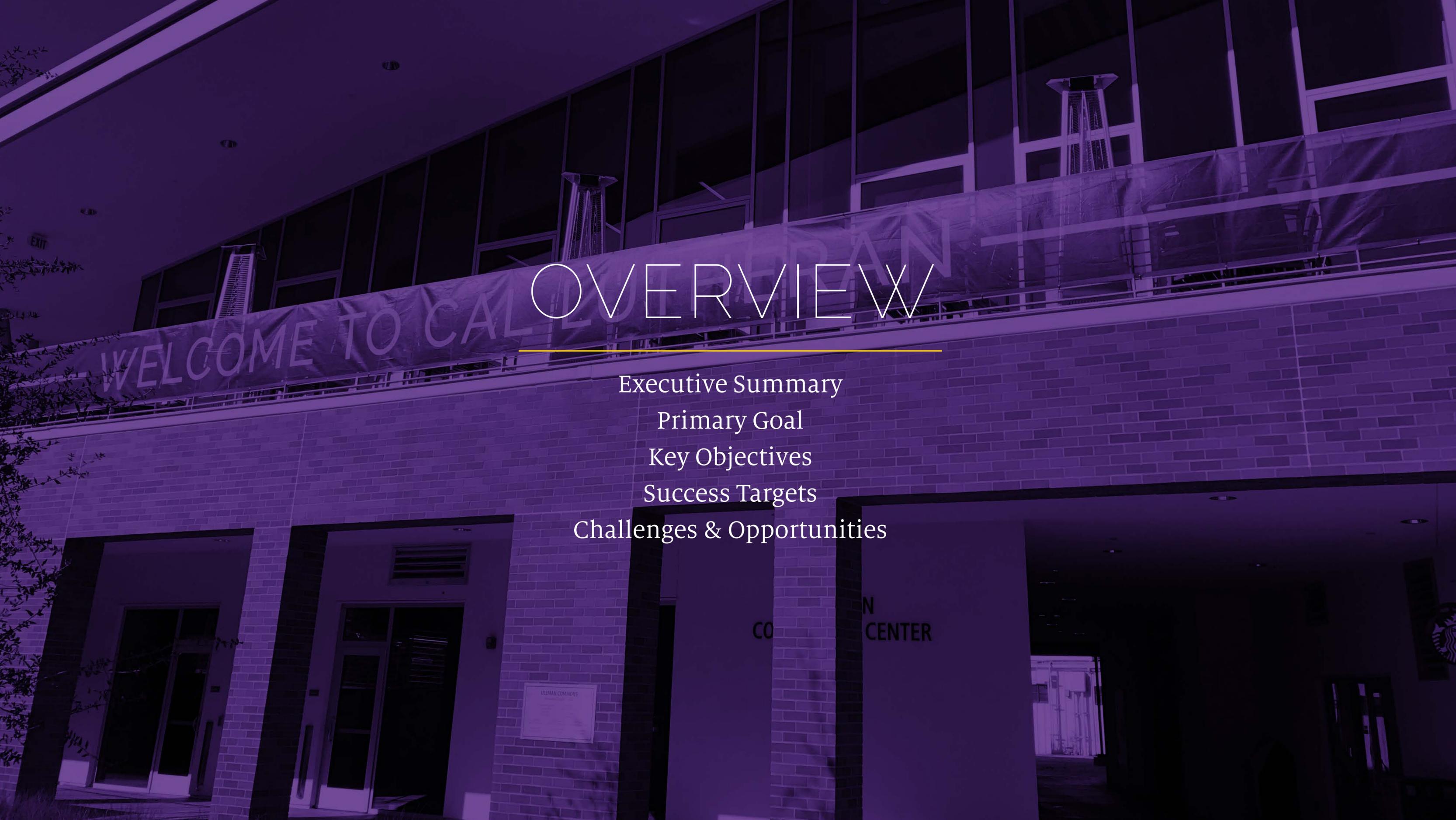


California Lutheran  
UNIVERSITY

BRAND  
ACTIVATION  
PLAN

January 2020



# OVERVIEW

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Executive Summary

Primary Goal

Key Objectives

Success Targets

Challenges & Opportunities

# Executive Summary

California Lutheran University seeks to develop and execute a 360° Brand Awareness Campaign to increase awareness and recognition within their target geographic area. A distinct feature of the campaign is to focus on brand awareness and lift instead of recruitment and enrollment.

Cal Lutheran University is at an inflection point in increasing brand awareness through an innovative campaign and needing to know how to measure the success of the effort. The ultimate goal is to create an engaging and inspiring campaign that results in a positive brand lift, but also provides insights on the best metrics and placements.



