

Got a Marketing Challenge?

April 23, 2008

Marketing & Communications

What to do. How to do it.

Three keys to good marketing



- **Strategy**
- **Target markets**
- **Creative concept**

Strategy



- **Define what you want to accomplish (Objectives)**
- **Define how you want to accomplish it (Marketing Strategy)**
- **Know who you are (Positioning)**
- **Say it in a consistent way (Personality)**

Target Markets



- **Start segmenting your market**
- **Who is most important?**
- **How easy are they to reach? To persuade?**

Creative Concept



- **Has to be compelling**
- **Create a differentiated message**
- **Campaign must be relevant**

Example



- **I love MUNdays**
- **Annual event: Celebrate Memorial**
 - Excellence in teaching, academics, research, community service, spirit.
 - Targeting faculty, staff, students, alumni, general public, community leaders, government, and just about everyone

Strategy Example



- **Objective: Engage this community**
- **Marketing Strategy: Create a Ritual – something to believe in**
- **Positioning: MUN's spirit week**
- **Personality: Young, cool, high energy, creative**

Example: Target Markets



- **Narrow the target: so narrow, we can't miss**
- **Most important: student leaders. Connect with them; build a ritual**
- **They want something to believe in. Something fun to break up semester.**

Example: Creative Concept



- **Ripped from pop culture.**
- **Uses the expression students use: “MUN”.**
- **Memorable, interesting, fun.**
- **Ninety percent the same events: now more focused and targeted.**

I ♥ MUNdays



Become...



Outside the Box Challenge

Sunday, October 23, 2005, 2 p.m., MUN Gym

So who is the most creative faculty on campus? The most ingenious club or society? The residence house that can best think outside the box? The challenge is set to win the Ingenuity Cup – so enter your team of 4 to 6 people by October 14th. Top team also wins a night for the team at The Keg Steakhouse. And we'll have draw prizes for t-shirts and other prizes. And an iPod!

To sign up, send your team roster to MUNDays@mun.ca. Deadline is October 14th.

I ♥
MUNdays
October 19-23, 2005



From Oct. 19-23, the Memorial University community is invited to celebrate the diverse accomplishments and amazing spirit and atmosphere of our great university. Celebrate Memorial in an annual series of events in both Corner Brook and St. John's that showcase creativity, diversity, spirit, and leadership at Memorial University. This year's theme is I Love MUNDays. www.mun.ca/mundays



MUNdays are for leaders

Leader Forum

Saturday, Oct. 22

9 a.m. - 1 p.m., 4:30 p.m. - 6 p.m.
at the xxxxx?

www.mun.ca/mundays

MUNdays are for readers

Book Exhibition

Thursday, Oct. 20

12 p.m. - 3:30 p.m.

in the University Centre

www.mun.ca/mundays

Celebrity Basketball Game

Memorial Ladies
Sea-Hawks
Basketball Team

vs.

St. John's
Fog Devils
QMJHL Hockey Team

Wednesday, Oct. 19
6 p.m., Field House
Tickets are \$10

I ♥
MUNDays

Schedule of events

Wednesday

Celebrity Sports Challenge
1-7 p.m., Field House
Book Exhibition for The Arts
12-2 p.m., QJ Library
MUNdays Mix and Mingle
2-4 p.m.
The University Club 2nd Floor, Arts Annex
Open Mic Night
Celebrating Memorial 1st
20 p.m.
2005-06 MUNdays Open House

Thursday

Business Scholarship Showcase
Book Exhibition
22 p.m. - 2:30 p.m.
Comedian's Corner
4:00 p.m. - 10 p.m.
St. John's Fall

Friday

3rd Convention
11 a.m. - 3 p.m., QJ Library
MUNdays Mixer
All day on campus & in community
Book by the Sea
3:30 p.m. - 7 p.m., QJ Library
International Parade
12 p.m. - 5 p.m., University Centre
"MUNdays" at the
5:00 p.m. - 7 p.m.
Pink Spire Ballroom QJ Library
QJ Library Party
5 p.m. - 10 p.m.

