



Union Bank & Trust Company

An integrated marketing communications plan

Presented by LUSH MEDIA - December 5, 2011

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## EXECUTIVE SUMMARY

### **Objectives**

Union Bank & Trust (UBT), in primary competition with Wells Fargo Bank (the “official” UNL campus bank) would like to increase their market share with UNL students on the Lincoln campus. The objectives of this campaign are to open 1,500 new MyStyle accounts during 2012, and to make UNL students aware of the unique products and services Union Bank & Trust has to offer. In early 2012, UBT plans to open its first UNL “campus” bank in the Nebraska Bookstore campus store.

### **Target Audiences**

For this campaign, our primary audience is UNL students (millennials) ages 16-25. UNL students are in transitional phases of their life, and are primarily incoming freshmen and soon-to-graduating seniors. An important secondary audience is parents of these UNL students.

### **Creative**

To use a familiar term to UNL students – PREREQ. We’re positioning UBT as the banking “prereq” for UNL students’ survival. Transitioning into college, and to a new city, can be challenging. UBT is a hometown bank in Lincoln, home of the flagship UNL campus. UBT is focused on customer service and we want students to feel like UBT is there to help them survive their transition into and out of college.

### **Social Media**

To continue to engage millennials and give them the tools needed to survive college, social media is an important new way for student engagement. Special events will be promoted through social media. An increased social media presence will be accomplished through UNL “brand managers.”

### **Media**

A mix of traditional and non-traditional media used by millennials will effectively reach our target audiences.

### **Public Relations**

The public relations efforts include: events, giveaways and premiums. These efforts will work cohesively with the rest of the campaign to reach UNL students and bring them into the new NE Bookstore branch.



## ● CLIENT: UNION BANK & TRUST

### The Company

For over 40 years, Union Bank & Trust has been operated by a longtime Nebraska banking family—the Dunlaps. Through this family’s progressive, customer-focused management style, the institution has grown into a thriving, financially diverse organization serving Nebraskans across the state, as well as the Bonner Springs, Kansas area. A full service banking institution, UBT provides some of the most personal and friendly customer service in the Midwest. They strive to know their customers personally and to provide them with the best service possible. UBT prides itself on being a functioning member of the community while still providing the reliability and security commensurate with any national banking institution.

## ● THE MILLENNIALS/ UNL Student Challenge

In the early fall of 2011, University of Nebraska–Lincoln senior advertising students met with UBT officials to discuss the challenge of developing an integrated marketing communications plan to promote UBT to UNL students and to millennials, as defined by UBT as people between the ages of 16 and 25. UBT wants to increase the number of UNL student accounts with UBT, and to gain market share over primary campus competitor, Wells Fargo Bank. For at least a decade, Wells Fargo has had a contractual agreement (about \$500,000 per year) with UNL to be “the designated campus bank.” This agreement gives WF a significant marketing and promotional advantage when new students arrive on campus and are literally directed to WF to sign up for a new campus bank account. During the fall, 2011, semester, Lush Media researched, conceived and developed an effective and strategic integrated marketing communications plan that will be instrumental in increasing UBT’s presence on UNL campus and new UNL student account activity.

**RESEARCH**

## ● RESEARCH OBJECTIVES

- What do millennials pay attention to?
- What kind of media works and when (effective timing)?
- What incentives do millennials respond to?
- How likely are millennials and UNL students to change banks?
- What would inspire UNL students to pick a new bank?
- What can UBT offer that other, larger banks cannot?
- Learn about the competition of UBT
- Learn about student concerns of other banks, and how UBT differs from those banks?

## ● PRIMARY RESEARCH METHODOLOGY

- Online survey of over 200 UNL students
- Focus group interview with 10 UNL students

## ● SECONDARY RESEARCH KEY FINDINGS

### Wells Fargo - Reviews and Services

<http://www.wellsfargo.com>

- Upon looking at reviews of Wells Fargo's banking service, it is clear that there are many issues between the customer and the bank. Many complain of not knowing what their banking package entails, and being surprised when they have had money frozen, put into another account, or even just being inaccessible.
- Wells Fargo offers similar millennial based services to that of UBT's MyStyle checking account (ie. the roundup service and free ATMs to customers).

