An outdated passport shouldn’t keep you from going home. ISSS will help you update it before you go back to release your next lantern. Use the Online Scheduling system to book an appointment at isss.illinois.edu
DANCHEONG STYLE PAINTINGS SHOULDN’T BE YOUR REMINDER

Confusion about immigration laws shouldn’t keep you from going home. ISSS will help you understand these laws so you can understand art. Use the Online Scheduling system to book an appointment at isss.illinois.edu
Digital Ads

- 1920x1080 pixels
- Posted around campus at the Illini Union, libraries, residence halls and other campus buildings
DON’T LET TOMATOES BE YOUR REMINDER!

Expired documents shouldn’t keep you from going home. ISSS will help you update them so you can hurl tomatoes at La Tomatina. Use the Online Scheduling system to book an appointment at isss.illinois.edu
Hello and Welcome from ISSS!

Hello All,

Are you ready for an amazing first year on campus?

ISSS will be your guide before, during and after your time here at the University of Illinois. We provide immigration resources and cultural-sensitive services to ensure your adjustment to campus life goes as smoothly as possible. Be sure to utilize our pre-orientation events and advising services when you arrive to be informed and stay ahead when it comes to your documentation. Reduce the stress early so you can focus on being a college student.

Let’s connect! Follow us on social media and use the hashtag #IllinoisInternational to share what you are most excited about for your first year at the University of Illinois. Be sure to keep a look-out for us on Quad Day.

We wish you safe travels. See you soon!

-ISSS

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Hunt Us Down on Quad Day!

Hello All,

We get it, Quad Day can be overwhelming. But you should make our table your first stop.

Come speak with some representatives from ISSS and learn more about the resources we have on campus all year round. There are many events throughout the school year that can help you get accustomed to campus life and meet new people, so come out and learn more. Plus, there will be some fun activities planned with some sweet prizes. You won’t want to miss us!

Follow us on social media so you can see what we’re up to during Quad Day. We will also be posting pictures and stories with students we spoke with, and they might even feature you!

Hope to see you there.

-ISSS
To: All International Students

Hello All,

Make new friends, build new skills and get a bigger perspective! Come out to these ISSS events that can help you get a better grasp on all things college.

**Coping with Cultural Differences in Job Search** - Applying for jobs can be overwhelming, but the Career Center can help relieve some of that stress. Come and learn about some of the different cultural challenges people may face when applying for jobs and how to handle them effectively. It's a great chance to learn about this topic, connect with others and enjoy free dinner!

Where: ISSS Multipurpose Room (4th floor, 610 E John Street)
When: March 13th, from 6-7:30PM

**Bike Safety Training** - Biking around campus can be a quick and easy mode of transportation if you know how to get around effectively. With the help of UIUC Fire Department, you can better understand the rules of using bike lanes around campus and how to avoid getting injured. You’ll also have the opportunity to meet other students on campus!

Where: ISSS Multipurpose Room (4th floor, 610 E John Street)
When: March 14th, from 6-7:30PM

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**GEL (Global Engagement Lounge) with Campus Recreation** - Join the conversation with the staff from Student Wellness to find out how to take steps towards a healthier, happier and more satisfying life. It's also a great place to meet new people and learn something new.

Where: Asian American Cultural Center (1210 W. Nevada Street)
When: March 15th at 2PM

We hope that you attend some of these events and get the most out of ISSS! Can’t wait to see you there.

-ISSS
CREATIVE STRATEGY - Facebook Posts

University of Illinois ISSS

Just a reminder to hunt us down on Quad Day for some fun activities and prizes! Be sure to share your experiences with the hashtag #illinoisinternational.

University of Illinois ISSS

Join us this Thursday from 6-7:30PM in the ISSS Multipurpose Room (4th floor, 610 E. John Street) for bike safety training with UIUC’s Police/Fire Department! Learn the rules of the [bike] road and meet some new people on campus!

