



*Early Inspiration. Future Success.*

Creative Noggin Marketing Update 2019

# Quick Review



In 2018-2019, the Marketing & Media Plan achieved:

- **Smarter Media Approach**  
Shifted touchpoint strategy with a heavy emphasis on digital despite conventional wisdom of broadcast
- **Earned Media**  
Deepened media relationships and strategically dispersed meaningful content to increase positive coverage at local, regional and national levels.
- **Website & Microsite**  
Navigating user through mass information with an easier user/consumer experience; complete development of long-term, constant assets for coverage through the year

## A close-up portrait of a young boy with short, dark, spiky hair. He has a gentle smile and is looking directly at the camera. He is wearing a blue button-down shirt with a small white pattern. The background is softly blurred, showing what appears to be a wooden shelf or bookcase. The lighting is warm and natural.

2018-2019

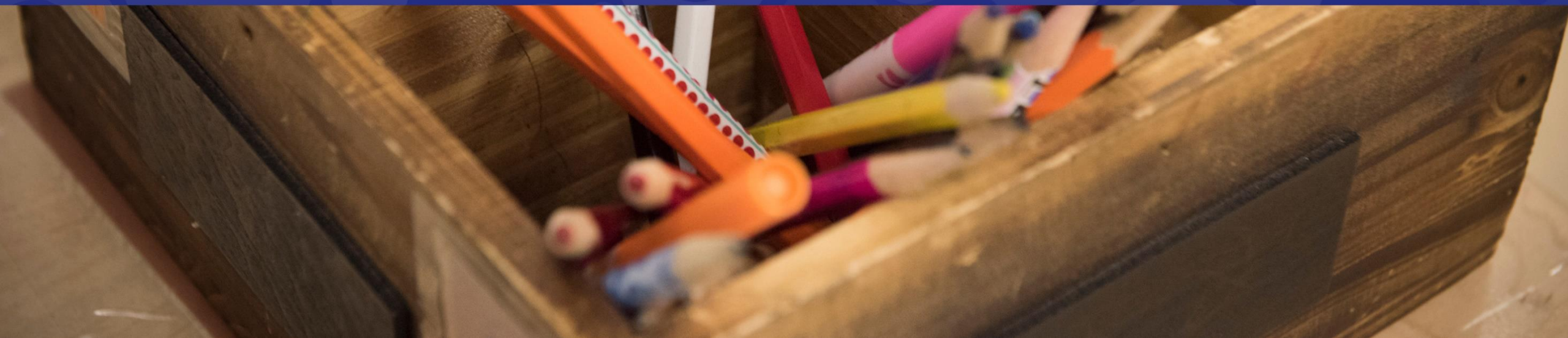


Pre-K14SA





# Enrollment 2019



# Media Strategy Shift

## Shift from Heavy Broadcast to Primarily Digital

- More impressions for a lower cost
- Less waste
- Can geotarget
- Able to leverage more dollars for awareness
- Still managed to fill the centers



# Enrollment– Where were we?



## Enrollment

- 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:
  - Facebook Ads and Boosts
  - Instagram Ads targeted to prospective parents (heavily targeted to East & South)
- Street Banners (placed heavily in East & South areas)





# Enrollment 2019



When Did We Reach 2,000?

Year	Date
2014	April 29 <sup>th</sup> , 2014
2015	March 25 <sup>th</sup> , 2015
2016	March 27 <sup>th</sup> , 2016
2017	March 21 <sup>st</sup> , 2017
2018	February 17 <sup>th</sup> , 2018
2019	February 10 <sup>th</sup> , 2019

A close-up photograph of a brown woven basket filled with large, colorful wooden letters. The letters are in various colors including red, yellow, and green. Some letters have circular cutouts. The basket's texture is visible in the background and foreground.

