



Duckin' Around Advertising

BEOREGON

February 26, 2024

Presented by
**Michael McCarthy, Kelsey Freudenthal,
and Ainsley Maddalena**



Content —————→

Team Info
Get/To/By
Mission Statement
S.W.O.T.
Project Roadmap
Events X BEOregon
Print Ads
Social Media Ads

Website
Social Media Goals
Measuring Goals
Personas
Media Timeline
Financial Chart
Thank You



Team Info



Michael McCarthy

Creative Director



Kelsey Freudenthal

Account Executive



Ainsley Maddalena

Campaign Planner



Get/To/By

Get

High School Students
Applying to University of
Oregon & Freshman
University of Oregon
students

To

Engage with BeOregon
campus events and
purchase merchandise to
support future BeOregon
events

By

Utilizing an array of
advertising methods, such
as social media, local
advertising, and University
events.



Mission Statement

Supporting action in building a safer, more inclusive community by encouraging each person to be their most authentic self.



S.W.O.T.

S

Strengths

- Has validity because of the athletic program
- DEI initiatives are becoming essential in University environments.

W

Weaknesses

- Mostly associated with only athletes
- General student body is unaware of BEOregon

O

Opportunities

- Lots of other campus groups to partner with
- Upgrading socials and the website
- Events could bring lots of attention to the brand

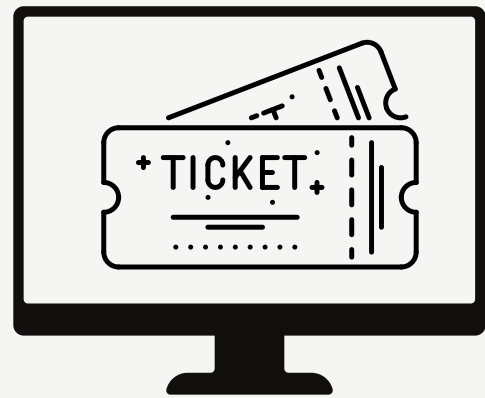
T

Threats

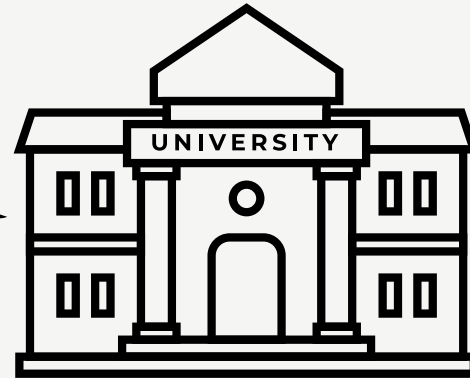
- Could come off as performative or not doing enough



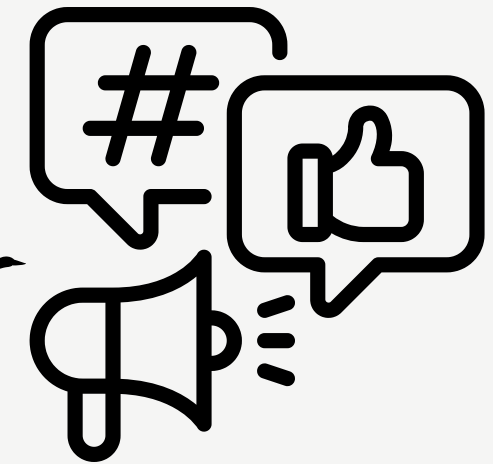
Project Roadmap



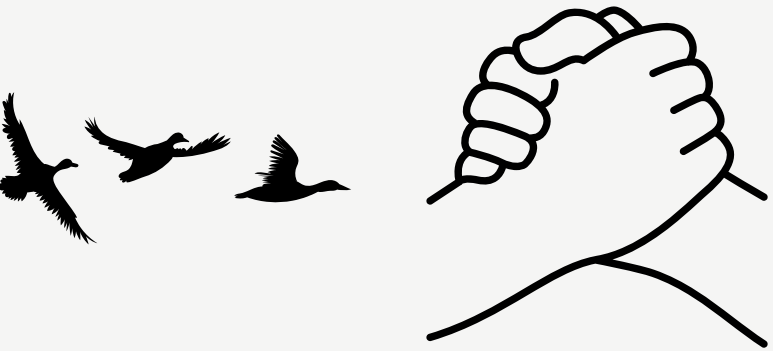
Incoming students receive newsletters about BEOregon & Introducttion x BEOregon event, have an opportunity to purchase tickets for 1st concert, and students will be encouraged to follow socials. Additional advertising will come from banner advertisements on flag poles.



New students attend Introducttion x BEOregon event. They'll receive pamphlets containing info on BEOregon and BEOregon socials, as well as have opportunities to get free stickers and purchase t-shirts. Students return to campus and the 1st BEOregon concert will take place at the beginning of the school year.



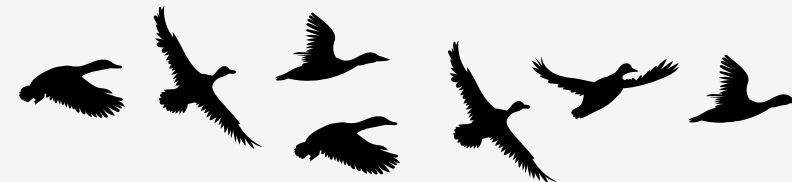
Throughout the year, BEOregon will utilize its social media platforms to engage and inform audiences about upcoming BEOregon events.



BEOregon will collaborate with campus groups to throw smaller events, panels, and info sessions. Social media will be utilized to advertise these events.



BEOregon will place posters for the 2nd concert event around campus and the Eugene area. Social media will also be utilized to advertise the event. Tickets will be available to purchase online and the link to tickets in the newsletter.