### AdWeek – “McCann on Millennials, Social Media and Brands”

<http://www.adweek.com/news/advertising-branding/mccann-millennials-social-media-and-brands-132289>

- “Social economy” – The ability of millennials to share information is important.
- This generation lives out loud and needs to define self in public by use of pictures, videos and blogs.
- Millennials are looking for truthful, genuine, sociable, mature and humble ads.
- Millennials tire quickly of digital clutter.

### Pew Research – “Millennials, Media and Information”

<http://pewresearch.org/pubs/1516/millennials-panel-two-millennials-media-information>

- Pewresearch.com's panel with PBS' Judy Woodruff allows a glimpse into the ever-changing mind of millennials. One mentions that the motto of this generation is “quick, fast, and in a hurry.”
- Tom Rosenthal mentions that this generation is different than any before it, likely due to technology and an oversaturation of social media. He states, “I think that Millennials are what I would call on-demand grazers for news. They look for what they want, when they want it, and they graze across lots of different sources, although a limited number of sources. They share, they network. They're mobile; they're connected when they're away from home. And as I look through the data, I think they're already changing their behavior.”

### The Millennial Handbook

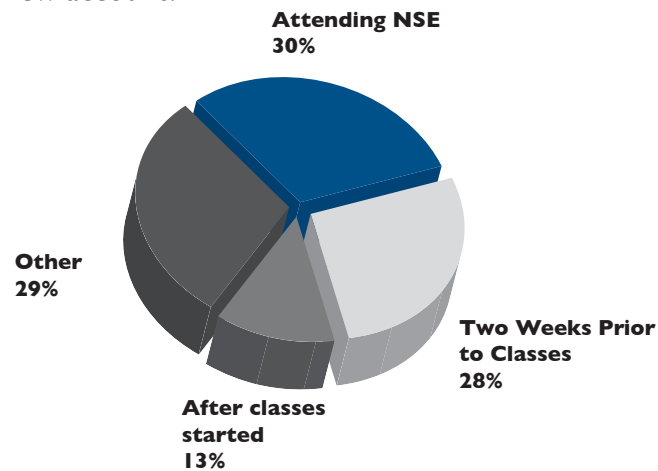
[http://www.brandamplitude.com/The\\_Millennial\\_Handbook.pdf](http://www.brandamplitude.com/The_Millennial_Handbook.pdf)

- Undergraduates now average almost \$20,000 in debt, with a quarter taking on more than \$25,000, according to Robert Shireman, director of the Project on Student Debt, a Berkeley-based think tank.
- The issue goes well beyond educational debt, however. On average, college students graduate with \$4,000 of credit card debt, according to the U.S. PIRG Education Fund.

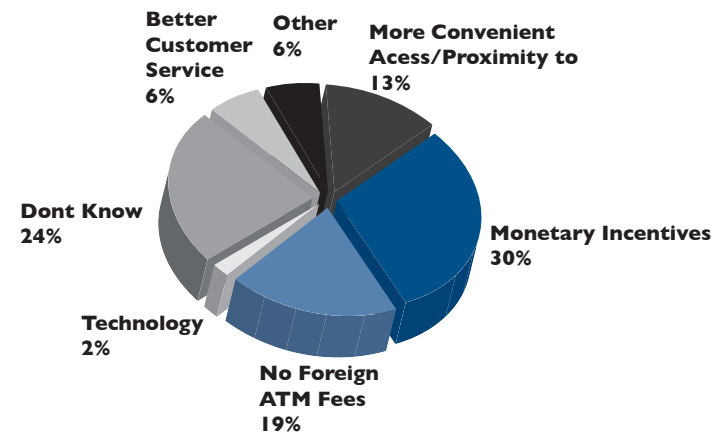
## PRIMARY RESEARCH KEY FINDINGS

- Just over half of UNL student respondents were influenced by their parents to either find a new bank or stay with their hometown bank (question #2).
- 74.8% of the respondents of the questionnaire said that they would not be likely to change banks (question #5), but 30.3% admitted that monetary incentives would make them consider changing banks (question #6).
- 86% of the respondents said that they always or sometimes bank online (question #8), and 56.6% said that online banking is very important to them (question #9).
- 77% of the respondents do not have their N-card connected with their banking account (question #15).
- 50% of students buy textbooks and school supplies from the UNL Union Bookstore (question #16), but 75.3% said that they would go to another bookstore based on discounts and coupons for textbooks (question #19).
- 94.9% of respondents answered that they have a Facebook account, 70.9% said that they prefer Facebook over Twitter, and 57.4% said that they would like to see social media posts regarding special offers or incentives regarding the company or brand (questions #25-27).