# Awareness 2019





# Quick Review – Where were we?



## Awareness

- Digital banners (2 versions in English)
- Over the Top video (English)
- Pandora Radio geotargeted
  - :30 spot (English)
  - Banner ads
- Social media campaign targeted to parents, educators and the community:
  - Facebook Ads and Boosts
  - Instagram Ads

# HISTORICAL REVIEW: EARNED MEDIA



## EARNED MEDIA HIGHLIGHTS: JULY 2018 THROUGH JUNE 2019

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

**POLITICO**

THE STAR  
KansasCity.com

EDUCATION  
NEWS

HOUSTON  
CHRONICLE

SAN ANTONIO  
**CURRENT**

The Washington Post Austin American-Statesman

BUSINESS  
INSIDER

abc **12**  
Expect more.

TEXAS  
PUBLIC  
RADIO  
hear yourself think

RIVARD  REPORT  
Urban. Independent. All About San Antonio.

msn

THE CENTER FOR DIGITAL EDUCATION'S  
**converge**

THE STAR  
KansasCity.com

n p r

NEWS  
**4**  
SAN ANTONIO

SAN ANTONIO  
**BUSINESS  
JOURNAL**

107.1  
**550 KTSA**  
NEWSROOM

**Q 101.9**

NBC NEWS.com

San Antonio  
CHARTER MOMS  
FINDING THE RIGHT SCHOOL FOR YOUR CHILD

**60**  
TELEMUNDO

**KENS5**

SPECTRUM  
**NEWS**

TEACHFOR  
AMERICA

THE  
TEXAS  
TRIBUNE

San Antonio  
**Sentinel**

**FOX 29**  
KABB • SAN ANTONIO

**1200**  
News Radio  
**WOAI**

Laredo Morning Times

**FOX 38**  
KSCC CORPUS CHRISTI

**FOX 4**  
K B T V

**G-SPAN**  
Diverse  
ISSUES IN HIGHER EDUCATION

**41**  
UNIVISION

Pre-K **4** SA

**NEW  
AMERICA**

**YAHOO!**



THE HECHINGER REPORT



# HISTORICAL REVIEW: EARNED MEDIA COMPARISON



## \*STRATEGIC SHIFT IN MESSAGING

\*Q3 2017

**Audience:**

Parents



**Focus:**

Enrollment, General Awareness



**Messaging:**

Features

**Audience:**

Parents, Community, Educators



**Focus:**

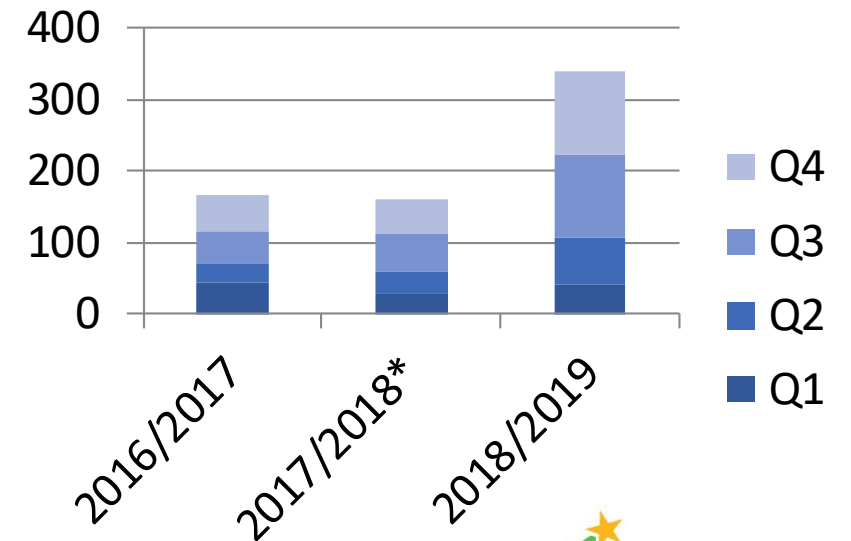
Enrollment, Awareness/Perception,  
Grants and Professional Learning