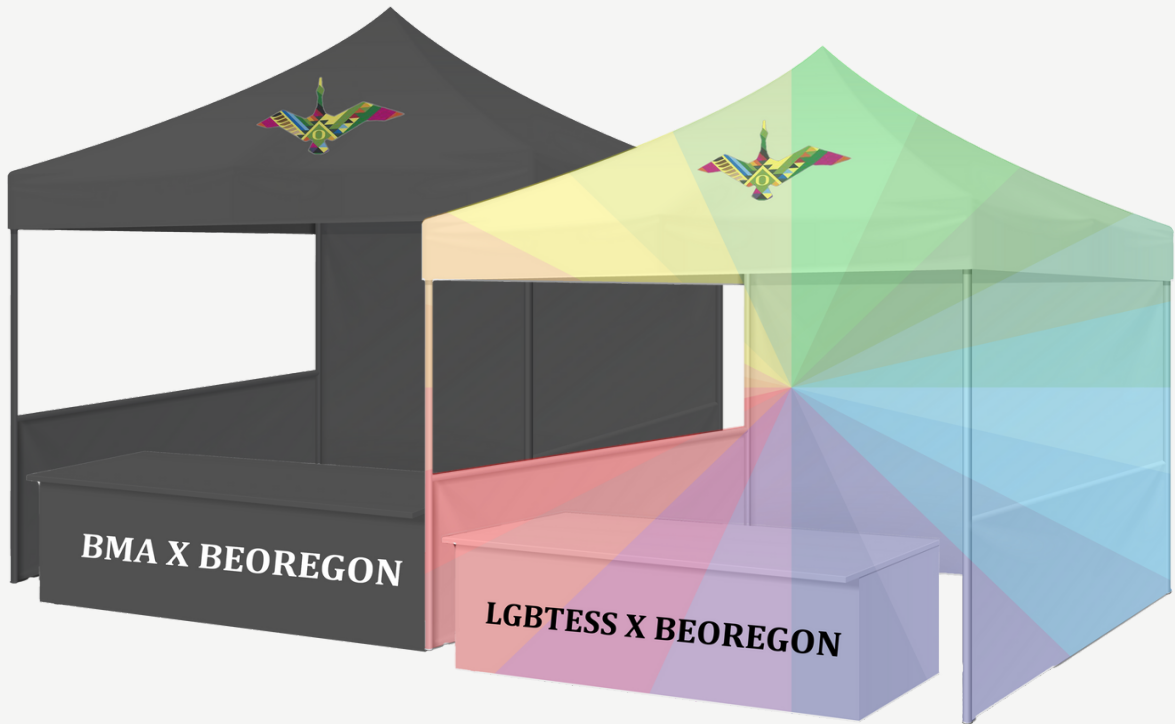
The 2nd BEOregon concert will take place and quickly following the academic year will conclude. Advertising for the following academic year's Introducttion x BEOregon event will commence. This includes social media, newsletters, and banners around the UO campus and the Eugene area.



Indroducktion X BEOregon Events



Introducttion x BEOregon banners around campus and Eugene (would change for certain months, i.e. Black History Month, also to advertise for events such as our concert).



Tents for campus organizations X BEOregon. They will inform incoming students about campus groups and the BEOregon initiative— handing out merch, stickers, and flyers with our socials.



Pamphlets sent out in introduction packets and given out at tabling events highlighting BEOregon resources and events.



Shirts sold at BEOregon tents. Proceeds go to future BEOregon events.



Stickers given out at tabling events to spread brand awareness.