If you found a new bank in Lincoln, when did you first open your new account?



What would make you want to change your current bank?





## PRIMARY RESEARCH KEY FINDINGS CONTINUED

Our research shows that students don't feel like changing banks while they are in college. However, the opportunity is to target students right before entering college and as they are leaving college.

Respondent #8 said, *"I would also like to consolidate after graduation, but if a bank offered 0% transfer fee and low rate, I would totally do it because that's nice to have."*

In response to the question "Tell us about the customer service of your bank, respondent #2 said, *"Anytime that I've had to set up an account or had any extended time with a banker, it has gone very well, because they seem less pushy in those situations and will take no for an answer. But when I'm dealing with tellers regularly, they are very polite, but it is something that is above them. Not their choice to make me sign up for all these credit cards. But it puts a bad taste in your mouth about the entire institution. Besides that, the people are nice."*

### Respondent #3

*"I will be shopping for a new account to consolidate my accounts once I graduate, but until then, I'd rather not do anything because I use the different accounts for different things as a student."*

## UBT SWOT ANALYSIS

### STRENGTHS

- Good customer service
- Large number of ATM locations
- Many branch offices
- Positive community perception
- Reputation for effective and personalized connection with customer
- Generous to community; give away/donate money (scholarships, tuition, prizes, charities, etc.)

### WEAKNESSES

- Not a nationwide bank
- Products might be more limited (mobile, personal cards, credit cards)
- Lack of visibility on UNL campus

### OPPORTUNITIES

- New branch in Nebraska Bookstore
- Promote bank products and differences to UNL students
- Reach incoming freshmen
- Educate UNL students and soon-to-be graduating students

### THREATS

- Legal restrictions of promotions on UNL campus, etc.
- Ability of Wells Fargo to better reach new students with campus activities
- 1st National Bank owns Husker athletic connection
- Wells Fargo owns the UNL connection
- Students are introduced to Wells Fargo at NSE

## KEY INSIGHTS

Based on our research, UNL students are unaware of what UBT has to offer them. The brand has not had enough of a presence on or around UNL campus for students to have much knowledge about the brand. From our research, we gathered these main insights:

1. Students are less likely to change banks during college. We must reach them first.
2. N-cards are not as important to students as New Student Enrollment (NSE) and Wells Fargo make it seem. Close to 70% of students do not have their N-card connected to a bank account.
3. UBT has an opportunity with students in transitional periods of their lives. This is defined as before and after college.
4. Mobile and online banking are one of the most important services students seek in banking.
5. Social Media and word-of-mouth are the biggest sources of information among UNL students and millennials.

## CAMPAIGN GOALS AND OBJECTIVES

### **Campaign Challenge**

This campaign is designed to increase traffic to and student activity in Nebraska Bookstore and the new UBT branch to open in early 2012. In the new UBT branch, students will be encouraged to sign up for a MyStyle account by utilizing a variety of incentives. UBT staff will serve as customer-friendly associates to the students and educate them about banking, finances, surviving college and the Lincoln community.

### **Marketing Objective**

To acquire at least 1,500 new MyStyle accounts from UNL students in 2012.

### **Communication Objectives**

Make students aware of key student-oriented features and benefits to show that UBT is a better alternative to the primary competitor, Wells Fargo. UBT is a bank that cares about student needs, financial and banking education and ultimately, college survival.

### **Position**

For students on the UNL campus, UBT is the only bank that offers an alternative to the other campus banks such as Wells Fargo and their hometown banks. UBT is the bank that meets their needs through student-friendly customer service and a more student-oriented product called MyStyle checking and savings accounts.

## TARGET AUDIENCES

### **UNL students or soon-to-be students ages 16-25**

Lush Media sees an opportunity in targeting students in the transitional phases between high school and college, and those making the transition from college life to the “real world.” The incoming freshmen come from all over the country and the world. They want new experiences in their new college town.

### **Soon-to-be UNL graduates**

These students are looking forward to careers and eventually settling down. The UBT opportunity with these customers is just as important, as they will be moving on to earn money, but will need reliable banking features and financial education.

