



<b>SUBJECT</b>	<b>UBC COMMUNICATIONS/BRAND MARKETING CAMPAIGN UPDATE</b>
<b>MEETING DATE</b>	<b>NOVEMBER 26, 2018</b>

Forwarded on the Recommendation of the President

**APPROVED FOR SUBMISSION**

Santa J. Ono, President and Vice-Chancellor

**FOR INFORMATION**

<b>Report Date</b>	November 8, 2018
<b>Presented By</b>	Philip Steenkamp, Vice-President External Relations Rick Hart, Senior Director, Brand and Marketing

**EXECUTIVE SUMMARY**

Background

“The potential is yours” brand marketing campaign launched on September 24, 2018. Using a mix of traditional (TV, print) and digital (social media, video, website advertising) media, the objective of the campaign is to elevate UBC’s profile and reputation and enhance perceptions of the University.

Running over two waves, one beginning September 2018 and one beginning January 2019, the campaign has an investment split of 45%/BC, 55% Ontario/National.

Campaign performance will be evaluated based on impact (measured by a multi-wave, quantitative, advertising tracking research program) and investment efficiency (how our media plan performs against industry benchmarks).

This update presents findings and conclusions based on the reporting period September 24 to October 21, 2018.

Conclusions

High-level conclusions based on campaign performance to-date:

1. The campaign is getting noticed with high recall scores in BC. Awareness and familiarity in Ontario (Greater Toronto Area and Ottawa) remains a challenge reflecting that market’s more competitive nature and higher media costs.
2. The campaign is efficient from a media expenditure perspective– exceeding benchmarks for metrics such as Cost Per View (CPV), Video Through Rates (VTR) and Engagement.
3. Impact of the advertising on perceptions of UBC are positive, but full impact will be best assessed after further waves of tracking research.

### Media Metrics in Greater Detail

Key media efficiency metrics across digital platforms deployed in the campaign are as follows:

- **Twitter:** Cost Per Views in all three markets are steady at \$0.01 per video view which is 50% better than benchmark.
- **YouTube/Programmatic video:** View Through Rate (VTR) is at 53.7%, exceeding the 25% VTR benchmark by 115%. Note: VTR = Complete views (user did not skip) / Impressions (number of times the ad rendered)
- **LinkedIn:** ads are exceeding LinkedIn benchmarks for the Higher Education vertical in Canada with BC showing the highest Click Through Rates (CTR) at 0.98% (180% above benchmark), 1.2% combined engagement rate on video and static posts (200% above benchmark) and a view rate of 36.77% (84% above benchmark). The BC audience is engaging at four times more than their expected levels on static posts.
- **Facebook:** “The potential is yours” link ads are outperforming those from previous UBC campaigns with a 0.93% click-through rate vs. 0.88%.
- **Website:** The external-facing website, ourpotential.ca, has achieved 26,360 Unique Users with an average session length of 1:20 during the reporting period.

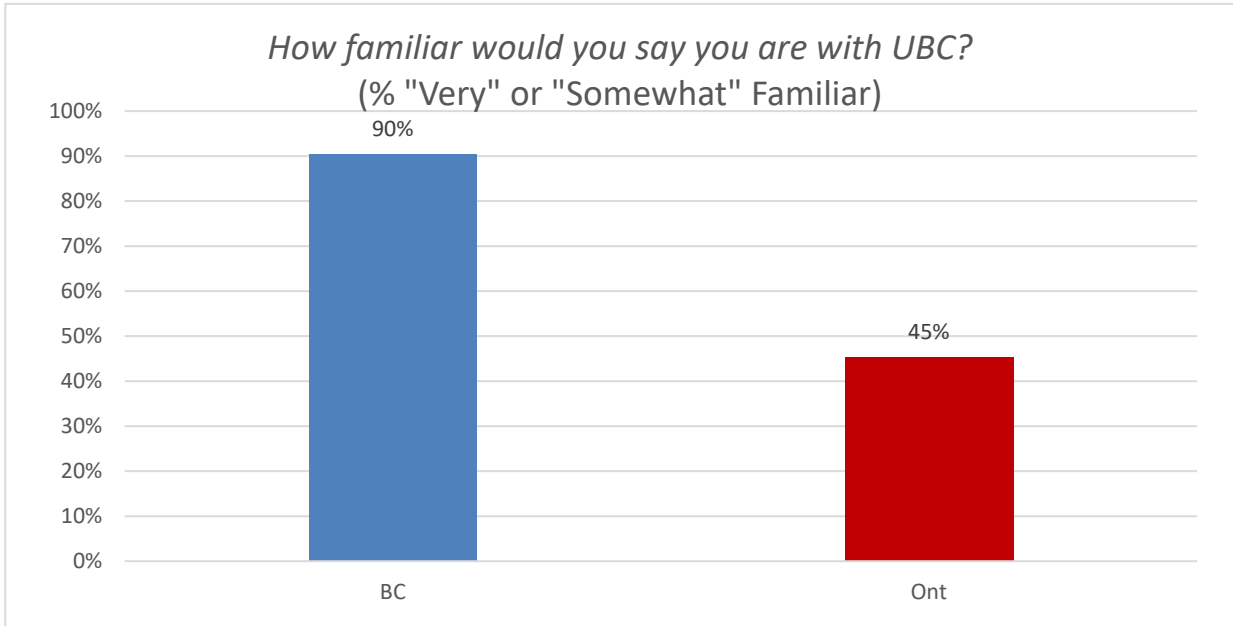
### Quantitative Advertising Tracking Research Findings (Wave 1)

