



I WANT TO BE...

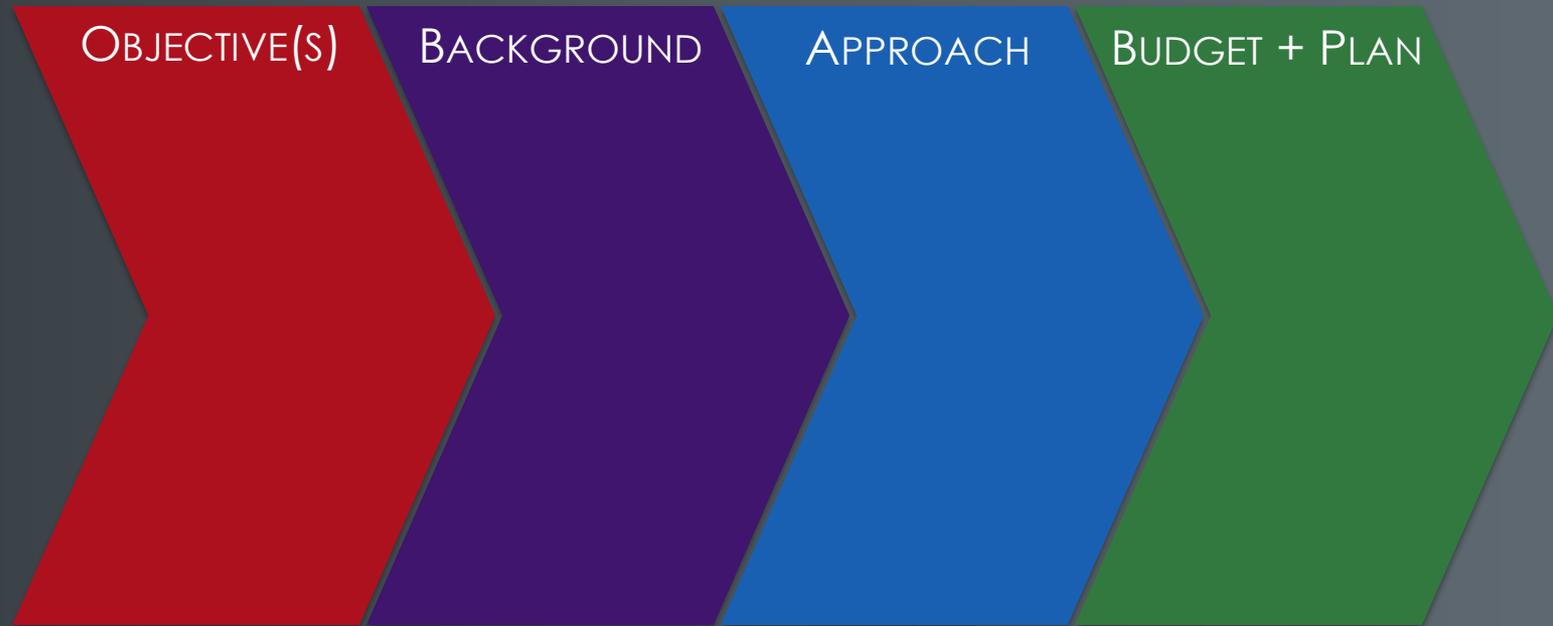
# Pre-K4SA

QUALITY learning. PROVEN results.

MARKETING STRATEGY OVERVIEW

AUGUST 4, 2015

# OVERVIEW



# OBJECTIVES

1. SHARE GUIDING 'APPROACH' TO COMMUNICATIONS STRATEGY
  - ✓ MARKET COVERAGE
  - ✓ MULTI-AUDIENCE SEGMENTATION AND IMPLICATIONS
  - ✓ COMMUNICATION GUARDRAILS (IMPERATIVES)
  - ✓ SPENDING ALLOCATION
  
2. PRESENT STRATEGY DETAIL AND BUDGET

# BACKGROUND

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✓ DESIRE TO DO MORE WITH LESS (YEAR-OVER-YEAR DECLINE IN SPEND)