### **Parents of UNL students**

Reaching parents is important because of how involved they are in the lives of their students and how highly influenced students are by their parents. The opportunity with parents is to show them that UBT is a better alternative to Wells Fargo. UBT will prove this by showing parents that UBT will educate and assist their students with financial futures, as well as care about them and their college survival.

**CREATIVE**



## CREATIVE

### **Brand Idea**

Union Bank and Trust is a local bank that is known for outstanding customer service and community involvement. The brand emphasizes customer service and superior student-centered product.

### **Brand Personality**

Union Bank and Trust is a well-established bank in the Lincoln community. They are a conservative company that cares about each customer and continues to build long-term relationships.

### **Why We are Advertising**

To build awareness, increase market share and create banking relationships with UNL students.

### **Our Proposition**

To engage UNL students in their financial "transitions" in ways that are educational and student-centered. We want them to feel connected and cared about, but free to create their own personal banking experiences with UBT.

### **It Will Work Because**

UBT is a Lincoln company that already cares about its customers and the community. UBT is opening a new branch on campus in the Nebraska Bookstore. They'll be even closer to the UNL campus with a special banking environment students will want to be a part of. Currently, students are highly encouraged to use Wells Fargo, and are not aware of the better banking options UBT offers.



## CREATIVE

### Strategies

Reinforce students' need to survive college, and present UBT as the bank that will give them the resources and additional education to do so. Focus on the UNL college student's culture through sales promotion and buzz- building tactics.

### Tone

College students are wired for academic terminology like “prerequisites” meaning something they need before they can go on to the next class. The Lush Media campaign message is built around this idea of necessary information such as prerequisites. The messages will tell students that UBT is their banking “prereq” for whatever banking needs they have.

### TACTICS:

#### **\$1,000 Giveaway**

College students love “free” money. We recommend a contest designed to generate new MyStyle accounts. Anyone who signs up between June and October will be randomly selected to have \$1,000 deposited to his or her checking account. Information about this is available in the new UBT Survival Kits. The winners will increase in number during the school year: June and July will each have one winner, creating the buzz early when winners spread the word to their friends. We suggest giving away three in August and three in September, and finishing it up with two giveaways in October.

#### **The UBT “Campus Survival Team”**

To reinforce the helpful customer service and student-friendliness of UBT, we recommend campus “brand managers.” These students will be under the direction of UBT’s new social media manager, Stephanie Moore, and are in charge of getting the word out about UBT, their services, and events that will be taking place on campus. Using social media outlets, the UBT Survival Team will be responsible for re-tweeting to their own personal Twitter, tweets from the UBT, and MyStyle accounts. Along with this, @ mentioning their friends on Twitter, to inform a wide audience of what UBT is currently doing. Along with handling UBT’s social media presence, they will be the campus UNL image of UBT: handling such events as passing out survival kits, managing the poster and advertisements downtown, as well as being at all PR events. These UNL students are the new millennial image of UBT.





## ● DAILY NEBRASKAN NSE ADS

### ***Daily Nebraskan***

To bring awareness to freshmen UNL students and their parents, we recommend running ads in the UNL newspaper, the *Daily Nebraskan* during New Student Enrollment in the summer months. This is one of the primary media where we can reach the most incoming freshmen students because everyone who attends NSE receives a complimentary copy of the *Daily Nebraskan*. The paper will provide a good way to reach parents, because they will be more apt to read the paper. Parents have a lot of influence in students banking decisions, and we believe it will be beneficial and effective to reach them in this way. On campus as a whole, we found that 38% of students read the *Daily Nebraskan*. These racks are owned by the *Daily Nebraskan* and are not the property of the University. An additional source of advertising is these racks. The racks are in high traffic student areas and can be seen by students who do not pick up a copy of the newspaper. This allows UBT advertising to be on campus and seen by a large number of students. This advertising can be seen in the poster section.

### ***NSE Summer Issue***

The NSE section will feature an ad on the front page, a two-inch, spot-color banner ad. This is a teaser to make the readers turn to our ad on the inside of the newspaper. Our research suggested that students are most motivated by financial incentives, so we have made a \$1,000 give away a dominant part of the advertising.

### ***2 half-page, spot-color ads inside the summer issue***

As a follow-up to the front-page ad, this ad explains the \$1,000 give away and the UBT MyStyle accounts. We want to create interest and information. This is also a great medium to alert new students about the Nebraska Bookstore UBT branch.