Concerts x BEOregon Events

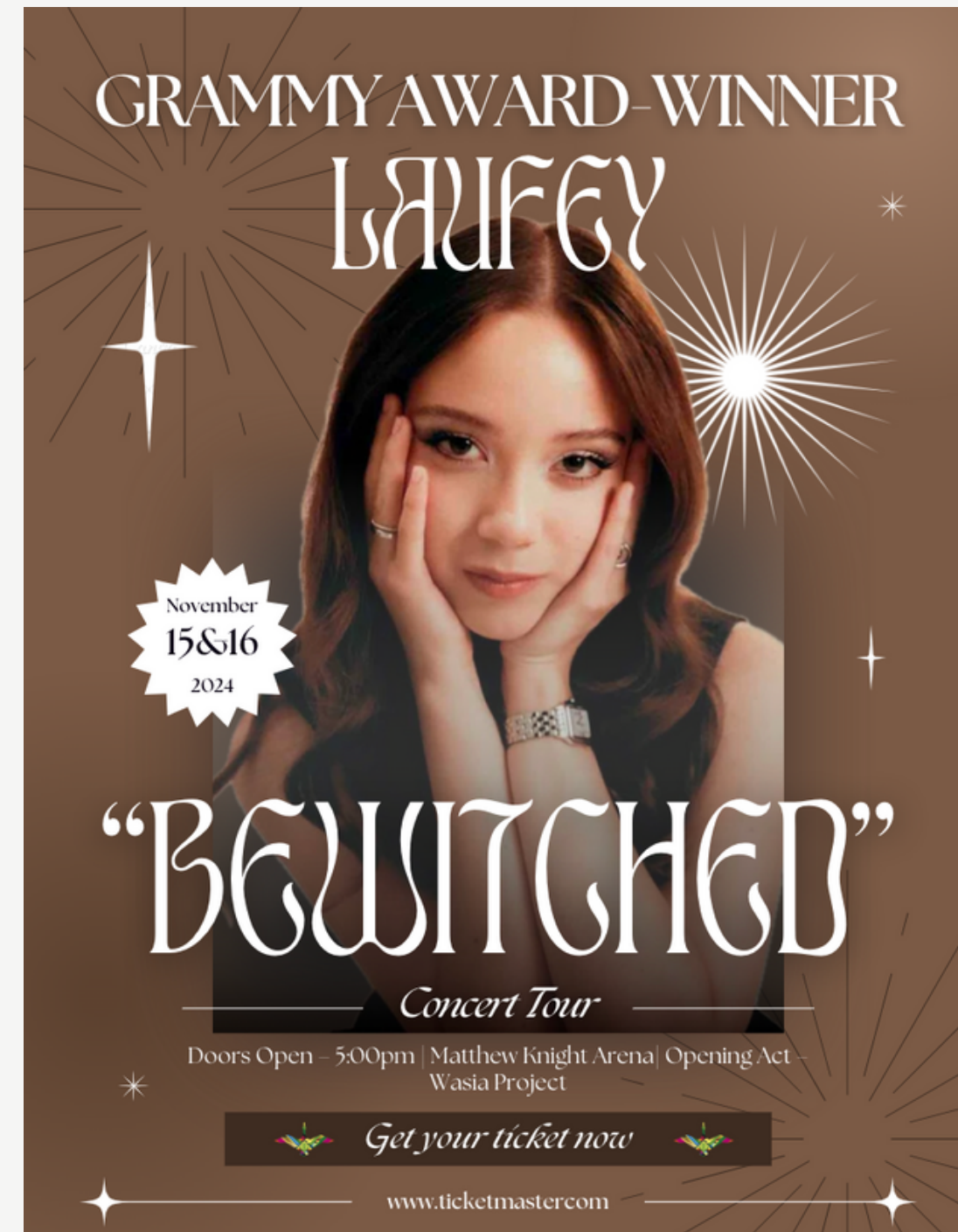
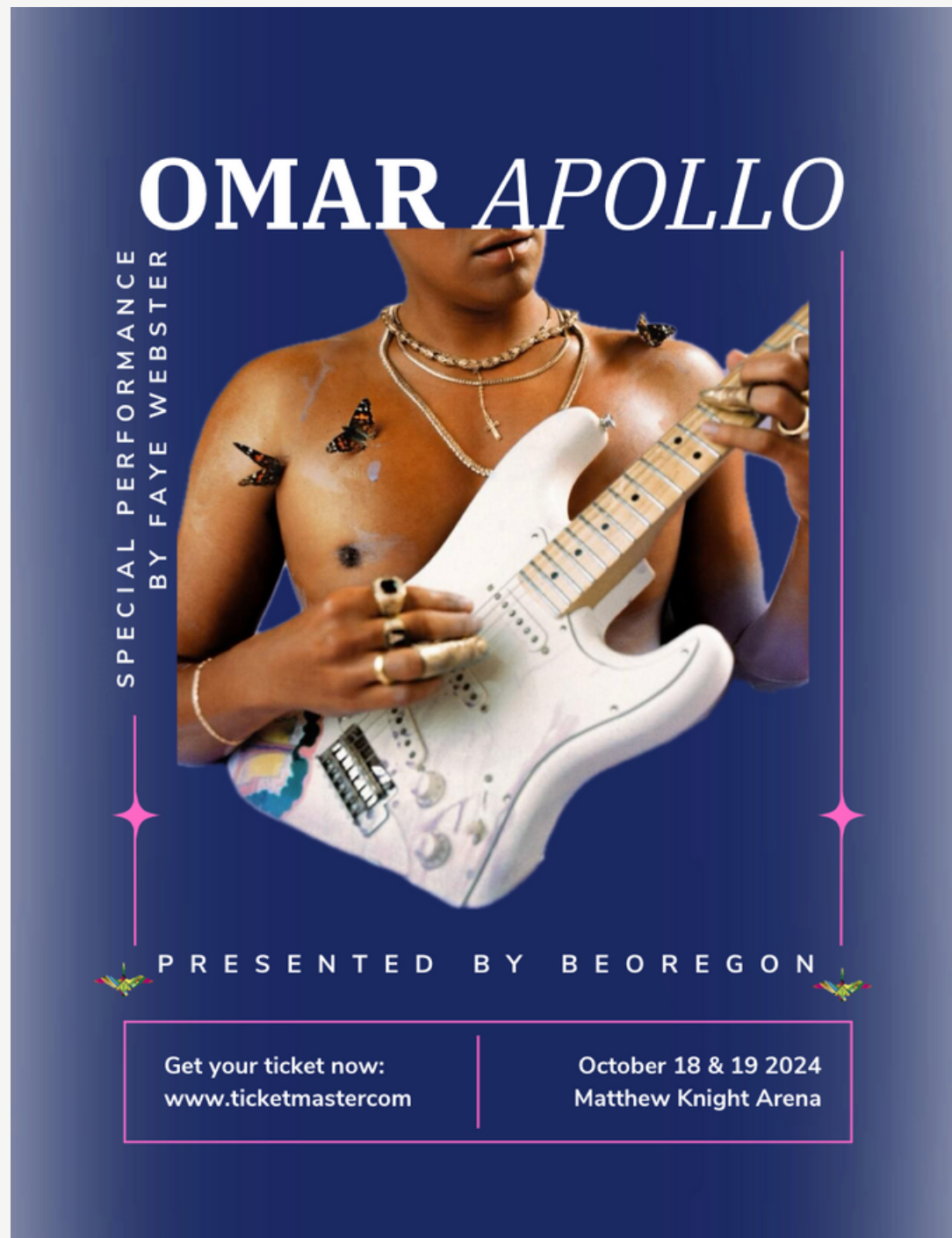


Omar Apollo, Laufey, and other artists brought in by BEOregon would collaborate to create BEOregon X artist merchandise.