The insights below are based on the first of four waves of research planned for the brand campaign. Conducted by research firm MaruBlue, the research was in-field October 24 - 31. The first wave includes a general population sample of 971 respondents in Vancouver, Toronto and Ottawa Census Metropolitan Areas. Future waves will include Vancouver, Toronto and Ottawa business leaders. The sampling plan and survey schedule provides more timely evaluation of the additive impacts of multiple waves of media spend vs. simple pre/post measurement.

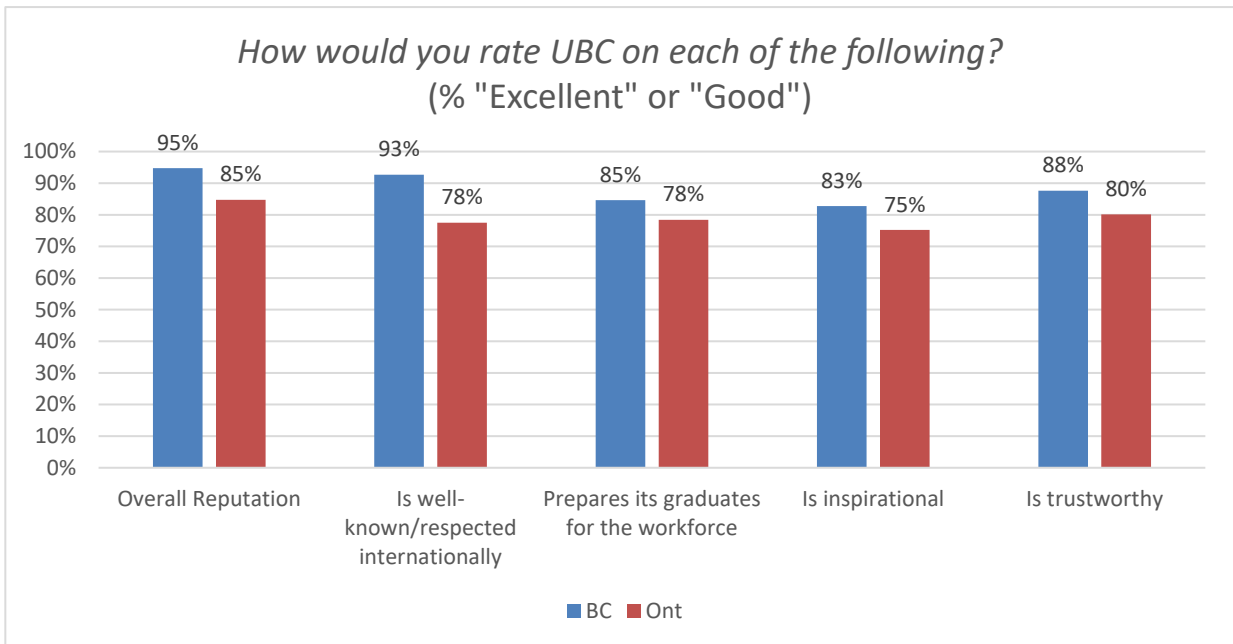
Key Insights:

- Following the first wave of “The potential is yours” advertising, unprompted recall of UBC advertising is 23%, consistent with recall following wave 1 of the “For a better BC” campaign. However, UBC’s the “The potential is yours” campaign had a greater share of recall of regional advertising from other post-secondary institutions.
- Of those who reported seeing UBC advertising unprompted, TV was the dominant channel of recall, cited by 42% of BC and 31% of Ontario respondents. Social media was the second most mentioned source in BC and website advertising in Ontario.
- Compared to the “For a better BC” campaign after Wave 1:
  - 84% agree “The advertisement is credible coming from UBC” (vs. 78%)
  - 78% agree “The message in this advertisement is different than those for other post-secondary institutions” (vs. 62%)
  - 68% agree “The message in this advertisement is meaningful to me” (vs. 63%)
- 22% of British Columbians and 29% of Ontarians state that their opinion of UBC had improved significantly or somewhat after viewing the advertising,

