



Creative Noggin Marketing Update 2018

Quick Review



In 2017, we created all new assets for Pre-K 4 SA such as TV spots, radio spots, C-store signage, digital banners, etc. and were able to roll those out to the appropriate audiences.

In 2018, we were able to fully actualize all these assets through paid media year round.



Quick Review – Where were we?



Enrollment

- :30 English and Spanish TV Spots
- Digital banners (4 versions in Eng & Span)
- Over the Top video (Eng only)
- C-store signage (Eng/Span) within 5 mile radius of centers (focused heavily on East & South)
- Radio spots (Eng/Span)
- Social media campaign that includes FB Ads, FB Boosts, Instagram Ads targeted to prospective parents (heavily targeted to East & South)
- Street Banners (placed heavily in East & South areas)

Awareness

- :30 English TV Spots
- Digital banners (2 versions in English)
- Over the Top video (English)
- Pandora Radio spot with supporting creative (English)
- Social media campaign that includes FB Ads, FB Boosts, Instagram Ads targeted to parents, educators and the community



A wooden pencil holder, made of light-colored wood, is shown in two different views. The top view shows several colored pencils and markers standing upright in their compartments. The bottom view shows a more cluttered arrangement of the same items, including pencils, markers, and a small orange object. A dark blue banner with a pattern of lighter blue circles is overlaid across the middle of the image.

Enrollment 2018



Enrollment 2018



Goals

1. Successful 1st day of enrollment with ample media coverage
2. 4,000 Applications
3. Higher # of applications for East and South
4. A more even distribution of applications across the centers



Enrollment Microsite

[ESPAÑOL](#)[Home](#)[Quick View](#)[Why pre-K?](#)[Enrollment](#)[Contact](#)A close-up photograph of a young child with dark hair, wearing a blue hooded raincoat, blowing a stream of colorful bubbles. The background is a blurred outdoor setting with green grass and brown leaves.

The smartest investment for your child

If you want to give your child every advantage possible, then Pre-K 4 SA is for you. At Pre-K 4 SA, every minute is strategically designed for learning. Your child will think they're just playing, but the unique Pre-K 4 SA curriculum will be impacting your child's educational future—every day.

[LEARN MORE](#)

Enrollment 2018



Enrollment for 2018-2019

- Business Objective – Increase registration and enrollment at all four education centers to full capacity with a wait list by school start date.
- Communication Objectives
 - Enrollment – Increase demand for enrollment with all four education centers by increasing awareness of features and benefits of Pre-K 4 SA early childhood education.
 - Awareness/Perception/Support – Achieve enhanced community understanding, engagement and support for the role Pre-K 4 SA is playing to forge a better future for children across San Antonio and, thus, a more robust and future-focused city for all.



Enrollment 2018



Strategic Approach

Combined communication objectives throughout the year to highlight the successes of the program rather than leading with the features and benefits of the program. This approach piqued the interest of education reporters.

- Open enrollment began February 1, 2018.
- Led enrollment campaign with Media Relations January 29.
- Social media, advertising and marketing began February 5.

Enrollment 2018



Enrollment 2018

Results

1st Week in Review

Table 1: 2017-2018 vs 2018-2019 Applications Received Comparison

Year	East	North	South	West	Total
2017-2018	203	600	181	301	1,285
2018-2019	342	804	232	511	1,889
Difference	68%	34%	28%	70%	47%

Table 4: When Will We Reach 2,000?

**Projected*

Reach 2000	Date
2014	April 29, 2014
2015	March 25, 2015
2016	March 27, 2016
2017	March 21, 2017
2018*	February 17, 2018





Awareness 2018



Awareness 2018



Awareness

- *How Julian Castro Bet on 4-Year-Olds to Transform San Antonio*
Aug. 2017

POLITICO

- *Report shows Pre-K 4 SA students exceeding averages* (Westat Research)
Nov. 2017



San Antonio Express-News
ExpressNews.com | mySA.com

RIVARD REPORT
Urban. Independent. All About San Antonio.

- **SAN ANTONIO REGIONAL**
PK-12 PUBLIC EDUCATION FORUM

March 2018



RIVARD REPORT
Urban. Independent. All About San Antonio.

San Antonio Express-News
ExpressNews.com | mySA.com



Pre-K 4 SA

Awareness 2018



Awareness

- *Garden to Table at Pre-K 4 SA*
April 2018



- *Gracias*
April 2018



San Antonio Express-News
ExpressNews.com | mySA.com

RIVARD  *REPORT*
Urban. Independent. All About San Antonio.