Saturday

James O'Hara Book Fair
10 p.m.
Parking Area 18
Outside the Box Challenge
2:00 p.m. - 5:00 p.m.
MUN Gym

Sunday

Community Service Day
3 hours of service
between 9:00 a.m. - 1:00 p.m.
Lunch 12:00 p.m.
4:00 p.m. - 7:00 p.m.
6:30 p.m. - 9:00 p.m.
10:00 p.m.

Oct. 19-23
MUNDays
2005

Memorial
University of Newfoundland
www.mun.ca/mundays

Some words of wisdom



- **If you are selling fire extinguishers, lead with fire.**
- **If you have big news, put it in the headline.**

Some words of wisdom



- **The only time you put a picture of the factory in your ad is when you are selling the factory.**
- **If you have “Books by the inch” at the library, the poster should not have a picture of the library in it.**

Some words of wisdom

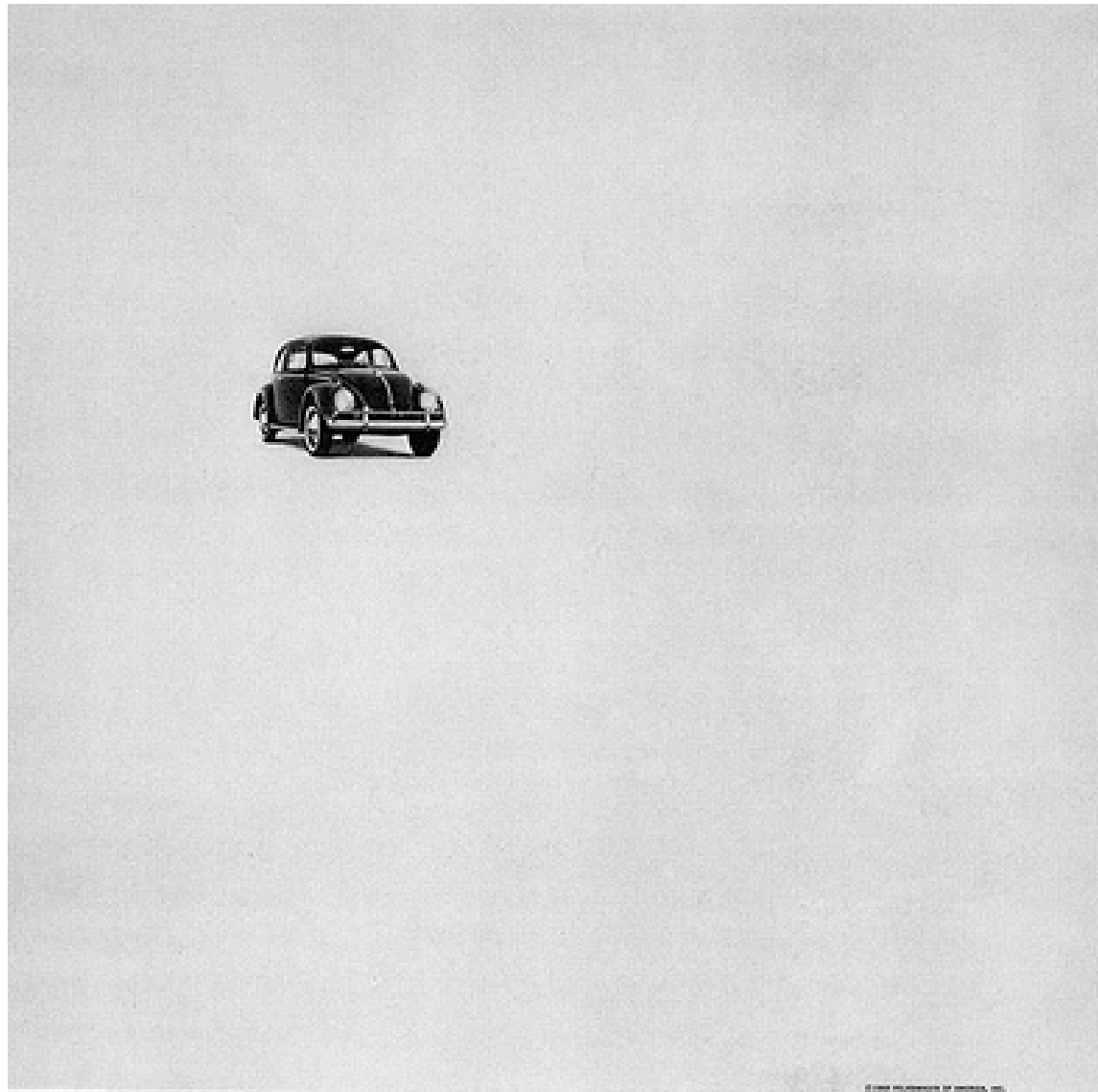


- **The customer is not a moron. He is you husband. She is your wife.**
- **Consumers are not dumb. They are the people around you. Give them some credit.**

Some words of wisdom



- **Some people use research the way a drunkard uses a lamppost. More for support than illumination.**
- **If you are going to research, do it to get insight, not to protect your job.**



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Think small.

Our little car isn't so much of a novelty any more.

A couple of dozen college kids don't try to squeeze inside it.

The guy at the gas station doesn't ask where the gas goes.

Nobody even stares at our shape.

In fact, some people who drive our little

Bimmer don't even think 32 miles to the gallon is going any great guns.

Or using five-gallon of oil instead of five quarts.

Or never needing anti-freeze.

Or racking up 40,000 miles on a set of tires.

That's because once you get used to

some of our economies, you don't even think about them any more.

Except when you squeeze into a small parking spot.

Or renew your seal insurance.

Or pay a small repair bill.

Or trade in your old VW for a new one.



Think it over.



She'll be shaken
and stirred

Bond for eternity with a brilliant engagement ring.
Shake her up. Starting at \$1200.

diamonddesign.com

Terrace on the Square, Churchill Square 754-9497





Andrew Dalton, Bat Man.