✓ DECLINE IN EARNED MEDIA TRACTION IN POST-LAUNCH YEARS

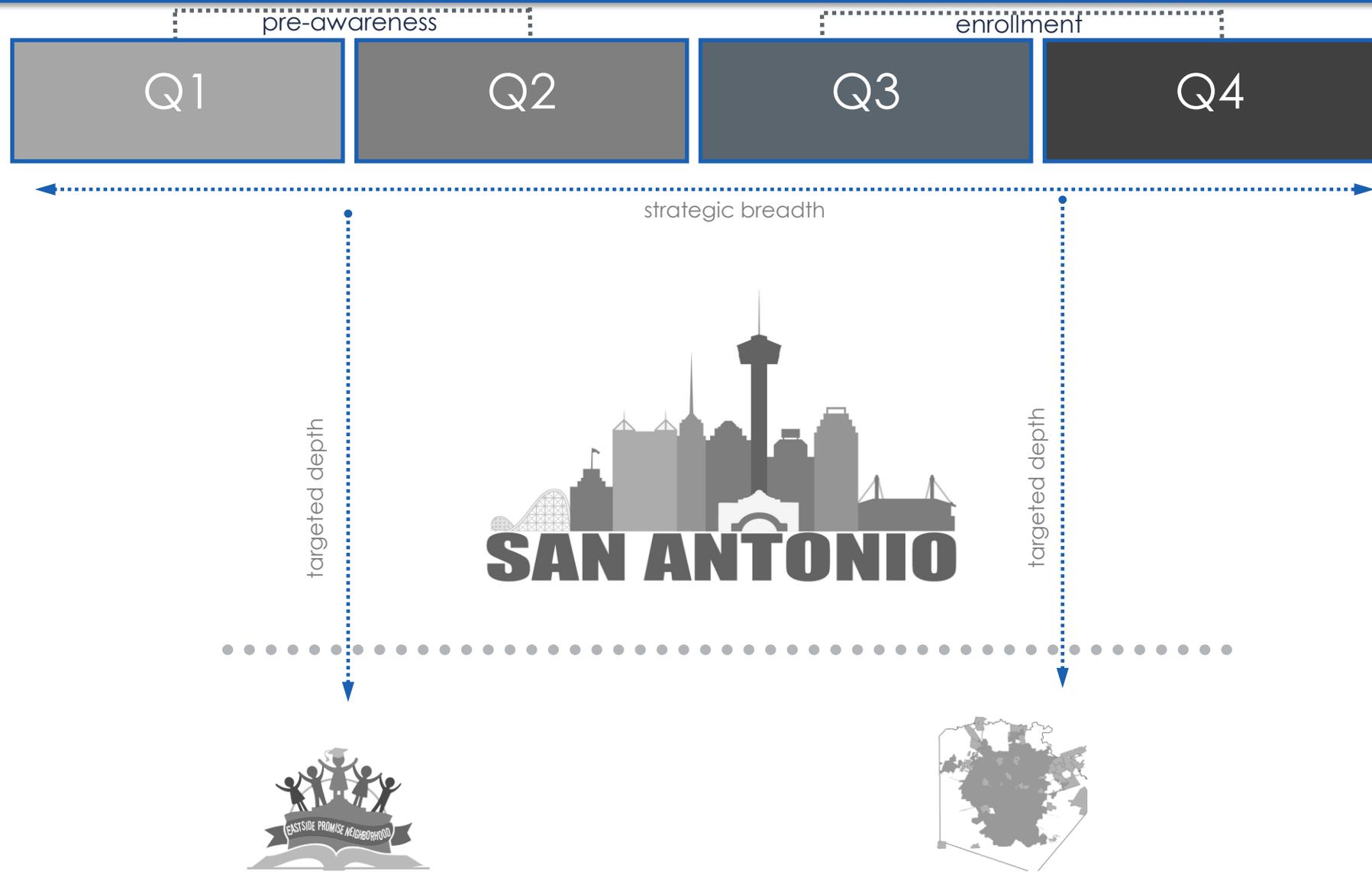


✓ COMMUNICATIONS AUDIT HIGHLIGHTS NEED TO CAST WIDER NET  
✓ COVERAGE (CALENDAR), RELEVANCY (AUDIENCE AND MESSAGE)



# APPROACH

# APPROACH: BREADTH AND DEPTH



# APPROACH: MULTI-AUDIENCE MESSAGING

## FAMILIES

### CONSUMER CHALLENGE

Inspire families to see Pre-K 4 SA as a premiere TOM educator for their prekindler child

## EDUCATORS

### CONSUMER CHALLENGE

Inspire educators and partners to view Pre-K 4 SA as "go to" early childhood education resource in SA learning landscape

## SA VOTERS

### CONSUMER CHALLENGE

Inspire to (1) see Pre-K 4 SA as an integral part of a vibrant San Antonio and (2) vote in favor of continuing investment in program.

