



**50<sup>th</sup> Anniversary Marketing &  
Promotions Guide & Plan**

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## **Guideline & Plan Purpose**

1. Establish marketing & public relations plan to further the dissemination of the 50<sup>th</sup> Anniversary message.
2. Guide the entire campus in building a university-wide effort to further the reach of the 50<sup>th</sup> Anniversary communications.

## **50<sup>th</sup> Anniversary Objectives**

1. Celebrate the accomplishments of UNO over the past 50 years.
2. Raise pride in faculty, staff, students, parents, alumni & retirees in past accomplishments, present initiatives and future plans.
3. Raise local, state and national awareness of our contributions to education and the academic realm in service to both students and society at large.
4. Establish a broader general knowledge and respect for UNO.

## **Key Audiences**

### **Internal**

- Campus Community (faculty, staff & students)

### **External**

- UNO Alumni & Friends
- Prospective Students & Parents
- Potential Staff & Faculty Members
- UNO Partners
- General Public
- Retirees

## Theme & Key Messages

The overall theme of the 50<sup>th</sup> Anniversary year will be **'50 Years of Excellence & Opportunity.'**

This theme will not be a tag line or included in any given advertising, but should be woven throughout the crafting of advertising, communications and activities. The goal should be to celebrate 50 years of The University of New Orleans rising to meet the challenge of bringing an excellent education to the students of both New Orleans and the world.

Please remember to place this overarching theme into your efforts in the coming academic year.

Key messages should include, but are not limited to:

- Academic achievements
- Faculty Achievements
- Historically Important or Outstanding Events
- Striving for Success
- Relentless Pursuit of Excellence in Academics
- Vision of a Continuation and Expansion of Excelling in the next 50 Years

The tone of communications should be celebratory of the past and excited about the future. Language uses should demonstrate the UNO desire for continued growth and innovation.

## **The University of New Orleans' Positioning/Mission Statement**

The University of New Orleans (UNO), the urban research university of the State of Louisiana, provides essential support for the educational, economic, cultural, and social well being of the culturally rich and diverse New Orleans metropolitan area. Located in an international city, the university serves as an important link between Louisiana and both the nation and the world. The university strategically serves the needs of the region through its undergraduate and graduate programs and through mutually beneficial collaborations with public and private bodies whose missions and goals are consistent with and supportive of UNO's teaching, scholarly, and community service objectives.

- The university's technological and cultural alliances connect the institution, its faculty, and its students to the community.
- Joint projects with public schools, governments, foundations, businesses, and civic groups enrich opportunities for learning and community growth.
- Research and graduate programs focus on fields of study in which UNO is nationally competitive or responding to specific state or regional needs.

### **Positioning Statement Purpose**

1. Guide development of all communications
2. Project a consistent image
3. Communicate the 'core' of what UNO is

The positioning/mission statement should serve as a reminder and guide to all entities working to promote UNO and/or the UNO 50<sup>th</sup> Anniversary.

## Guidelines for Developing Communications

We recommend the following approach in the development of 50<sup>th</sup> Anniversary communications:

- Engage audiences' attention with relevance
- Keep messages simple and to the point
- Call to action where necessary
- Repeat key messages to ensure understanding

The UNO Marketing/PR team in conjunction with the 50<sup>th</sup> Anniversary Marketing Committee has developed 50<sup>th</sup> Anniversary materials that will be made available beginning in the fall semester. This team also will launch a yearlong media program to highlight the anniversary academic year. Please contact Mike Rivault: [mrivault@uno.edu](mailto:mrivault@uno.edu) or Sarah Bergez: [sjmarti2@uno.edu](mailto:sjmarti2@uno.edu) to inquire about 50<sup>th</sup> Anniversary marketing, advertising or communications needs.

50<sup>th</sup> communications that are related specifically to your department or college do not need the review of the Marketing/PR team. Communications that are about the University in general should be passed by the Marketing/PR team for review.

## **50<sup>th</sup> Toolkit**

### **Promotional Elements/Items**

- Postmark for outgoing mail from UNO post office
- 50<sup>th</sup> Logo Stickers
- Lapel Pins
- Car Magnets
- Baseball Caps
- Pens
- Coffee Cups
- Balloons

These items have been purchased by the 50<sup>th</sup> Marketing Committee and are available in limited quantity.

### **Resources**

- 50<sup>th</sup> Anniversary Style Information/Guide (this document)
- 50<sup>th</sup> Anniversary Website
- PowerPoint Slide Layout
- Electronic Logo
- 50<sup>th</sup> Anniversary Milestones Booklet
- 50<sup>th</sup> Electronic Letterhead
- Online Historical Image Bank
- Boilerplate Description

### **Signage**

- On campus light pole banners
- Key Building Signage
- UNO Flags
- Podium Signage
- Banners for General Use

## **Paid Media (Advertising)**

### **Guidelines**

- All advertising should carry the 50<sup>th</sup> Anniversary Logo and/or the text “Celebrating 50 Years of Excellence & Opportunity.”
- This will be for elements put to use in the fall of 2008. Thereafter, this is requested through May 2009, but not necessary.
- No need to alter current advertising by any given unit, only adherence to the above
- Any questions regarding how best to accommodate this request should be directed to Marketing/PR

### **Paid Media Plan**

The traditional advertising that will be utilized will complement all other efforts by ensuring that certain messages will be placed in the marketplace. The messaging that will specifically be purchased to promote the 50<sup>th</sup> will be different but thematically consistent with the existing image based advertising that will continue in the media.

Cornerstones of the advertising plan include a minimum of one magazine type insert in the key newsprint venues as well as a partnership with at least one key television station.

Ongoing efforts may include weekly ‘history moments’ on WWNO as well as in the Times Picayune when available. A feature ad will be inserted in New Orleans Magazine later in the year in its education issue.

### **Sponsorship Opportunities**

UNO will seek out a sponsorship opportunity that will extend the benefits of all other efforts. This will be determined soon.

## **Public Relations**

The goal of the efforts towards obtaining non-paid media is to establish the validity of the significance of this event. Non-paid media coverage is seen as more valid/valuable than paid media by audiences. To ensure that the 50<sup>th</sup> celebration is seen as something of importance good press coverage is a must.

An annual Public Relations calendar has been developed that should serve as a guideline for obtaining consistent coverage throughout the academic yearlong celebration.

Plan elements will also include regular presence on morning news shows, speaking engagements and social networking efforts.

A Public Relations firm may be retained to lead in this charge.

## Logos

### 50<sup>th</sup> Anniversary



### UNO Full Logo



### UNO Short Logo

