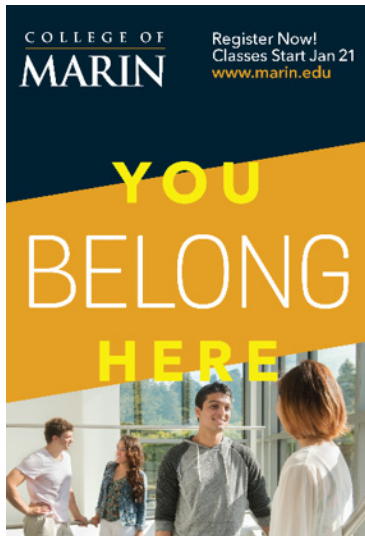# Marketing Roadshow
How Campus Collaboration Improves Student Access

EXERCISE 1

I've seen this ad:

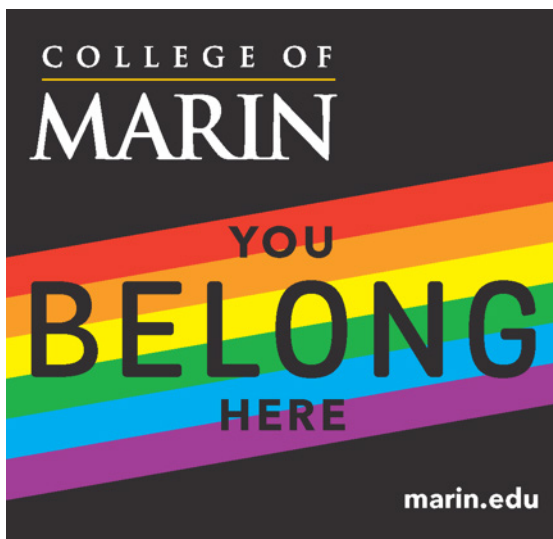

☐

First thing that comes to mind:

....

What sort of person is this concept for?
(older/younger, more/less educated, etc.)

....

☐

First thing that comes to mind:

....

What sort of person is this concept for?
(older/younger, more/less educated, etc.)

....

☐

First thing that comes to mind:

....

What sort of person is this concept for?
(older/younger, more/less educated, etc.)

....

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I've seen this ad:

☐

☐

☐

☐

First thing that comes to mind:

....

....

What works /doesn't work?

....

....

....

....

....

....

....
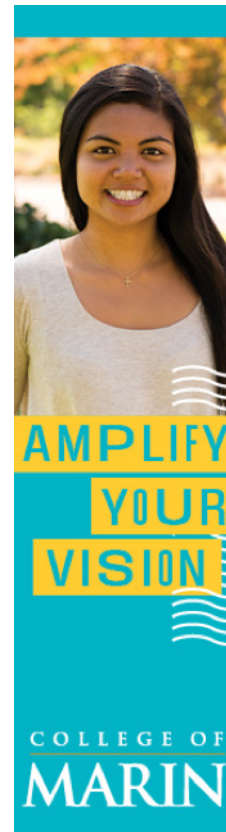
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I've seen this ad:

☐

☐

☐

☐

☐

☐

What is this concept communicating?

....

Compared to other advertising you have seen; would you say this concept is:

Very Memorable ☐   Memorable ☐   Not So Memorable ☐

Why?

....

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EXERCISE 4

DEFINING WHO YOU ARE (YOU = department, program, office, etc.)

What are your strongest attributes? List the first three to five that come to mind.
Examples: friendly, efficient, innovative, flexible, reliable

1.

2.

3.

4.

5.

What do you wish others knew about you?
Example: One of the highest NCLEX pass rates in the state

1.

2.

3.

4.

5.

What contributions would you like to make to society?
Example: More underrepresented students pursue physics as their major

1.

2.

3.

4.

5.

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EMPATHY MAP

Who are you interacting with?

....

HEARING	SAYING	THINKING

FEELING	SEEING	DOING

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YOUR STORY

What's your story? In one to three sentences, communicate the following:

- Who you serve
- What you're the best at
- What makes you different

....

....

....

....

What do you offer? (If there's time or on your own.)

What draws people in?

....

....

What makes you stand out?

....

....

Why do people come to you for help?

....

....

What can you help others achieve?

....

....

Once you've answered these questions, use them to inform the content you draft for the designer.