## UNIFYING STRATEGY

Leverage Pre-K 4 SA's unique ability and expertise to positively impact the early childhood learning landscape in San Antonio.

### INSIGHT

"I think I have heard of Pre-K 4 SA. I am not sure it is right for our family, but am glad to know our school district offers it."

### INSIGHT

"In theory, Pre-K 4 SA is a great idea, designed to solve a very real early childhood education challenge. In reality, however, it reaches only a very few and dilutes already scarce funds/resources."

### INSIGHT

"Pre-K 4 SA is only for certain kinds of families. I'm not sure how it benefits me - I don't have a kid in school or that can take advantage of the program."

## GROWTH IDEA

Only Pre-K 4 SA provides quality curriculum and full-day programming to 4-year-olds living in San Antonio and best-in-class professional development to early childhood educators resulting in long-term dividends for student, educator and community.

# APPROACH: KEY IMPERATIVES

## GROWTH IDEA:

Only Pre-K 4 SA provides quality curriculum and full-day programming to 4-year-olds living in San Antonio and best-in-class professional development to early childhood educators resulting in long-term dividends for student, educator and community.

Targets: [1] Families [2] Educators and [3] SA Voters

## IMPERATIVES

1

**KEEP TOM**  
[Top-of-Mind]

- Maintain Aided/Unaided Brand Awareness

2

**DRIVE PREFERENCE**  
[BECOME POP (PROVIDER-OF-PREFERENCE)]

- Establish and Reinforce USP (unique selling proposition)

3

**CONTINUE TO INCREASE AUDIENCE**

- Extend Reach
- Increase presence in relevant apertures

4

**DRIVE ENROLLMENT**

- TOM consideration
- Urgency
- Frequency

*Imperatives work synergistically to get out the vote and enrollment*

# APPROACH: SPEND

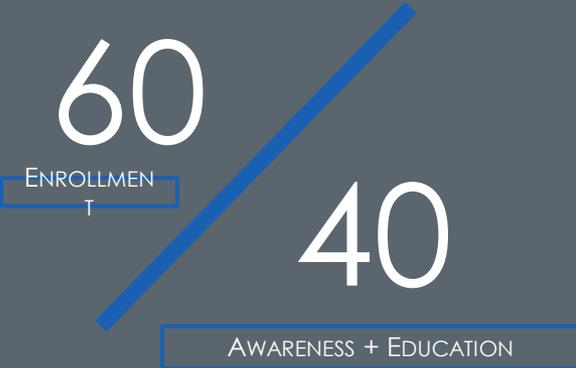
## SUFFICIENT

*Magnitude*

of spend in  
high involvement category

(single-market buy)

## OPTIMIZED



## INFORMED

Tracking instrument in  
place to evaluate efforts  
in place and to inform  
future efforts

4x  
per  
YEAR

BUDGET

+

PLAN

# FY 2016 SPEND PROPOSAL

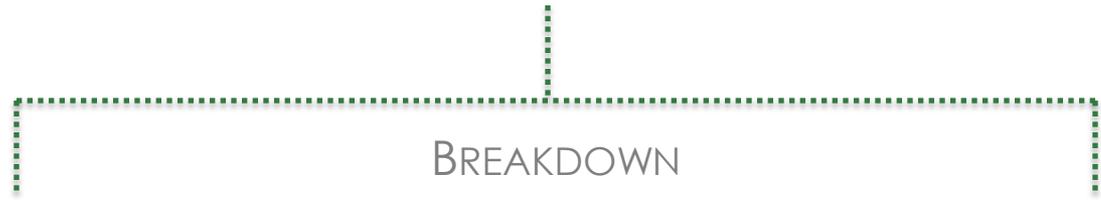


BUDGETED \$225,000.00

INCREMENTAL BUDGET REQUEST \$280,000.00

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TOTAL \$505,000.00



WORKING  
\$250,000.00  
[MEDIA]

NON-WORKING  
\$255,000.00  
[FEE, PRODUCTION, COLLATERAL, BRANDING, RESEARCH, DIGITAL]

# FY 2016 COMMUNICATIONS TOPLINE PLAN



JUL    AUG    SEP    OCT    NOV    DEC    JAN    FEB    MAR    APR    MAY    JUN

## SA VOTER/COMMUNITY

Always On  
Earned  
Paid



## EDUCATOR

Always On  
Earned  
Paid



## FAMILIES

Always On  
Earned  
Paid







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**Pre-K 4 SA**

QUALITY learning. PROVEN results.

THANK YOU