- *NAEYC Accreditation*
May 2018



- *Parents as Partners*
August 2018

San Antonio Express-News
ExpressNews.com | mySA.com



Social Media 2018



Social media channel growth from January – July 2018:



Facebook: Up 12.9% over previous date range

Twitter: Up 25.3% over previous date range

Instagram: Up 8.7% over previous date range

Audience Growth Metrics	Totals	Change
Total Fans	19.9k	▲13.5%
New Twitter Followers	358	▲25.3%
New Facebook Fans	1,853	▲12.9%
New Instagram Followers	146	▲8.7%
Total Fans Gained	2,357	▲13.5%



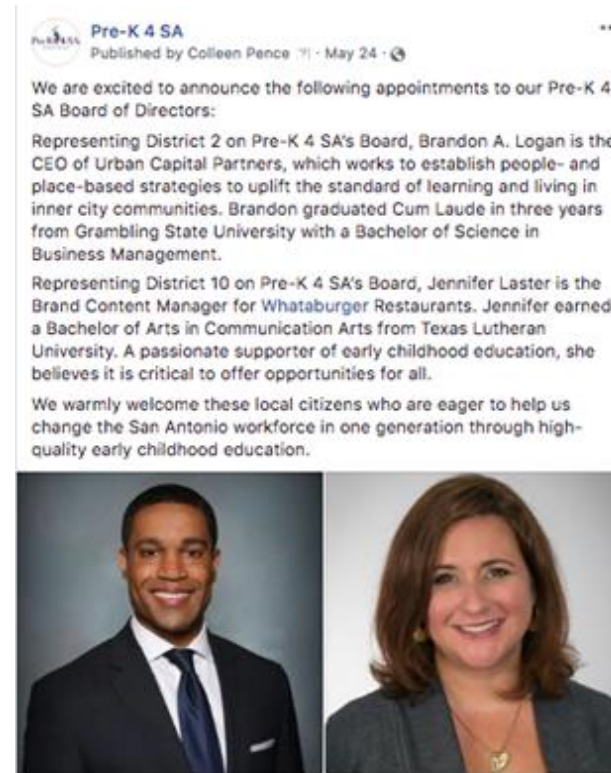
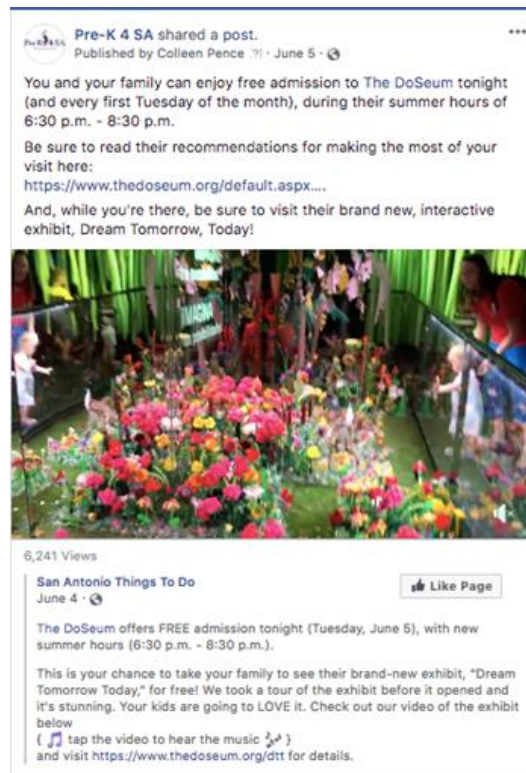
Social Media 2018



Top posts on Facebook by engagement (from January – July 2018):



1. Week of the Young Child recap and photo album
2. Shared video about The DoSeum's new exhibit and info on free admission to The DoSeum on the first Tuesday in June
3. Announcement of our two new board members (Brandon Logan and Jennifer Laster)



A wooden pencil holder, made of light-colored wood, is shown in two different views. The top view shows a few pencils and markers standing upright in their respective compartments. The bottom view shows the same holder filled with a variety of colorful pencils and markers, some lying horizontally and others standing. A dark blue banner with a pattern of lighter blue circles is overlaid across the middle of the image.

Key Messages



Key Messages



Messaging

- You are our Brand Advocates
- Foundation of Communications
 - Elevator Speech
 - Key Messages
- Message Platform
 - Audiences
 - Detailed information





What's to come



In the near future



We have many exciting items coming in the near future! ● ● ●

1. New Website (Fall 2018)
2. Overall Program Video (Fall 2018)
3. Launched Pre-K 4 SA LinkedIn page (make sure to follow us)
4. Facebook Live Events
5. Board Features on our Social channels
6. YouTube/Video library growth (We will be launching a series of new videos featuring the different aspects of our curriculum, parent/family engagement, grant recipients, professional learning and so much more!)
7. Now is the time to tell the impactful stories of Pre-K 4 SA!



Pre-K 4 SA