The other half-page ad will be the basis for our overall campaign theme, UBT, your banking “Prereq.” The image of the Calculus homework creates visual interest, and the headline pulls readers in. We’re creating the idea that UBT prepares students for the rest of their lives.

DAILY NEBRASKAN NSE ADS





# You Could Win \$1,000

See page 4 for details

$n+5^n$   $5^n$   $\cdot$   $\frac{1}{5^n}$  --- in any number in (1, 5)

$\sum_{n=1}^{\infty} \frac{1}{n+5^n} < \sum_{n=1}^{\infty} \left(\frac{1}{5}\right)^n$  ← convergent geometric series

$\frac{1}{n+5^n}$  converges by comparison test (CT) with geometric series.

evaluate integral  $\rightarrow \int_n^{n+1} 5^{-x} dx = \int_n^{n+1} \left(\frac{1}{5}\right)^x dx$

$\therefore \int_n^{n+1} \left(\frac{1}{5}\right)^x dx = \left(\frac{1}{5}\right)^x \cdot \frac{1}{\ln(1/5)} \Big|_n^{n+1}$

$= \frac{1}{\ln(1/5)} \left(\frac{1}{5}\right)^{n+1} - \frac{1}{\ln(1/5)} \left(\frac{1}{5}\right)^n = \frac{\left(\frac{1}{5}\right)^n (1/5 - 1)}{\ln(1/5)}$

$\sum_{n=1}^{\infty} \left(\frac{1}{5}\right)^n$  ← converges absolutely since  $\sum_{n=1}^{\infty} |a_n|$  is a convergent geo

### You wouldn't take Calculus 350 without taking Calculus 101.

**UB UNION BANK & TRUST COMPANY.**

**PREREQ FOR COLLEGE SURVIVAL**

Sign up for a MyStyle account today and don't be caught off guard by the challenges that this semester brings.

Stop into our new Union Bank & Trust branch located in the Nebraska Bookstore at 13th and Q St.

(402) 232.1777  
(800) 297.2837  
UBT.COM  
@ubtmystyle  
Member FDIC

## You Could Win \$1,000

UBT will randomly select 10 new MyStyle accounts to receive a \$1,000 deposit.

### Open Your MyStyle Account Today

Choose the three options that best fit your needs.

- \$50 after making 10 debit card transactions
- Discounted first order of checks
- 20 free non-Union Bank ATM transactions per month
- 2,500 Rewards Points
- One overdraft fee waiver per year

**Stop into our new Union Bank & Trust branch located in the Nebraska Bookstore at 13th and Q St. Be sure to pick up a college survival kit.**