**Messaging:**

Benefits

## NEWS COVERAGE





# Owned Channels 2019

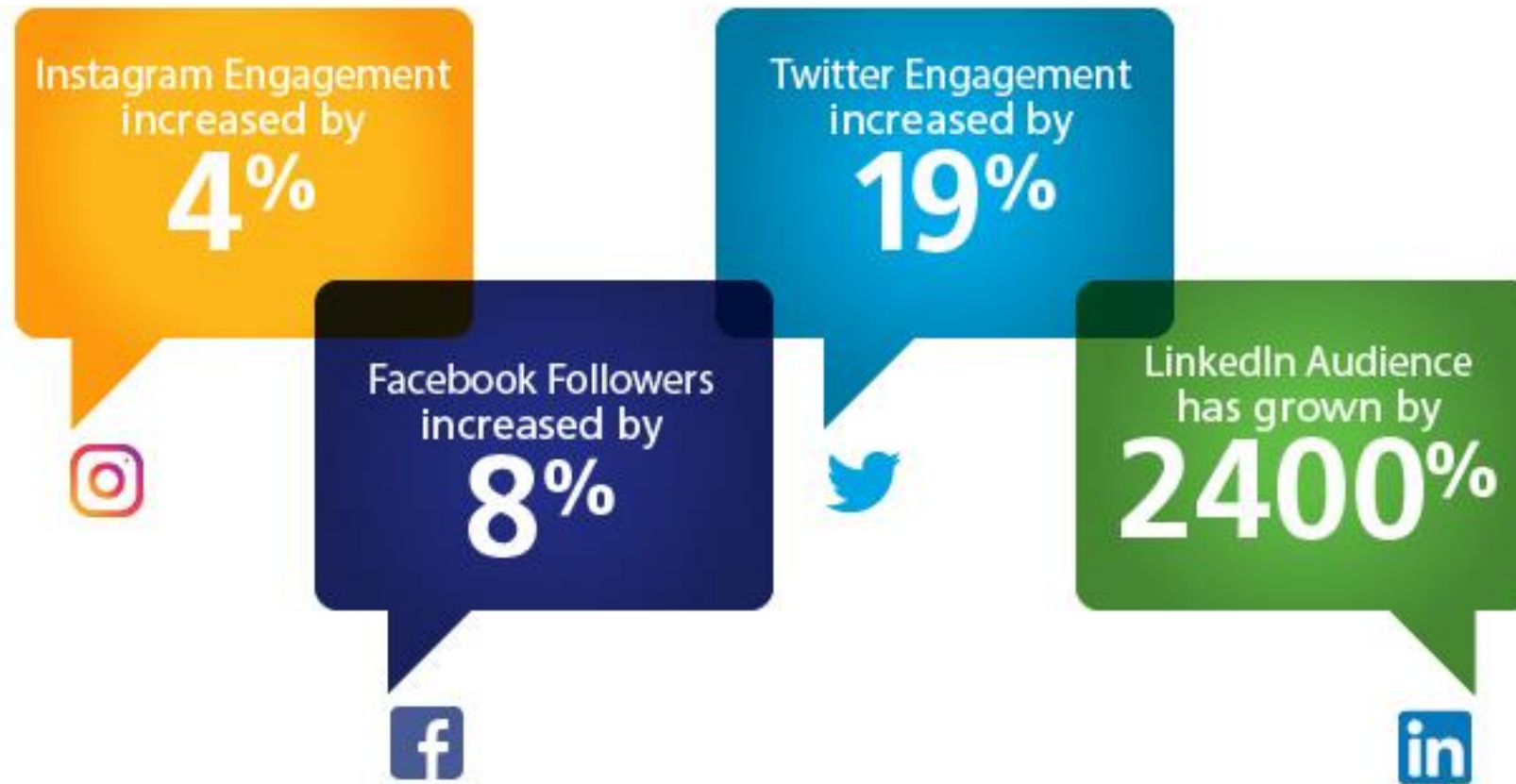




# Social Media 2019

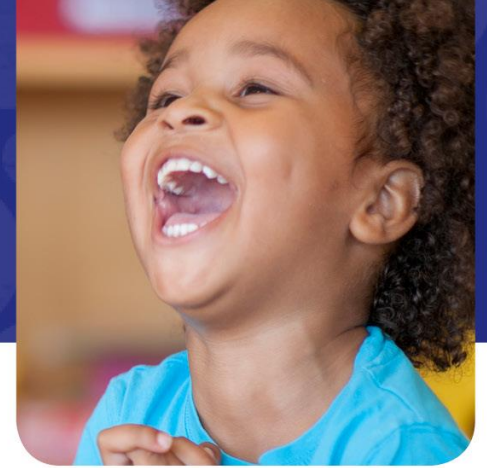


Social media channel growth YOY 06/01/18 – 05/30/19:



LinkedIn stats based off current data, not year-over-year

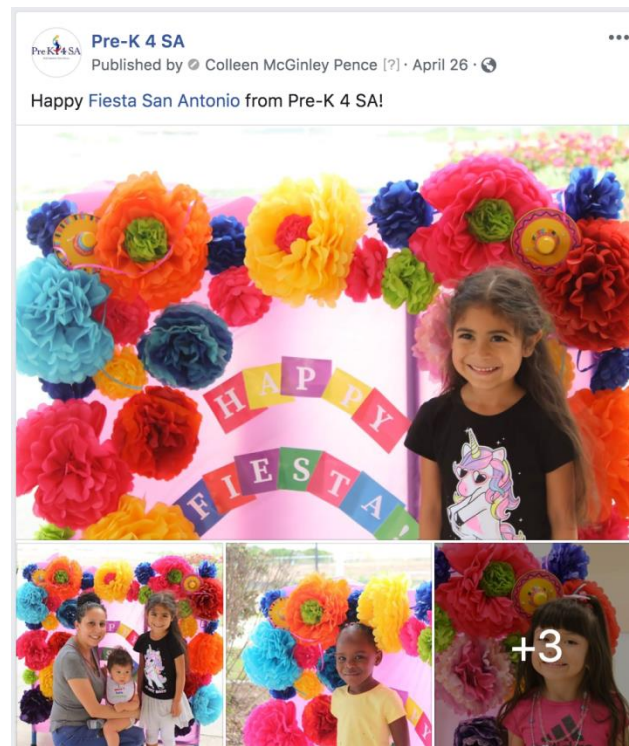
# Social Media 2019



Top organic posts on Facebook by % of Users Engaged (from January – June 2019):