Increase positive brand recall for California Lutheran University within the core audience segments

1

**Develop** a compelling campaign for multiple media channels within the budgetary constraints

2

**Identify** and take advantage of innovative formats and applications

3

**Determine** key success metrics to more accurately measure the campaign efficacy

4

**Implement** a brand foundation for future campaigns

1

Innovative and engaging creative delivered on-time within limited budgetary resources

2

Positive feedback from faculty, students, and general public

3

Cohesive look & feel across all touchpoints, properly aligned with the brand promise and platform

4

Approved key metrics that are met (or exceeded)

# Challenges & Opportunities

## HIGH COMPETITION

California Lutheran University is one of many universities in the Southern California area and will need to find a unique and creative way to communicate their value proposition in order to stand out.

## RELIGIOUS NAME

Due to the word “Lutheran” in the name of the school, people make assumptions and form beliefs without knowing much about the brand. Some believe they are too religious, while others believe they are not religious enough. This gives us an opportunity to reframe the discussion and direct the narrative in the appropriate direction.

## LARGE TEAM

While having a large team can be helpful in getting work done, it can be difficult to gain consensus on the direction of a creative campaign. The stakeholders will need to come together and make a decision as to which direction to go and have the entire brand buy in to the vision.

# POSITIONING

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Brand Personality

Brand Story

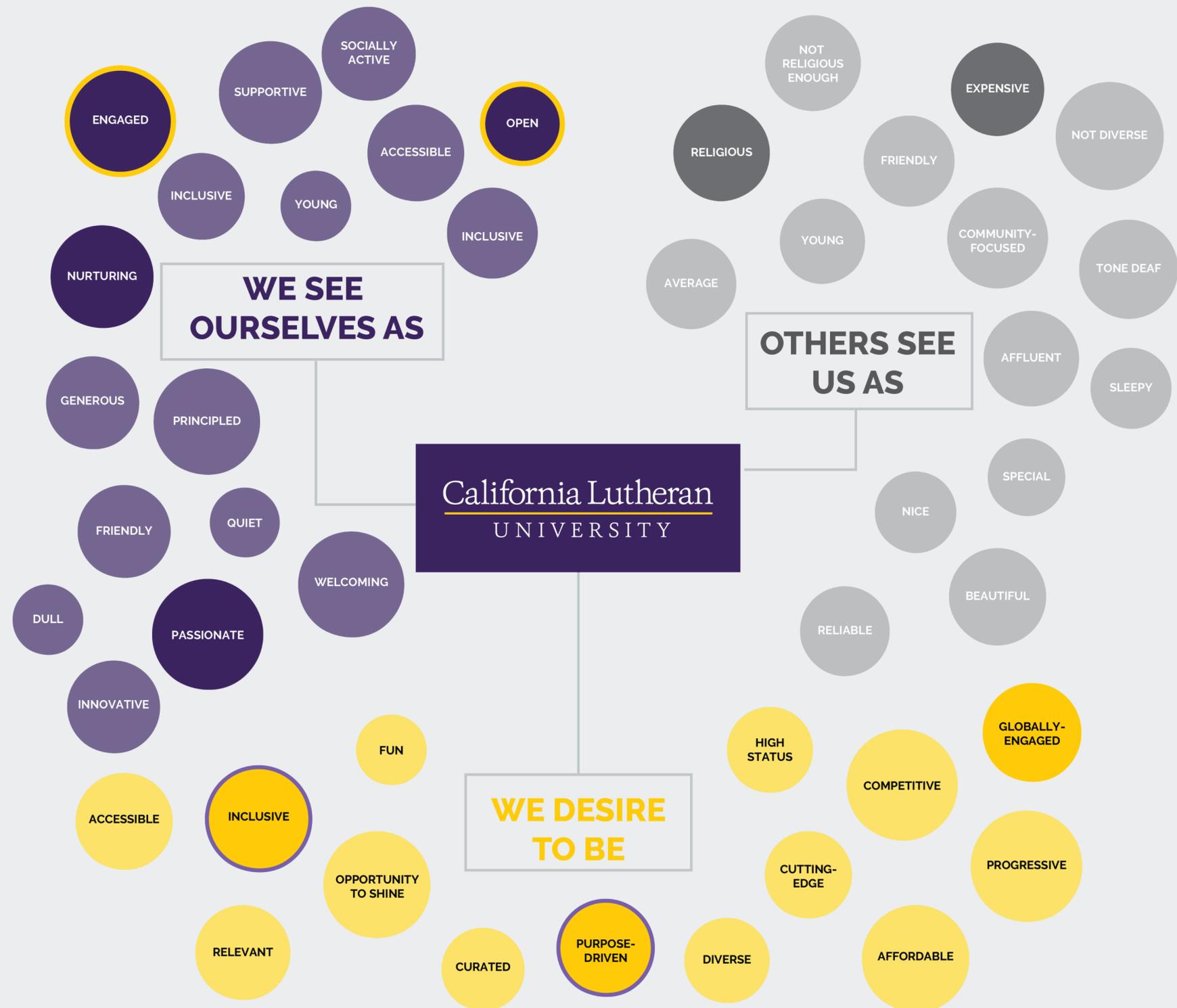
Claims & Proof Points

Audience Personas

# Brand Personality

From our discovery of the Cal Lutheran brand personality, we have highlighted the primary attributes which will ensure we remain relevant and maintain a competitive advantage within the market and target industries:

- Engaged
- Open
- Inclusive
- Purpose-driven





Our dedicated, accomplished faculty works with small classes of students who are open-minded—about ideas, about people, and about faith—and are seeking to grow as individuals.

Both in the classroom and outside of it, everyone at Cal Lutheran is committed to helping each student pursue their passions to discover their purpose, and follow that purpose to transform their community—and the world.

## 1 | WE ARE LOCAL

- Conejo Valley
- Simi Valley
- West Ventura County
- San Fernando Valley



## 2 | WE PROVIDE EDUCATION AND ECONOMIC OPPORTUNITY

- Professional development events
- Networking
- HUB101
- STEM Academy and pre-college programs
- Inside Out
- Third-largest employer in Thousand Oaks
- Local employment outcomes
- Bachelor and graduate degrees



## 3 | WE PROVIDE HEALTH AND WELLNESS RESOURCES

- Community counseling centers
- Income-based and Spanish language services
- Gym access and athletic facilities
- Autism & Communication Center
- Camps
- Deaf and Hard of Hearing program