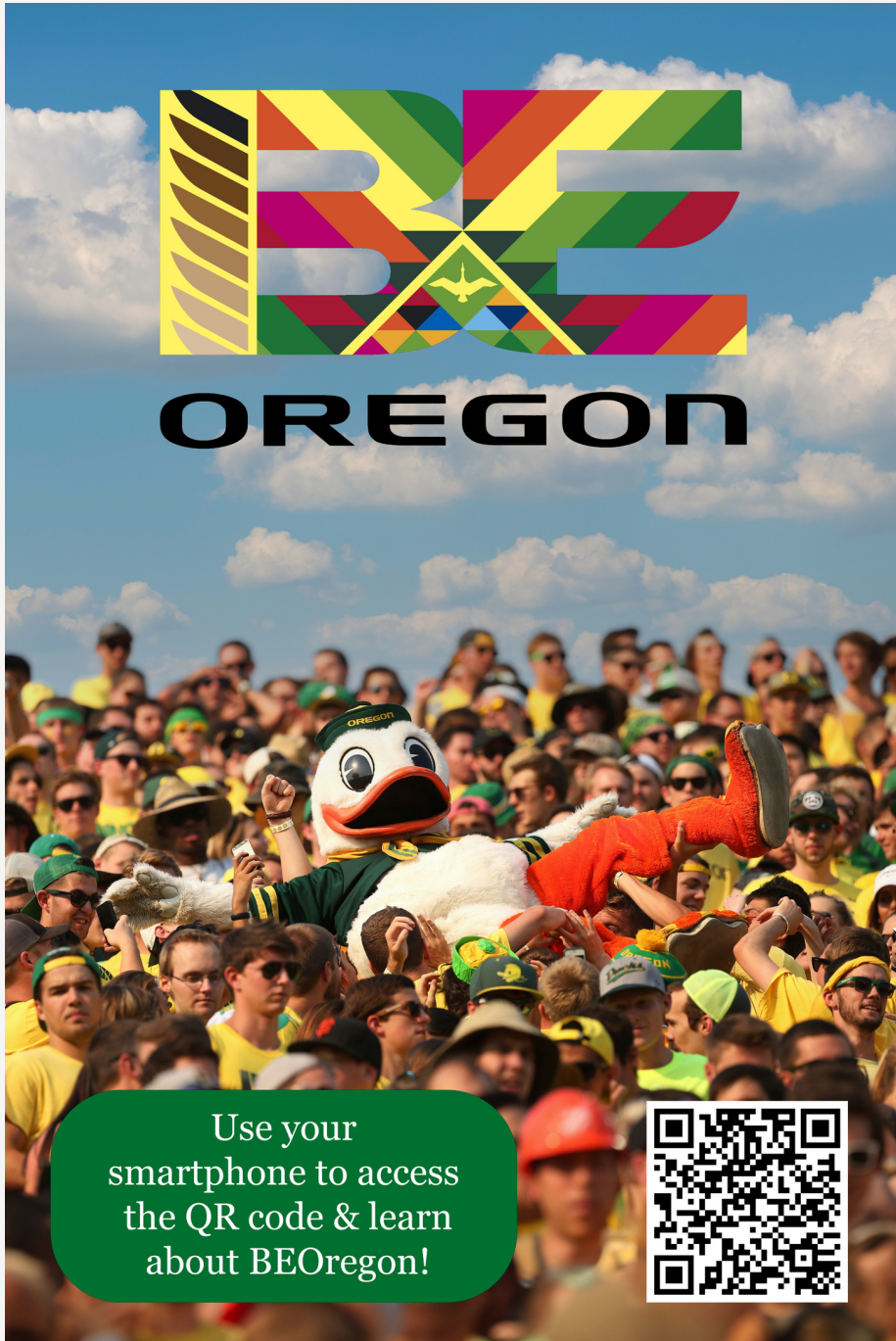
When purchasing tickets for their shows at Matthew Knight Arena, students will checkout using their uoregon email, automatically entering them in a raffle to win a free sticker. BEOregon X artist t-shirts will be available for purchase at the event.



Print Ads (Concerts)



Print Ads (BEOregon)



A print advertisement for BEOregon. The top half features the BEOregon logo, which consists of a stylized 'B' and 'E' made of colorful geometric shapes, with the word 'OREGON' in bold black letters below it. The background of the ad is a large crowd of people at a sporting event, with the Oregon Duck mascot in the center. In the bottom left corner, there is a green rounded rectangle with white text that reads: "Use your smartphone to access the QR code & learn about BEOregon!". To the right of this text is a QR code.