1. CHEF–Culinary for Health Education for Families post and gallery
2. Happy Fiesta San Antonio
3. Parents as Partners

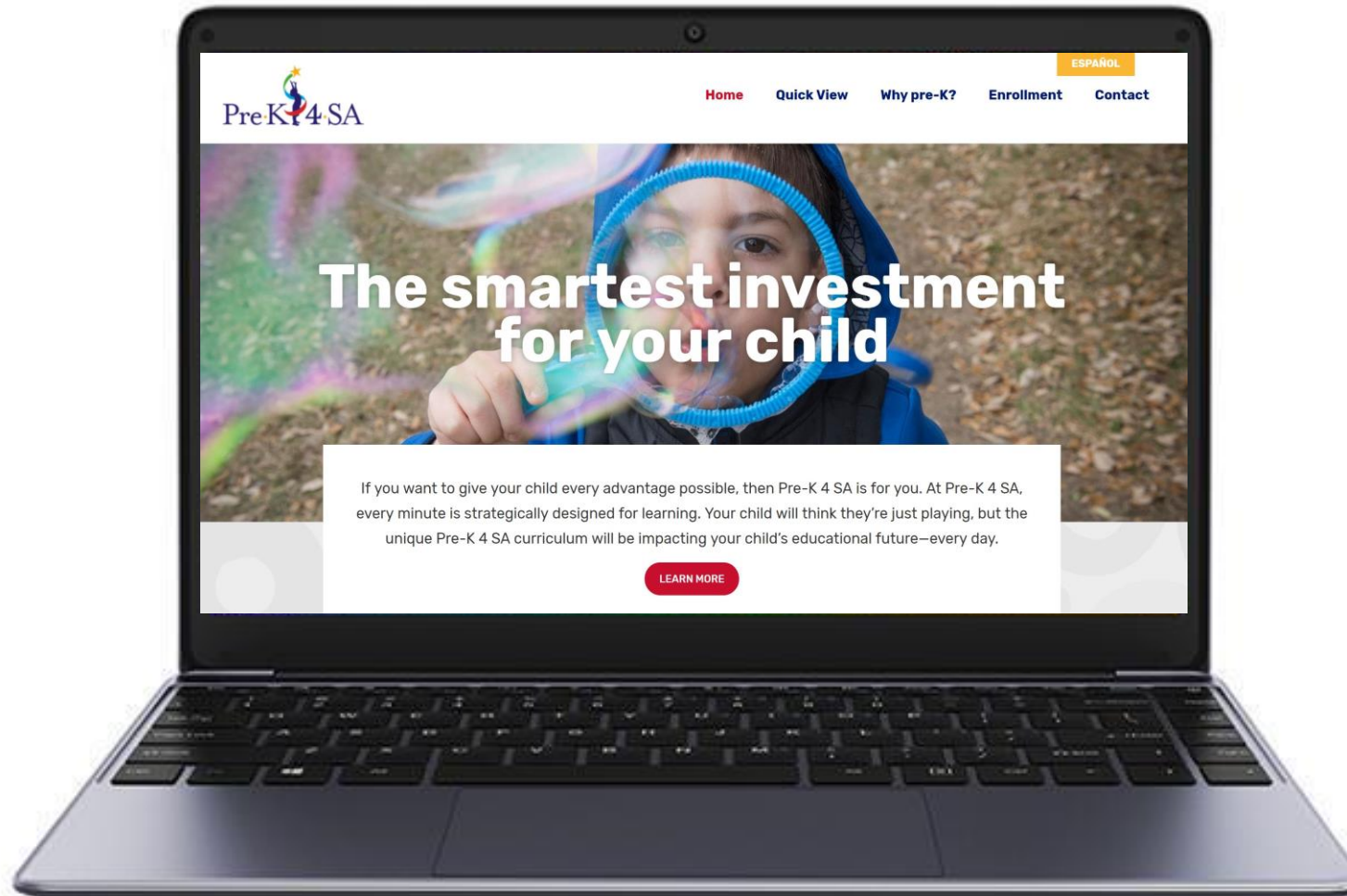


*% Users Engaged is the ratio of unique engaged users to reach. For example, a message with 4 unique engaged users and reach of 100 unique users would result in 4% of Users Engaged.*