Andrew Dalton is often seen out standing in the field. No, really! He is outstanding in the field: shortstop, the position he played on the province's Canada Games team. Then there are other fields in which he stands out. He is an accomplished Saint John Ambulance first responder. A Biochem and Neuroscience honours student. An Orientation volunteer. Andrew likes stepping up to the plate, and no surprise, he keeps getting a lot of hits.

Amazing Students, a program offered by Student Affairs and Services, recognizes Memorial's student superheroes. They are outstanding role models and involved contributors. They are leaders in academics, student societies, and the community. www.mun.ca/student/amazing. Contact Amanda Martin at aemartin@mun.ca

Memorial
**student
services**
Get The Most Out Of Memorial!

**AMAZING
STUDENTS**

Meghan Mitchell, Wonder Woman.



I think, therefore I am...a leader, an honours student, an activist. That's Meghan Mitchell's view of the world, because she has a world view. She seems to split her time between wondering and doing. The wonderer contemplates world philosophies and political science theories as part of her joint honours degree. The doer has Meghan involved with MUNSU, Residence Life, Politics, Orientation, web design, and Highland dancing.

Because of Meghan's relentless involvement and high academic standards, she has been chosen as one of Memorial's Amazing Students. No wonder.

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STUDENTS**

Anders Jensen, Green Lantern.



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"Green" can mean a lot of things, and it does mean a lot of things to Anders Jensen. Green means "go", and Anders goes all over the world to green places like Ireland and Newfoundland. He sports a green thumb, he's a tourism guide, and an environmentalist — again, all things green.

Wouldn't it be, like, totally hilarious if he was from Greenland? Wait, he is?! Freaky.

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AMAZING
STUDENTS



Julie Stratton, Little Miss Sunshine.

Julie Stratton's super powers include both spontaneous combustion and evaporation. From her glowing skills in the Biochem Lab to her passion to Pay it Forward, Julia is always shining a lil' light on the situation.

We dread the day when she graduates — ain't no sunshine when she's gone.



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Questions

