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Print, Digital & Electronic:

Young and Mature Audiences



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Pamela Cox-Otto, Ph.D.

Web-A Unique Medium

- Not a Mass Medium
- Storefront v. Billboard v. Community
- Trends
 - Individualized Marketing
 - Convergence
 - Co-Branding

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Web Specialty

- Rational - Facts
- Depth - No limit to the Information
- Breadth - Hyperlinks
- Precipitating Action - Primes Action
- Long Term & Consistent - 24/7/365

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Television

Emotional - Image

Low Information

Short Term but Immediate Impact

Trusted- (Gen Y)

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Medium for Persuasion

- 1) TV - All ages
Low Complexity
- 2) Web- Youth - 30 Best
High Complexity
- 3) Radio - All Ages
Low Complexity
- 4) Newspaper- 35+ Only
High Complexity

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Interactivity Likes

Email

Bounce-back- Required

Pop Ups - Its Unanimous!!!

Other -

IM

Games

FAQ

Search

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Consumer Expectations

Speed

Services

Like
Site

H/Tech

Message
Impact

Images

Audio

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Consumer Behavior

- Involvement Levels
 - H / L
- Need for Complexity
 - 10 - 30 Higher levels
 - 40 Plus- Low Levels
- Risk Taking
 - Cyber Sex
- Agressiveness
 - Flaming

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Importance of the Web

- **General:** Eclipsing Television
Critical in decision making
THE source for research
- **Education:** Leader in College choice
THE source for research
- **Access:** 85% access daily
60% below poverty line

	Motivation	Complexity	Speed
Youth	H	H	H
Adults	H	M	M
Business	H	M	H

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How Students Use the Web

Classroom: Group Projects
Communicate with Faculty

Social: IM replaces the phone

Business: 40% apply for jobs online

Getting Students to Return: Changing Content

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Print Preferences

Gen Y & Gen X Preferences

	Gen Y	Gen X
Humor	H	H
Irony	H	M
Unvarnished Truth	H	L
Sarcasm	L	H

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The Changing Mood

Pre 9/11

Fun & Social

Post 9/11

Serious & Show Me

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Core Issues

Recruitment:

Outcomes

Authenticity

Serious

Image:

Security

Authenticity

Link to larger issues

Viewbooks

- Expense
- First look at your college
- Signature piece for Institution
- Ego piece
- Dual Duty (Parents and Students)

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MISTAKES

- 1) Do your viewbook to make your president happy
- 2) Feature shots of buildings
- 3) Make the viewbook do double duty for Students & Parents
- 4) Put all your money into ONE piece
- 5) Ignore the mental Shortcuts (heuristics)

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Why they look

Mindful

HS Students - 20%

Parents- ALMOST ALWAYS

Mindless

HS Students - 80%

Parents - ALMOST NEVER

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Research

Esteban & Apel 1992

- 80% of all schools send viewbook to requests for Info
- Too Neat, too Pretty to differentiate
- Claims are not believable “Heritage of Excellence”
- They all blend together

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Student Preferences for College Recruiting Brochure Designs

Before- 2004

Mock Viewbook - 5 elements

- Percentage of text per page
- Number of pictures per page
- Color v B&W
- Buildings v People
- Page Orientation

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Findings

- **SIGNIFICANT** (Interest: visit & ask for more info)
 - Multiple Images on page
 - 3 photos rather than 1
 - Pictures of people
 - Buildings didn't work
- Significant on More info Wanted
- No effect for color/B&W; Text, Orientation
 - Difference: Vertical (more academic)
Horizontal (Non-trad)

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Preferences

No Difference in More/Less Text

No Preference in color v B&W photos

So What?

- People
- Lots of Photos
- B&W can be just as effective as Color
- Consider purpose when choosing V/H

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TO DOS

- 1) Look for Ways to Talk to Students & Parents Separately
- 2) Social, and Fun are ALWAYS big with students
- 3) The “Save money: argument works with Parents-- NOT with Kids... but hurts you in the long run
- 4) Know from which frame of mind (mindful/mindless) your audience is approaching you AND MODIFY YOUR APPROACH
- 5) Make your Viewbook differentiated from the rest

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