- Key charts – prior to respondents being exposed to advertising messages:

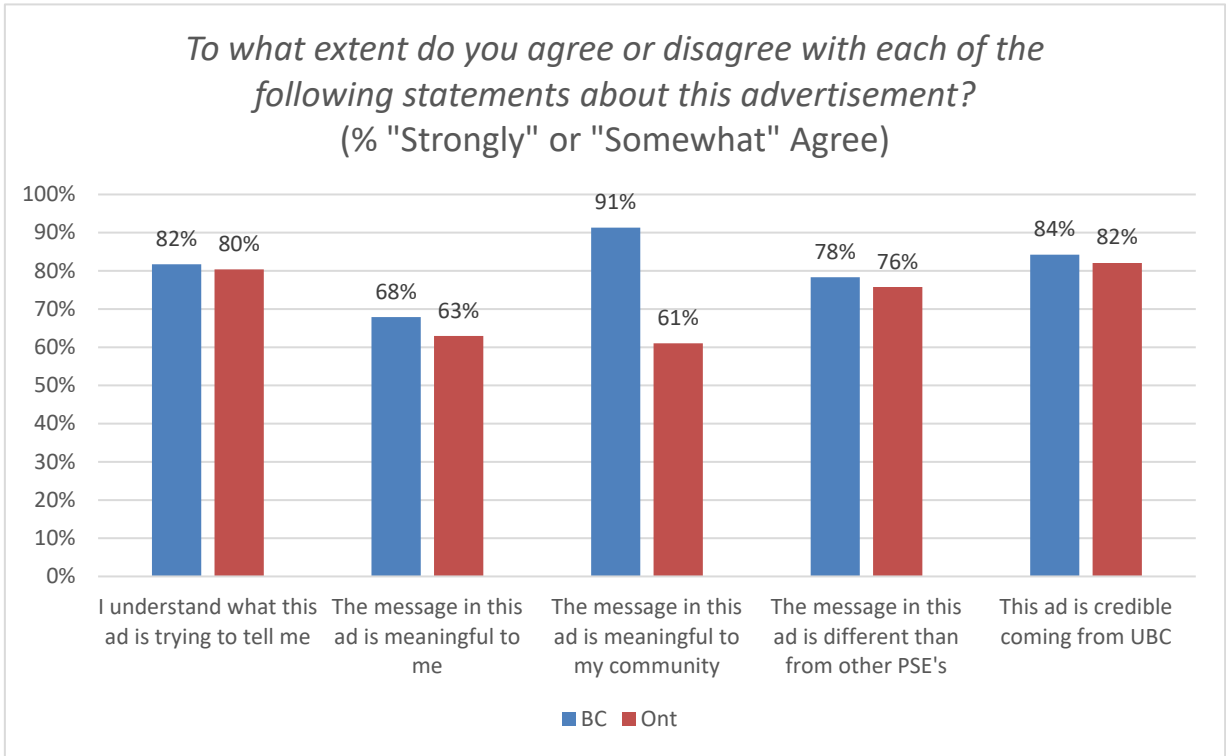


Sample: of those aware of UBC; BC n = 533, Ontario n= 347  
 Source: MaruBlue UBC Campaign Advertising Tracking Research, Wave 1, November 1, 2018

