

Campaign pitch:

-Hi, we are the misfits and we are creating a campaign for the Division of Academic Enhancement

-introduce ourselves

Kayla: Campaign Pitch

The DEA helps students of all backgrounds succeed in college. Resources including tutoring, coaching, and scholarships are designed to help students who are first-generation, underrepresented, or just need extra help with the challenges of college.

The DAE has had a huge impact on thousands of students. But there's a problem. Many students still don't know what the DAE is, where it is, or that it's accessible to them.

That's where we come in. We are tasked to create 6 high-energy, personable videos to draw in a new audience and make the DAE better known as a friendly community.

The theme of our campaign is #DAE4Me. This shows the DAE's mission of providing services for individual students in a positive environment that's meant for them.

So, what will our videos look like?

Will: What are the videos (1-2 sentences of the gist of the videos) (our team, trios, initiative program wrap-up, course, academic coaching)

- The first of our videos will focus on Chase, the Director of the DAE, as a welcome to the department and all that it offers. This video is meant to be a friendly introduction to Chase, the department team, and the DAE as a whole.
- The next two videos focus on TRIO initiatives that the DAE offers, McNair and Student Support Services. For both videos, we would like to provide information such as requirements, the application process, and other details of the scholarships. The Student Support Services video will also highlight the services that are offered through it.
- The longest video of the cluster will highlight the 11 initiative programs that the DAE offers. Most of the programs and scholarships are needs-based, and recipients are chosen through FAFSA. Because of this, the primary objective of these videos are to give a brief background of the initiatives, offer a short synopsis of what they offer, and bring awareness to them.
- The next video will highlight the courses that the DAE offers. The goal of this video is to highlight who these courses are available to, give a brief synopsis of each course, and explain the application process.

- The final video will focus on Academic Coaching that is offered by the DAE. The main objective of this video is to explain Academic Coaching to those who are unfamiliar with it, why it's beneficial, and how to book an appointment.

Nick: Voice/Tone → emphasizing the quote and hashtag (institution → community)

- For our six videos, we really want to focus on two things. Tonally, our videos need to be attention-grabbing and energetic.
- <https://www.oberlo.com/blog/marketing-strategies-generation-z>
- We are trying to reach the latest generation, the emerging and future UGA students. Generation Z's attention span is reportedly only 6 seconds long to the millennials 8 seconds. Therefore, we are leaning into a style similar to informational videos on YouTube, combining pop-up graphics with a more informal inflection. Something that should feel familiar and enticing. Something that should catch their eye while on Instagram or Twitter, considering we are also exporting our videos for social media.
- Secondly, we want to focus on making the DAE seem less like an institution and more like a community, because that's really what it is under the bureaucracy. A community that tries to build each other up. So our voice is more friendly and inviting. The website has the information, we are giving it heart by showing the stories and the DAE team behind it. What are the ways the DAE supports students, that the students don't know about? How have people reached their goals using the support of the DAE? Hence the slogan and hashtag of our campaign, DAE 4 Me.

Kai: Video style/technicalities (graphics, motion)

Kevin: Styleguide

- Presentation edits:
- Add "campaign pitch" to the first slide
- Place "voice" before typography
- Fix the colors
- Add my campaign pitch to the "official style guide"
- Add DAE logo