Mark your calendars for the ISSS Orientation event this Friday from 11-1:00! Learn about school mandates, ways to get accustomed to the new culture and other fun activities to ease you into the new academic year. You'll have a chance to meet ISSS representatives and other students, so be sure to come out.
CREATIVE STRATEGY - Instagram Posts

issillinois_ Come one, come all! We are so excited to welcome all of our First Year International Students to the University of Illinois for a great academic year! We are #IllinoisInternational.

issillinois_ Mark your calendars for the ISSS Orientation event this Friday from 11-1:00! Learn about school mandates, ways to get accustomed to the new culture and other fun activities to ease you into the new academic year. You'll have a chance to meet ISSS representatives and other students, so be sure to come out.

issillinois_ Thank you all for hunting us down on Quad Day! We had a great time talking, taking pictures and meeting all of you the new faces. Winners of the scavenger hunt raffle will be announced over email, so keep a lookout for that! We are #IllinoisInternational.
CREATIVE STRATEGY - Quad Day

YOU WON’T EVEN NEED THIS (WITH ISSS)
CREATIVE STRATEGY - Quad Day Printouts

Scavenger Hunt Card

- 8.5x5.5 inches
- Double sided
- Get students to interact with other RSOs
- Enter to win some prizes

**ISSS Scavenger Hunt**

Directions: Visit three of the RSO tables scattered around the Quad and speak with someone there. Get a sticker from whoever you spoke with at that RSO. Once you visited three tables, bring back your scavenger hunt card to be entered into a raffle for some sweet prizes!

**Name & email:**
CREATIVE STRATEGY - Quad Day Printouts

Post Card
- 4.2x5.5 in
- Double sides
- Welcome card to campus from ISSS

Dear Student,

We hope you are excited for the semester at the University of Illinois. There are so many things to see and do! ISSS will be your guide before, during and after your time here at the University of Illinois. We provide immigration resources and cultural-sensitive services to ensure your adjustment to campus life goes as smoothly as possible. Be sure to utilize our advising services early, so you can focus on being a college student.

To book an appointment, use our Online Scheduling system at isss.illinois.edu.

Visit again soon,
ISSS
Dear Student,

We hope you are excited for the semester at the University of Illinois. There are so many things to see and do!

ISSS will be your guide before, during and after your time here at the University of Illinois. We provide immigration resources and cultural-sensitive services to ensure your adjustment to campus life goes as smoothly as possible. Be sure to utilize our advising services early, so you can focus on being a college student.

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Visit again soon,
ISSS
CREATIVE STRATEGY - Recommendations

**Website**
- Reorganize sub-tabs to make it easier to find what you need
- Designate a section at the top of home page for scheduling appointments
- Create a calendar on the side for upcoming events with hyperlinks to FB events

**Newsletter**
- Color coordinate headers for events
- Less text - include hyperlinks to longer articles/segments
- More organized sections/categories
MEDIA STRATEGY

- **Media Goal:** Increase the awareness of ISSS service among first year students.

- **Starting from April 2019:** Promote ISSS pre-arrival events and social media accounts through ISSS platforms, emails and student RSOs.

- **Starting from August 2019:** When students get back to the campus, we plan to have ISSS table combining fun social events on quad day, giving out flyers and giveaways. We will also run ads on buses and digital boards. Also post flyers and posters around campus where international students are clustered. Newsletters and social media post will be sent out on a weekly bases.
# Media Schedule

## Pre-Arrival

<table>
<thead>
<tr>
<th>2019</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Week of</strong></td>
<td>5</td>
<td>12</td>
<td>19</td>
<td>26</td>
<td>2</td>
<td>9</td>
<td>16</td>
<td>23</td>
<td>17</td>
</tr>
<tr>
<td>RSOs Channels social media</td>
<td>Event Information</td>
<td>Check in</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facebook, Instagram</td>
<td>2 posts per week about orientation events</td>
<td></td>
<td></td>
<td></td>
<td>Service and event information</td>
<td>Travel</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email and Newsletter</td>
<td>2 posts per week about orientation events</td>
<td></td>
<td></td>
<td></td>
<td>Service and event information</td>
<td>Travel</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MTD Bus Ads</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>16 buses, 30 days</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Digital Ads</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Poster</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>20</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Post Card</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>100</td>
<td>50</td>
<td>200</td>
</tr>
<tr>
<td>Flyers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>250</td>
<td>250</td>
<td>100</td>
</tr>
<tr>
<td>Quad Day Tabling</td>
<td></td>
<td></td>
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</table>