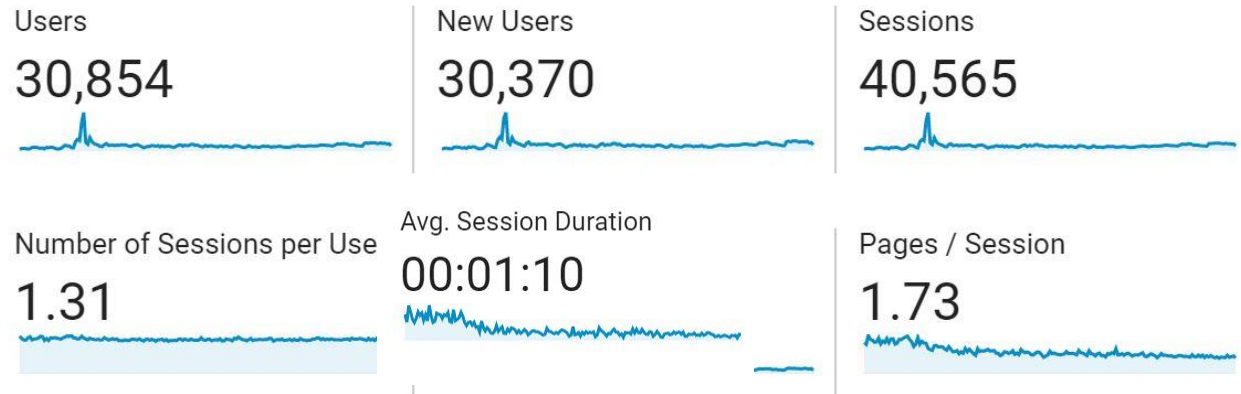
# Enrollment Website



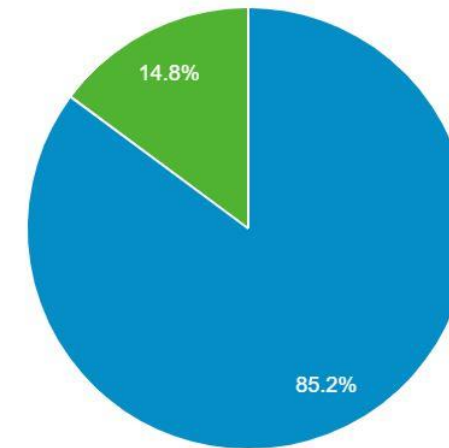
# Enrollment Website



## Stats on Enrollment Microsite Jan-June 2019

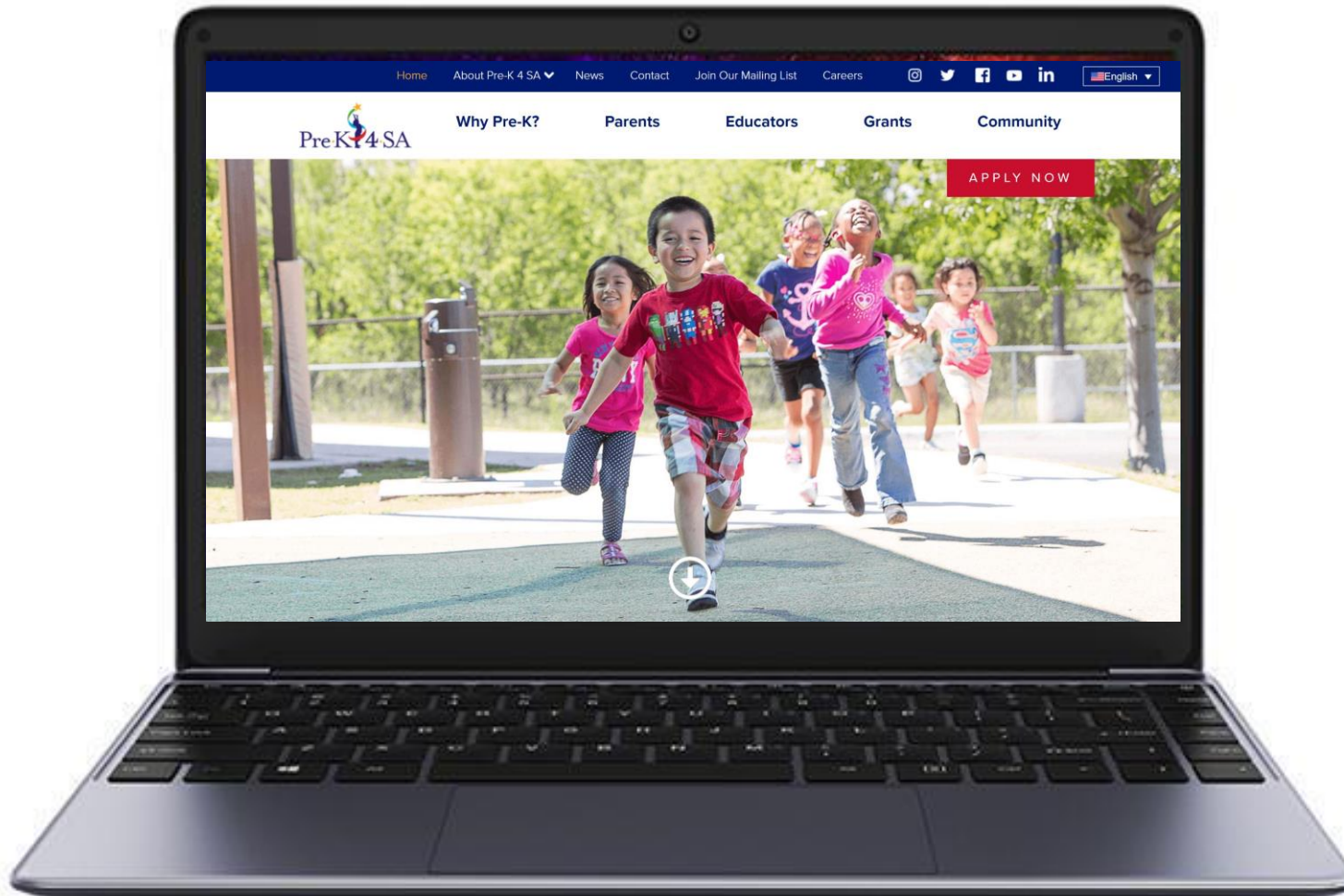


■ New Visitor ■ Returning Visitor





# New Website



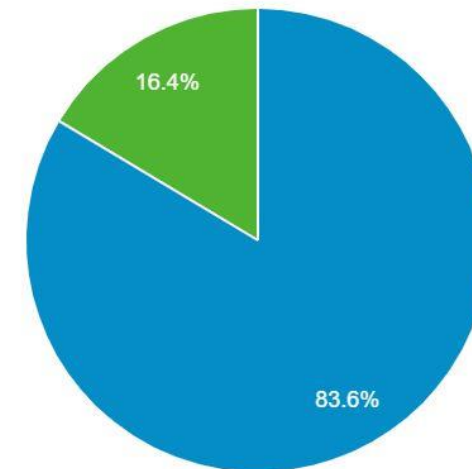
# New Website



Website results launch since March 2019 – July 2019:



■ New Visitor ■ Returning Visitor



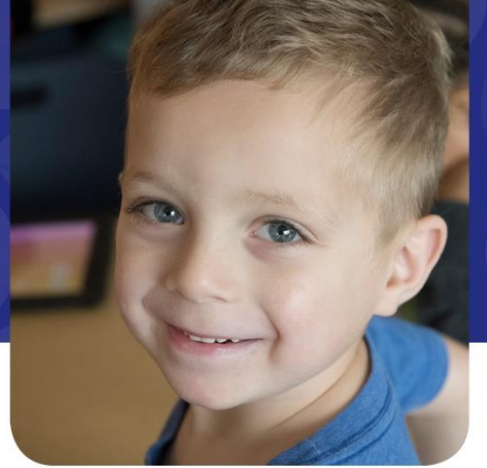




What's to come?



# In the near future



2019-2020 is an imperative and opportunistic time: ● ● ●

- Enrollment and Education (vs. Awareness)
  - Split budget  $\frac{1}{2}$  and  $\frac{1}{2}$
  - Support both enrollment and community education
- Innovation/Partnerships
  - EISD/Gardendale (Identity Architecture/Collateral)
  - Framework for future Pre-K 4 SA Partnerships—extend and demonstrate capacity building
- Changing the Landscape Storytelling
  - Video and Compelling Storytelling (Centers AND Pillars)
  - Impact of Grants
  - Family Engagement





# In the near future



- Shift in focus to Imperative from Campaign

Authenticate Pre-K 4 SA's role in San Antonio as a driving force in securing a successful future for San Antonio that starts with high quality early learning.

## Changing the Landscape

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Best in Class Quality  
Capacity Building  
Family Empowerment

## Results

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Value Equation  
Unmet Need/  
Redundancy

## Student & Family Services

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Enrollment



*Early Inspiration. Future Success.*

Thank You.