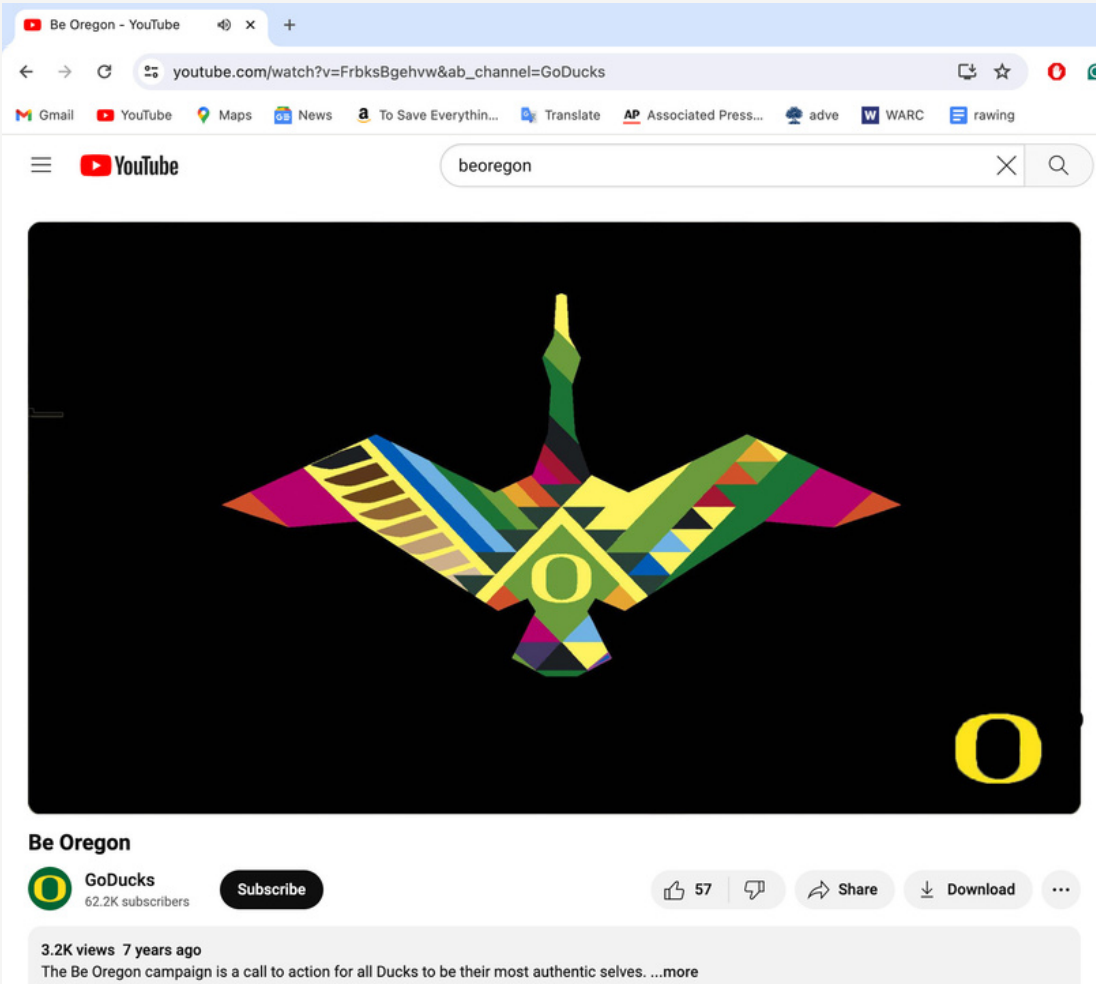
A print advertisement for BEOregon. The top half features the BEOregon logo, which consists of a stylized 'B' and 'E' made of colorful geometric shapes, with the word 'OREGON' in bold white letters below it. The background of the ad is a large crowd of graduates in green caps and gowns, some holding yellow pom-poms. In the bottom left corner, there is a green rounded rectangle with white text that reads: "Use your smartphone to access the QR code & learn about BEOregon!". To the right of this text is a QR code.



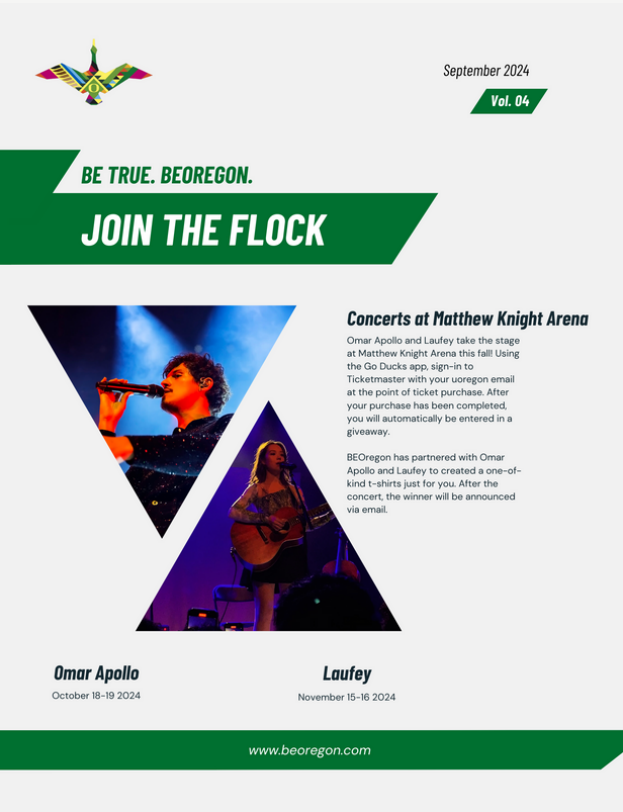
A print advertisement for BEOregon. The top half features the BEOregon logo, which consists of a stylized 'B' and 'E' made of colorful geometric shapes, with the word 'OREGON' in bold black letters below it. The background of the ad is a track athlete in a white singlet with 'OREGON' on it and green shorts, running on a red track. In the bottom left corner, there is a green rounded rectangle with white text that reads: "Use your smartphone to access the QR code & learn about BEOregon!". To the right of this text is a QR code.



Social Media Ads



YouTube videos will educate audiences on the brand identity of BEOregon. They will serve as a source to learn about what the University of Oregon has been doing to work towards bettering DEI on campus and within the Eugene community.



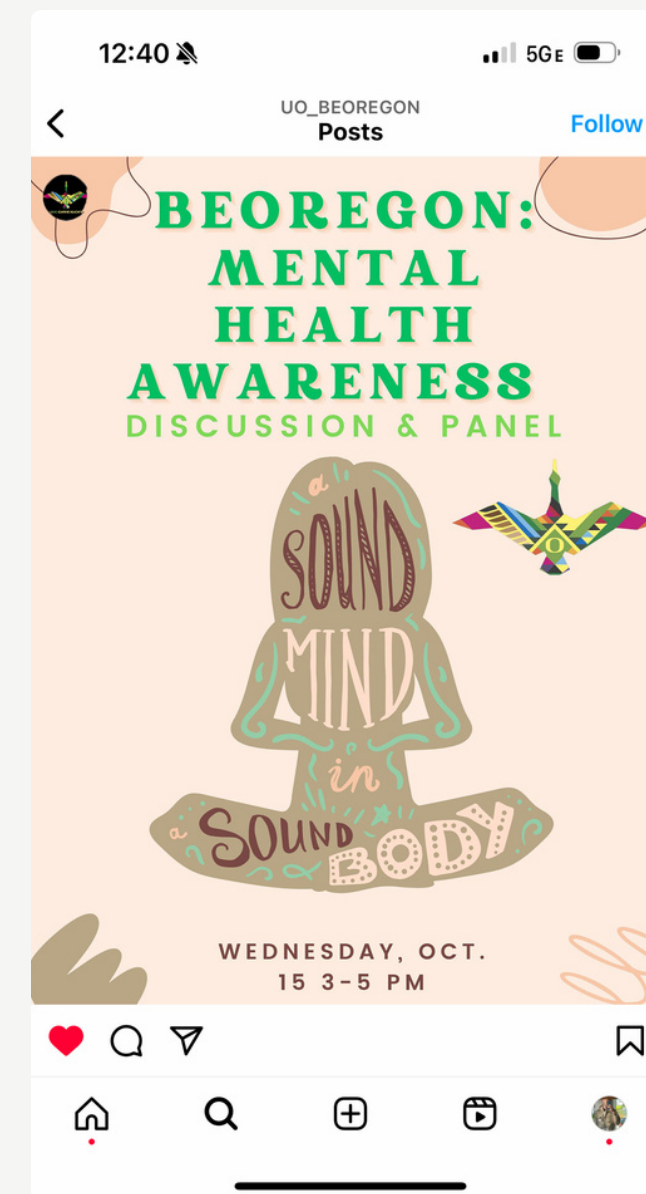
Newsletters will educate and help support our on-going efforts to bring awareness to BEOregon. They will serve as a source to learn about upcoming University of Oregon club X BEOregon events. Though all students are welcome, these events will be DEI-focused and have students with minoritized identities at its core.