## 4 | WE ARE A PARTNER AND THOUGHT LEADER IN BUSINESS, EDUCATION, AND PUBLIC POLICY

- In-house experts
- Center for Non-Profit Leadership
- CERF (Center for Economic Research and Forecasting)
- New science building
- Local business consulting
- Financial planning services



## 5 | WE PROVIDE EXPERIENCES THAT HONOR DIVERSE CULTURES AND ENRICH THE QUALITY OF LIFE

- Athletics
- Music
- Theatre
- Art
- Family events
- KCLU





## GENY

She's a 25 year old female from the Valley who would benefit from our educational and economic opportunities.

### Professional Goals

- Build her resume
- Grow her network
- Earn a C-Suite position

### Personal Goals

- Establish herself as an individual
- Enjoy her social life

### Objections

- Cal Lutheran is too far away
- It's too expensive
- The benefits are unproven

### Challenges

- Lack of time and finances
- Age and gender biases at play



## CLAUDIA

She's a 40+ year old female in Conejo Valley who would benefit from our partnership and thought leadership. She's also local and would enjoy attending events that would enrich the lives of her and her family.

### Professional Goals

- Establish a flexible career
- Build her own business
- Generate passive income
- Prep for retirement

### Objections

- She could do better than Cal Lutheran

### Personal Goals

- Refocus on herself and her goals
- Find a work/life balance
- Volunteer and give back

### Challenges

- Too many responsibilities already
- She's refocusing on herself
- Prioritizes time & money differently



## HECTOR

He's a 35+ year old male in West Ventura County who would benefit from our educational and economic opportunities. He's also local and would enjoy attending events that would enrich the lives of him and his family.

### Professional Goals

- Finish college and get a degree
- Establish financial independence
- Maintain job stability and growth

### Objections

- It's too expensive
- He won't feel welcomed
- It's the wrong religion

### Personal Goals

- Own a home & pay off debt
- Work less/spend time with the family
- Treat family to special memories

### Challenges

- Lack of time & money
- Not enough resources
- Tough job market & stagnant economy

# APPLICATION

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Touchpoints  
Drivers

SOILAND HUMANITIES CENTER



WEBSITE



AUDIO ADS



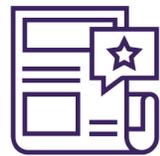
BILLBOARDS



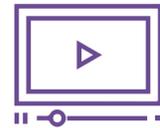
SOCIAL MEDIA



EMAILS



PRINT ADS



VIDEOS



DISPLAY ADS

## INNOVATION

As a community of educators that develops programs for current and potential students, to foster a culture of innovation.

## INVESTMENT

As a community committed to the future, to complete the physical master plan of the main campus, to enhance off-campus centers, and to increase the endowment.

## INCLUSION

As a community committed to inclusion and excellence, to reflect the demographic composition of the state of California.

THANK  
YOU

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**Agency Contact**

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