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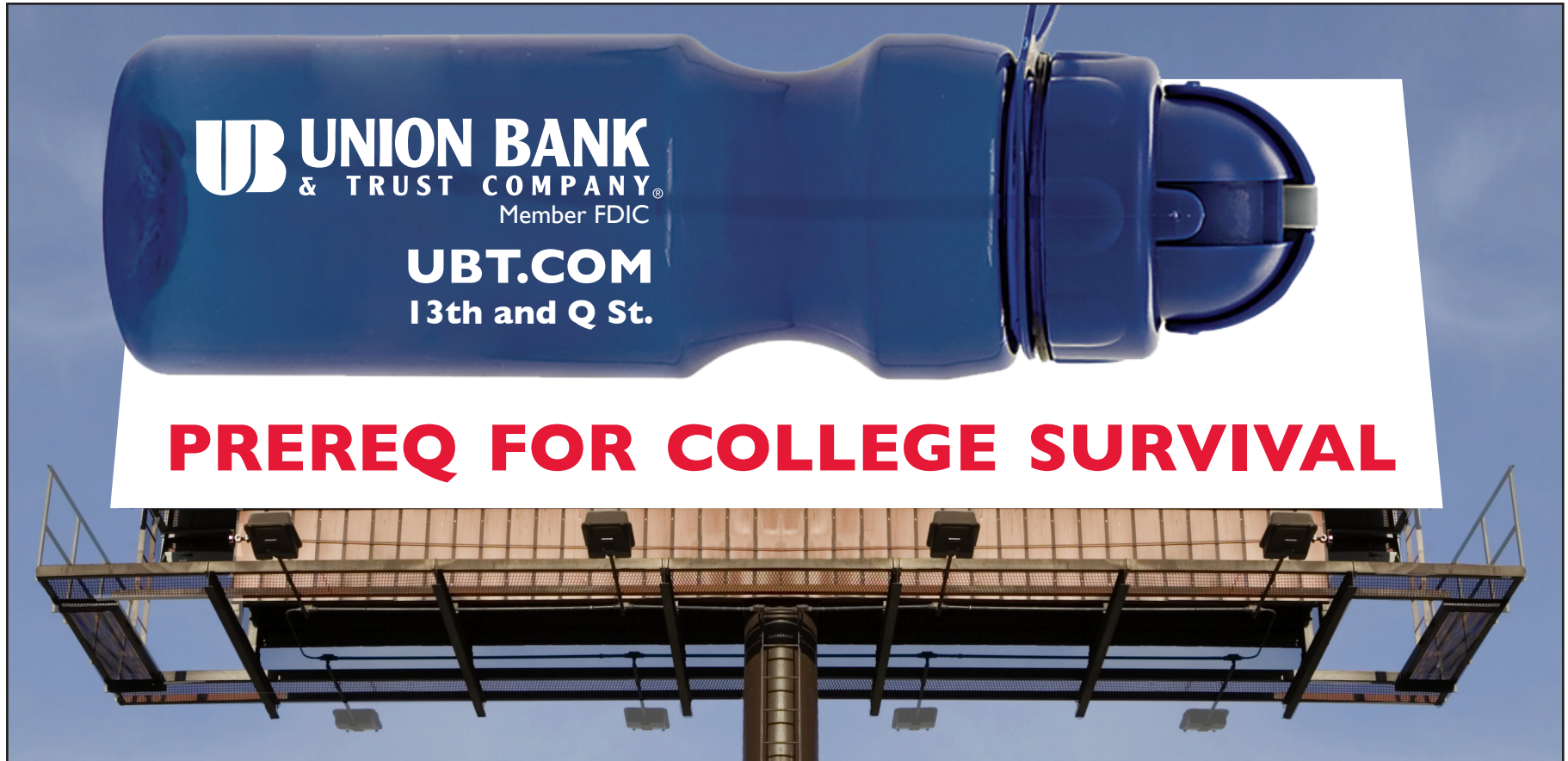
## ● OUT-OF-HOME

Billboards were chosen for this campaign because of the variety of locations on or near campus. A larger number of upperclassman live off campus, and will view these billboards while driving to school. This is a way to reach older students in transition, and capture their attention. Billboards will feature a large water bottle that is eye-catching for drivers. Billboards put the Union Bank and Trust name in front of students, and further direct students them to the new branch location.

Besides graduating, surviving college is an achievement on its own. The UBT Survival campaign outdoor boards will reiterate the importance of having a successful transition into the college life and the real world.

The oversized UBT water bottle survival kit says it all. Students and parents driving by will be reminded of the role UBT plays in the students' lives. It will drive students to the UBT location and create curiosity around the big water bottle. Suggested areas are near the UNL campus, as well as the surrounding areas. We recommend the 16th & M St., I-80 & 8th St., 10th & R St. and 17th & Vine St. locations.

● OUTDOOR ROTARY BOARD



## RADIO

Currently, UBT utilizes radio spots to reach the UNL and millennial audience. KFRX is popular among millennials. Using this local radio station allows UBT to be a part of the community and specifically the millennial community. Radio will be used to promote opening event activities a week prior to the NE Bookstore opening. The campaign will purchase spots in the prime advertising hours of 6 a.m. - noon. It will run in January three times a day a week before the opening Sunday - Friday.

### Store Opening :30sec script

**Announcer:** Cash. (Sound of cash register)  
Books. (Sound of some books hitting the table/floor)  
Cash. (Sound of cash register)  
Caffeine. (Sound of someone taking a drink)  
Food. (Sound of someone munching on food)  
More cash. (Sound of cash register) More food.

It takes a lot to survive college. Union Bank & Trust is here to help. In fact, just like your next class, UBT is your campus banking prereq...and a better way to bank on campus.

Visit UBT's new branch in the Nebraska Bookstore at 13th and Q Street on [Friday of the opening week] for the first Race-to-the-Place of the new year. Fill your stomach with free food on UBT for the first 100 people.

Sign up for a UBT MyStyle checking account and you're in the running for \$1,000. Another great way to survive. Join us for free food and win cash for all your college needs on [date].