Social Media Ads



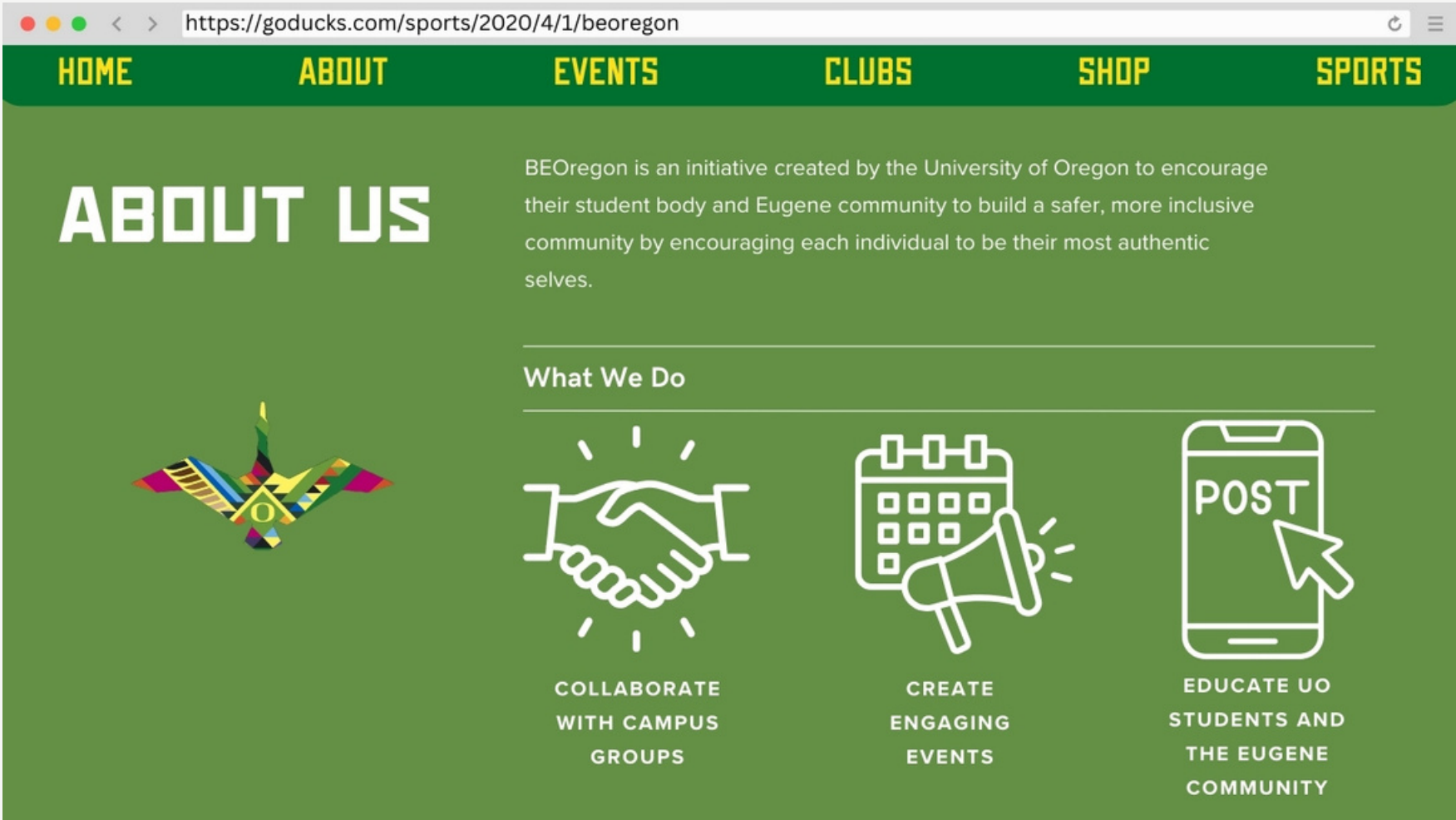
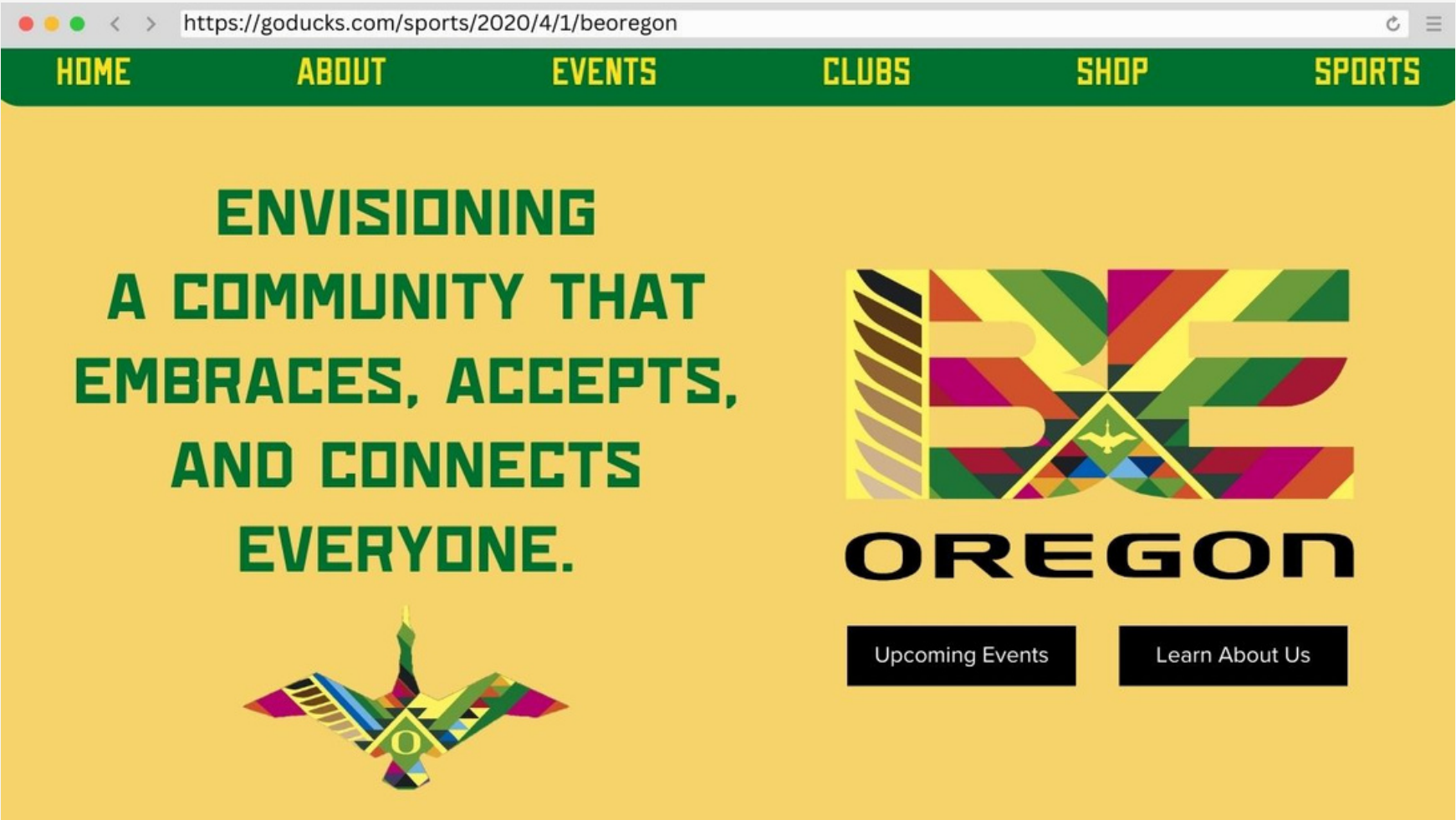
TikTok ads will feature different athletes and students from UO. They will be talking about important topics such as 'why it's important to understand different identities'. We will also feature different TikTok trends such as a 'day in the life' when athletes are attending practice or when students are attending BEOregon events, showing future students what UO life looks like with BEOregon.