## On Campus

<table>
<thead>
<tr>
<th>2019</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Week of</strong></td>
<td>18</td>
<td>25</td>
<td>8</td>
<td>15</td>
<td>22</td>
<td>29</td>
<td>6</td>
<td>13</td>
<td>20</td>
</tr>
<tr>
<td>RSOs Channels social media</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Travel</td>
</tr>
<tr>
<td>Facebook, Instagram</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Travel</td>
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<tr>
<td>Email and Newsletter</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Travel</td>
</tr>
<tr>
<td>MTD Bus Ads</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>16 buses, 30 days</td>
<td></td>
</tr>
<tr>
<td>Digital Ads</td>
<td></td>
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<td></td>
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<td>Poster</td>
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<td>20</td>
<td>10</td>
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<tr>
<td>Post Card</td>
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<td>100</td>
<td>50</td>
<td>200</td>
</tr>
<tr>
<td>Flyers</td>
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<td></td>
<td></td>
<td></td>
<td>250</td>
<td>250</td>
<td>100</td>
</tr>
<tr>
<td>Quad Day Tabling</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>
# MEDIA BUDGET

<table>
<thead>
<tr>
<th>Details</th>
<th>Quantity/ Time</th>
<th>Hours</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Social media</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Instagram, Facebook regular post</td>
<td>1/week</td>
<td>2-3 hrs/week</td>
<td>$0.00</td>
</tr>
<tr>
<td>RSO social media channels</td>
<td>1/week</td>
<td>2-3 hrs/week</td>
<td>$0.00</td>
</tr>
<tr>
<td>Emails and Newsletter</td>
<td>1/week</td>
<td></td>
<td>$0.00</td>
</tr>
<tr>
<td>Facebook promotion</td>
<td>1000 reaches</td>
<td>1 hr</td>
<td>$150.00</td>
</tr>
<tr>
<td><strong>Quad Day</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Registration</td>
<td>Once</td>
<td>10-12 hrs</td>
<td>$35.00</td>
</tr>
<tr>
<td>Scavenger Hunt Sheet &amp; Stickers</td>
<td>200</td>
<td></td>
<td>$39.45</td>
</tr>
<tr>
<td>Maps, Pins, Cork Board</td>
<td>160 pins</td>
<td></td>
<td>$44.86</td>
</tr>
<tr>
<td>Banner with stand (24&quot; x 46&quot;); Pads of post it notes</td>
<td>Pad notes x 24</td>
<td></td>
<td>$57.24</td>
</tr>
<tr>
<td><strong>MTD Bus Ads</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>One Ad goes on 16 buses, Ad size: 11” x 7”</td>
<td>4 weeks</td>
<td>2-3 hrs</td>
<td>$125.00</td>
</tr>
<tr>
<td>9 screens in Union, screens in dining hall</td>
<td>4 weeks</td>
<td>2-3 hrs</td>
<td>$370.00</td>
</tr>
<tr>
<td><strong>Digital Ads</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sticker: 8.5&quot; x 11&quot; ; 12 stickers/ sheet</td>
<td>200 sheets</td>
<td>2-3hrs on Quad day</td>
<td>$54.90</td>
</tr>
<tr>
<td>Postcard: 4.2&quot; x 5.5&quot;</td>
<td>500</td>
<td>3 hrs x 5 times</td>
<td>$50.00</td>
</tr>
<tr>
<td>“To do List” Post It Note with logo and “reminders”, 3.75&quot; x 4.25&quot;</td>
<td>200</td>
<td>1 hr</td>
<td>$191.17</td>
</tr>
<tr>
<td>Amazon Gift Card for raffle</td>
<td>2 for $15 each</td>
<td></td>
<td>$30.00</td>
</tr>
<tr>
<td>Food and coupons (sponsorship from local restaurant, Ex. Teamoji)</td>
<td>3 hrs</td>
<td></td>
<td>$0.00</td>
</tr>
<tr>
<td><strong>Giveaways</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flyers: 8.5&quot; x 11&quot; - double sides, with shipping</td>
<td>1000</td>
<td>3 hrs x 5 times</td>
<td>$180.00</td>
</tr>
<tr>
<td>Poster: 11&quot; x 17&quot;</td>
<td>40</td>
<td>1 hr x 3 times</td>
<td>$152.32</td>
</tr>
</tbody>
</table>