Union Bank & Trust. Your prereq for college survival.



## POSTERS & PREMIUMS

### **The UBT Blue Water Bottles and Posters**

Just as UBT has become famous for their “blue ballpoint pens,” we want the blue UBT water bottles to be equally iconic on the UNL campus. UNL students love free things, too. These premiums will help create buzz and bring to life the theme of survival. The UBT blue water bottle will create buzz and help spread UBT through word-of-mouth among millennials. Additional uses for the UBT water bottles are discussed under UBT’s Survival Kit.

Another great way to reach UNL students are posters to be used downtown on bulletin boards in areas where UNL students frequent. The posters can also be placed in the Daily Nebraskan newspaper racks around campus. Posters can create buzz on campus and Lincoln about the chance to win \$1,000 by signing up for a MyStyle account.

These posters will promote the sign up for a new UBT MyStyle account and those names to be placed into a drawing for \$1,000. The \$1,000 drawing will happen 10 different times through a designated period.

### **High School Sports Programs**

To reach incoming UNL students, many of whom come from the Lincoln area, we recommend advertisements in high school sports programs in the Lincoln area. Premium pricing for this includes advertisements in programs, large advertisements in sporting venues and advertisements on digital display.

In order to reach parents and high school students we recommend a “test” at two Lincoln high schools. These can build brand awareness with parents and students and further solidifies Union Bank and Trust’s local, caring presence by being involved in the high school communities.



CLOTHES PARKING BOOKS SHOES  
COFFEE FOR FOOD COLLEGE  
SURVIVAL

MyStyle

\$1,000

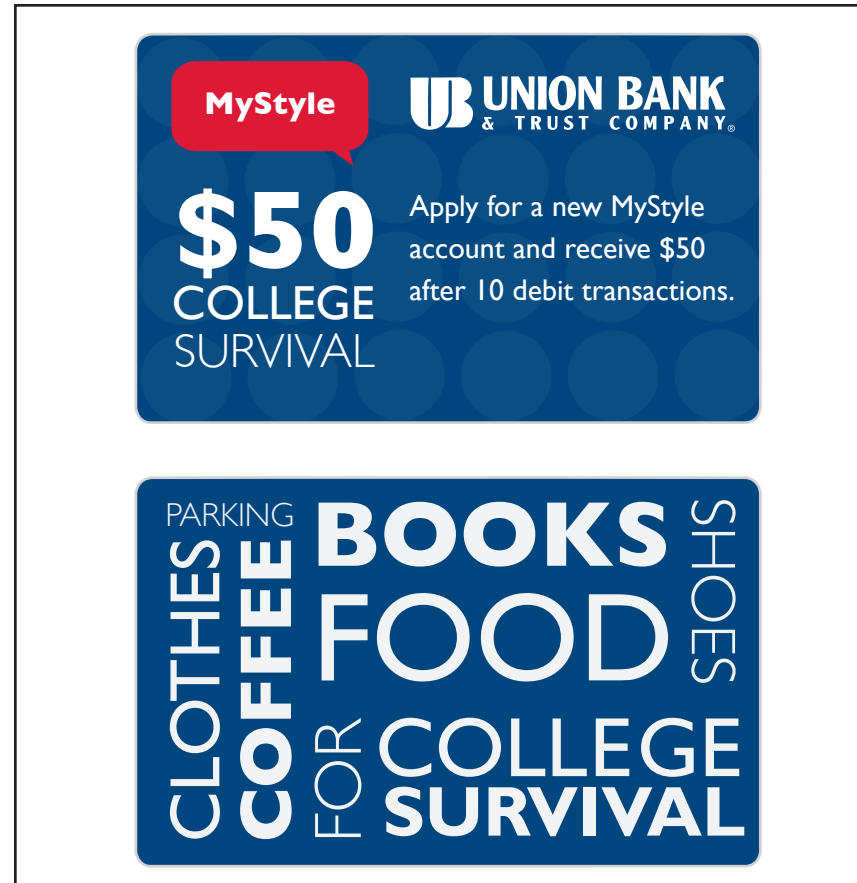
UBT will randomly select 10 new MyStyle accounts to receive a \$1,000 deposit. Visit our new branch at the Nebraska Bookstore (13th and Q St.) to pick up a college survival kit.