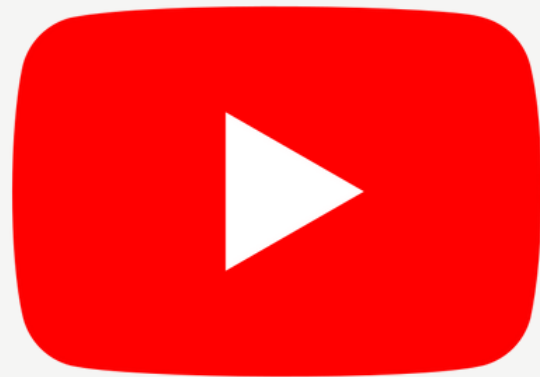
Instagram posts will be centered around informing audiences on upcoming BEOregon-affiliated events as well as gaining audience growth and participation through showing the success of past events.



Website



Social Media Goals



- Inform audiences on the brand culture
- Help audiences understand the initiative
- Gain audience interest in BEOregon
- Motivate audiences to visit the website & follow social media



- Inform audiences about upcoming BEOregon events
- Gather attention by posting photos from past events
- Encourage engagement with the brand through comments and tagged posts
- Motivate audiences to visit the website & follow us on social media



- Connect students with the athletes of BEOregon
- Show how students and athletes are involved with BEOregon
- Grow user engagement by utilizing online trends



- Inform younger audiences about BEOregon by including information in their onboarding info
- Send out newsletters about BEOregon events and resources (all incoming students will receive news letters once enrolled)
- Motivate audiences to visit the website and follow social media.

Measuring Goals



Utilizing Google Analytics, we could track demographics and social media traction across all platforms. The social media platforms we would monitor are:

- Instagram
- TikTok
- YouTube
- Email marketing

Advertising Marketplace, a part of Google Analytics, would help measure our media spend across all channels.

We hope by hosting BEOregon concerts and Introduction events, more students will get involved by:

- Purchasing our merch and stickers
- Signing up for the newsletter
- Follow us on all social platforms
- Attend more events hosted by BEOregon



Personas



ARI (SHE/HER)

Ari was recently accepted into the University of Oregon. She is looking for a school that provides a great athletic program since she loves to play soccer. She is also factoring in how welcoming the university is to diverse populations. She hopes to find a community of people who share her interests and make lots of new friends at her new school!