| Total                                        |                |              | $1,479.94 |
| Small Plan                                   |                |              | $643.77   |

* Only for Giant Media Plan
APPENDIX

Map and pins

160 Pieces Push Pins Map Flag Push Tacks
https://www.amazon.com/dp/B074M29QWS/ref=sspa_dk_detail_3?psc=1&pd_rd_i=B074M29QWS&pd_rd_m=AWSCF&pf_rd_p=10ebaf99-73de-4f5d-a994-e7f5fc52f86f&pf_rd_r=HW1LM&pd_rd_r=5GVRF6FNDJTOHOWPY8&pd_rd_r=e481842e-355b-11e9-bebf-15ead0be056d

Pads of post it note
https://www.amazon.com/Post-Sticky-Sticking-Collection-654-24SSMIA-CP/dp/B01D8F5FKS/ref=asc_df_B01D8F5FKS/?tag=hyprod-20&linkCode=df0&hvadid=196305936958&hvpos=1o3&hvnetw=g&hvrand=8331265474071147890&hvqmt=&hvdev=c&hvlocmd=5&hvtargid=pla-315289450713&th=1

Banners
https://www.bestofsigns.com/l-banner-stands.html?utm_source=Google&utm_medium=cpc&gclid=EAlaIQobChMlh-eJh5Tx4AlVrx6t8h0bQAoLEAYYBCABeGt-5_D_BwE

Flyers

Posters
https://www.uprinting.com/large-format-posters-printing.html?attr3=18546&attr1=16574&attr5=16523&attr6=18461&product_id=357&image_id=&h1=Cheap%20Custom%20Poster%20Printing%20-%20Large%20Semi%20Gloss%20Posters&iv=iv_p_1 a 182076801 g 38633669905 c 176218385664 k m w aud-450878853269:pla-42887699904 n g d c v l t r 1o1 x pla y 336948 f online o 5447 z US i en j 42887699904 s e h 9022196 ii vi &gclid=EAlaIQobChMl3dTL3sLO4AlVBgVpCh2J8QdFEAQYASABEgJdWfD_BwE
Quad day Registration
https://illiniunion.illinois.edu/involvement/rso/quadday/register.aspx

Stickers
https://www.amazon.com/Monthly-Planner-Stickers-Rainbow-Checkmark/dp/B01748J1YQ/ref=sr_1_1?keywords=stickers+checkmark&qid=1550789846&s=arts-crafts&sr=1-1-catcorr

Cork Board
https://www.amazon.com/Brands-Basics-Bulletin-Inches-Aluminum/dp/B00PRYS3FI/ref=sr_1_14?s=office-products&ie=UTF8&qid=1550746388&sr=1-14&refinements=p_n_location_browse-bin%3A2726180011

MTD BUS

Postcard
https://www.vistaprint.com/marketing-materials/postcards?xnav=swsProductOnly_ResultTitle

Notepad with logo
https://www.stickeryou.com/products/die-cut-sticker-pages/750#

Facebook Promotion
https://www.bluecorona.com/blog/how-much-facebook-advertising-costs
THANKS!
ANY QUESTIONS?