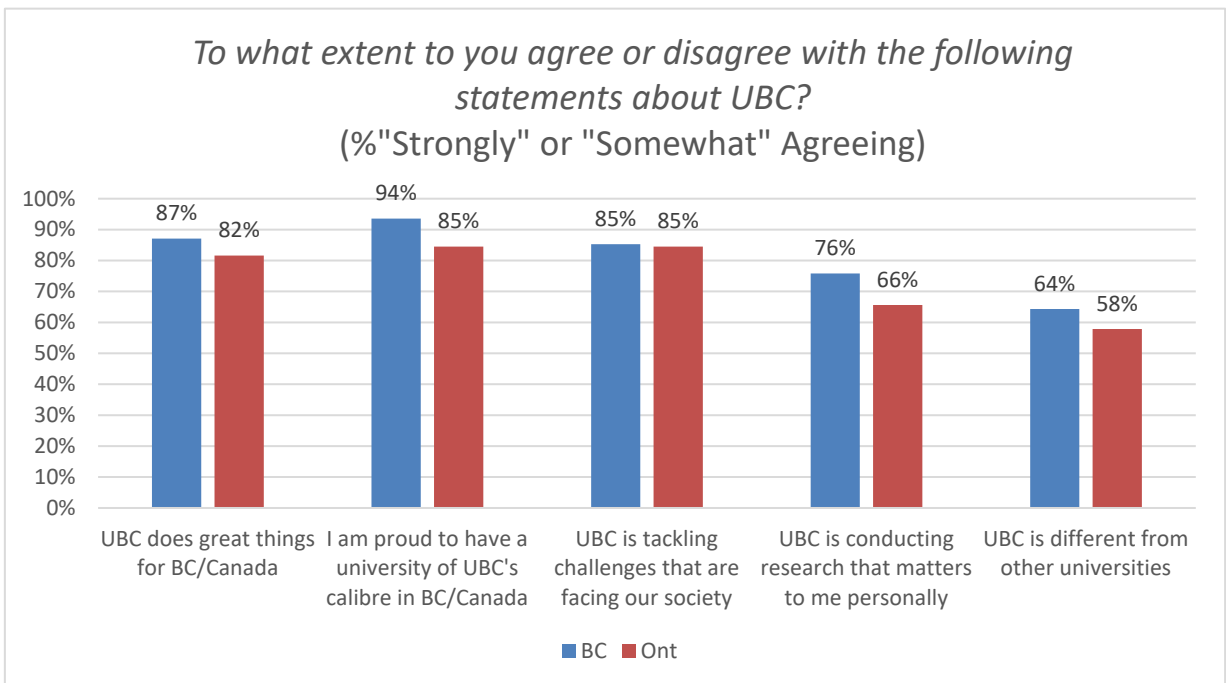


Sample: of those aware of UBC; BC n = 533, Ontario n= 347  
 Source: MaruBlue UBC Campaign Advertising Tracking Research, Wave 1, November 1, 2018

- Key charts – post respondents being exposed to advertising messages:



*Sample: all respondents BC n = 558, Ontario n= 413  
Source: MaruBlue UBC Campaign Advertising Tracking Research, Wave 1, November 1, 2018*



*Sample: all respondents BC n = 558, Ontario n= 413  
Source: MaruBlue UBC Campaign Advertising Tracking Research, Wave 1, November 1, 2018*

Next Steps

1. Advertising tracking research wave two – November, 2018
2. Second wave of campaign media in-market – January 14, 2019
3. Advertising tracking research wave three – January, 2019
4. Advertising tracking research post campaign wave – February, 2019
5. Campaign post summary report – April, 2019

**INSTITUTIONAL STRATEGIC PRIORITIES SUPPORTED**

Learning     
  Research     
  Innovation     
  Engagement (Internal / External)     
  International

or  Operational

**DESCRIPTION & RATIONALE**

UBC’s brand, profile and reputation impact everyone associated with the university as well as those considering engaging with the university. As strategic assets for the university, its brand and reputation need to be actively managed and promoted.

**BENEFITS**

Reputational: investment in our profile and reputation benefits virtually all aspects of the university.

**RISKS**

Financial, Operational & Reputational

There are risks associated with *not* investing in our reputation and profile. Taking a proactive approach to managing and positioning the UBC brand through consistent communication initiatives will help to mitigate the impact of other university’s marketing, negative media news stories, or derogatory word of mouth stories that may surface.

**SCHEDULE**

Brand campaign fully funded for 2018-2019 and 2019-2020. The first wave will begin September 24, 2018 and the second wave, January 14, 2019.

**CONSULTATION**

Relevant Units, Internal & External Constituencies

The following faculties, administrative units and external stakeholders were consulted in the development of the campaign creative: Faculty of Medicine, Faculty of Science, Faculty of Arts (psychology), Faculty of Applied Science (engineering), BC Centre for Substance Use, the Djavad Mowafaghian Centre for Brain Health, UBC Okanagan University Relations, Learning Exchange, Government Relations, Media Relations, Internal Communications. In addition, just under 2,000 people in Vancouver and Toronto evaluated the brand campaign creative concept through quantitative market research.

**Previous Report Date**

September 5, 2018

**Decision**

For Information

**Action / Follow Up**

Staff directed to provide further updates as appropriate

**Previous Report Date**

November 17, 2017

**Decision**

For Information

**Action / Follow Up**

Staff directed to provide further updates as appropriate