Age: 17
Hobbies: Soccer, drinking iced coffee, going to the beach with friends
Academic Interests: Psychology, building relationships
Hometown: San Francisco, California
Prospective Major: Public Relations
School: Balboa High School

Age: 20
Hobbies: Painting, reading, activism
Academic Interests: Coalition building, LGBTQ+ activism
Hometown: San Antonio, Texas
Majors: BFA in Art and Technology & BA in Ethnic Studies
School: University of Oregon



SAMUEL (THEY/THEM)

Samuel is a second-year student at The University of Oregon. They spend lots of time on campus working on their art and participating in student groups. Samuel is a member of the LGBTESS group at UO. They are looking for ways to get more students involved and utilize the resources that UO provides.



Media Timeline

Sept. Oct. Nov. Dec. Jan. Feb. Mar. Apr. May Jun. Jul. Aug.

SOCIALS
Active year-round,
posting on Instagram and
TikTok 2X/ week



Native American
History Month



International Students
Day (Nov. 17th)



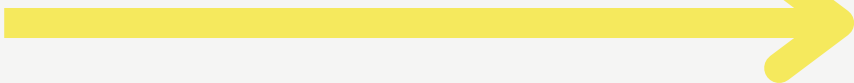
Black History Month



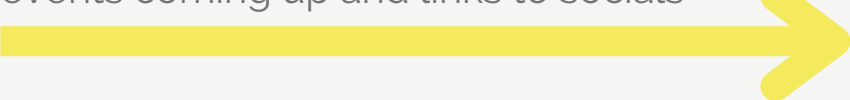
Pride Month

NEWSLETTERS

Welcoming new students & info on how they can get involved in BEOregon

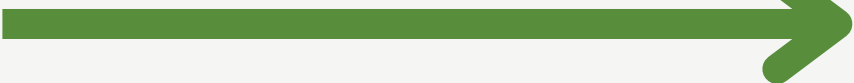


Newsletters sent out to all incoming students + current students informing them of BEOregon events coming up and links to socials



INFO PAMPHLETS

BEOregon info pamphlets included in high school info packets while students are applying to colleges



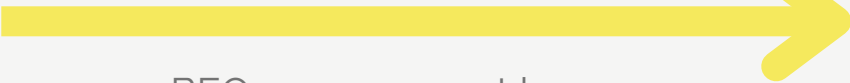
More info pamphlets included in the Introduction info



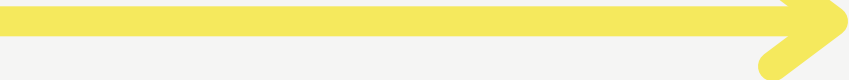
CAMPUS BANNERS

Welcoming new students

BEOregon concert banners



Introduction banners



CONCERTS



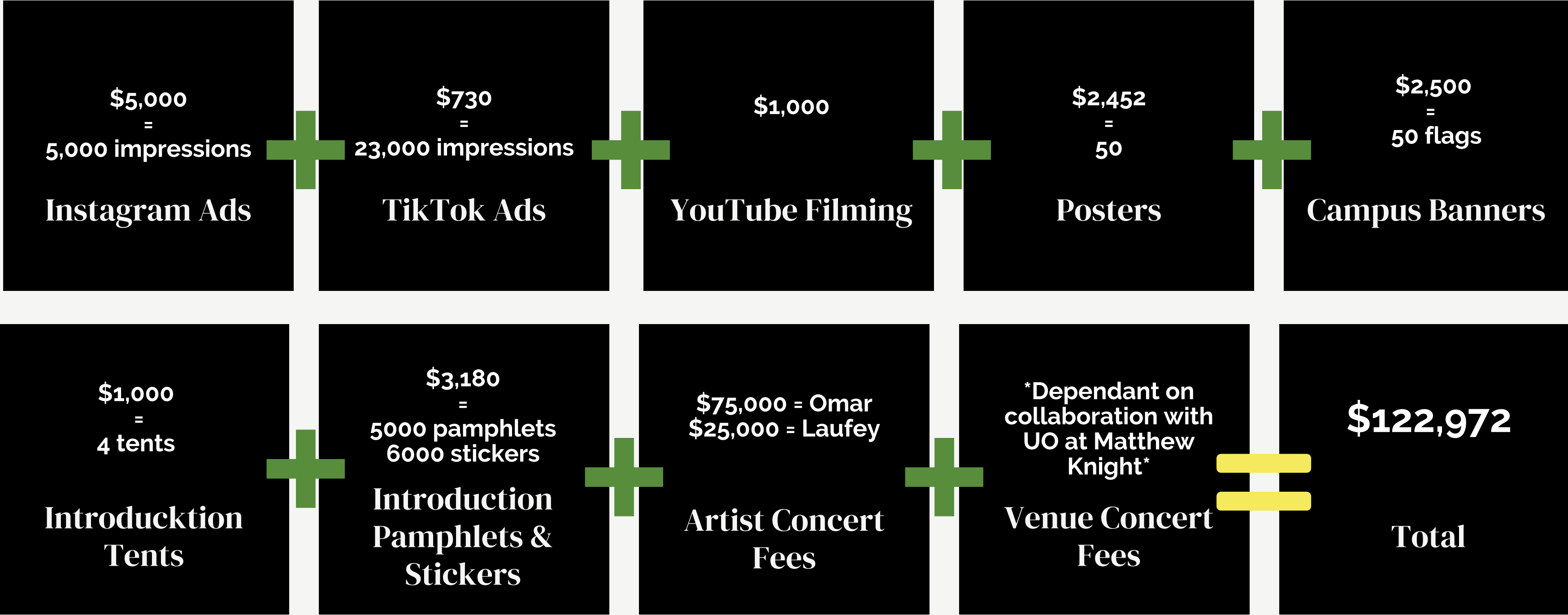
Laufey Concert



Omar Apollo Concert



Financial Chart





Duckin' Around Advertising

Thank You