13TH & Q ST  
OPEN  
NOW  
NEBRASKA  
BOOKSTORE

## The UBT UNL Survival Kit

As mentioned earlier, students love giveaways and ways to learn more about surviving their college days. UBT Survival Kits will feature a translucent blue water bottle with the UBT logo. Inside the bottle will be an insert with MyStyle information, a coupon book and UBT pen. These survival kits will be given out in-store, at Big Red Welcome and by the brand managers outside the Nebraska Bookstore.






## Survival Kit Inserts

The survival kit inserts contain valuable information about UBT MyStyle accounts and inform UNL students about UBT, the new branch bank and the other key UBT features and benefits. It will also contain a card promoting the option of \$50 free for their MyStyle account. The inside of the insert gives information about the \$1,000 giveaway contest and further encourages students to sign up for an account with UBT.

**UBT** IS THE  
**PREREQ**



**FOR COLLEGE SURVIVAL**

**UB UNION BANK & TRUST COMPANY**



### You Could Win \$1,000

UBT will randomly select 10 new MyStyle accounts to receive a \$1,000 deposit.

**Open Your MyStyle Account Today**

Choose the three options that best fit your needs.

- \$50 after making 10 debit card transactions
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- 2,500 Rewards Points
- One overdraft fee waiver per year



(402) 232.1777  
(800) 297.2837  
UBT.COM  
@ubtmystyle

Member FDIC Stop into our new Union Bank & Trust branch located in the Nebraska Bookstore at 13th and Q St.

**MyStyle** Helping You Survive College

- ✓ Water bottle
- ✓ Pen
- ✓ Local Deals
- MyStyle Account

You are missing a MyStyle account from UBT. This account allows you to be prepared. Look inside for more details.

**UB UNION BANK & TRUST COMPANY**

Apply for a new MyStyle account and receive \$50 after 10 debit transactions.

**MyStyle** **\$50** COLLEGE SURVIVAL

## Campus Cash

This campaign will also utilize a popular campus coupon booklet called Campus Cash. Advertisements will run on the back cover of the coupon book all year round. The coupon book will be placed in the UBT Water Bottles. These coupon books are also distributed to all students in the residence halls. They contain a lot of coupons students love. This coupon/advertisement allows UBT to get further exposure on campus. Placement of these books in the survival water bottles will also give students more opportunities to feel connected to the community.

PARKING  
CLOTHES  
COFFEE  
BOOKS  
FOOD  
FOR COLLEGE  
SURVIVAL  
SHOES

**UB** UNION BANK  
& TRUST COMPANY®

Member FDIC



UBT.COM  
@ubtmystyle  
(402) 232.1777  
13th and Q st

**\$50**  
COLLEGE  
SURVIVAL

Apply for a new MyStyle account and receive \$50 after 10 debit transactions. This extra cash will allow you to buy the deals that are located inside this booklet.

**PUBLIC RELATIONS**

## PUBLIC RELATIONS

### **Social Media | UBT Survival Team**

Millennials spend a large amount of time using social media. It is a source of information as well as communication. Social media goes with students everywhere and allows them to be constantly connected. Continuing to use social media to engage and interact with millennials is key for this campaign. We believe that UBT has been doing a good job interacting with millennials about events such as Race-to-the-Place. It is necessary to continue to improve social media interaction and to engage UNL students with a variety of social media tactics. Promoting events through social media and utilizing the UNL UBT brand managers Survival Team can help social media to continue to spread the word and generate exciting buzz among UNL students and their millennial peers.

## Twitter

The MyStyle Survival Team will handle a large portion of the UBT and MyStyle Twitter accounts. They will re-tweet the tweets from these accounts to their own personal twitter accounts, to reach a much wider audience than just those accounts' followers.

For all PR events, (ex. opening of the Nebraska Bookstore branch) we recommend the use of hashtags to start trending the event locally.

## 'Race to the Place'

We learned from our research that UNL student like UBT's Race-to-the-Place promotions. We recommend continuing publicizing these events on Twitter. The UBT Survival Team can continue to inform UBT events to a much greater audience. Lush Media also suggests creating a special Race-to-the-Place for the NE Bookstore UBT grand opening. At this event, students will be directed to the UBT branch inside the Nebraska Bookstore for free food first come, first served. Social media and radio can promote awareness of this event. Any student who signs up for a new MyStyle account that day is also eligible to win \$1,000. These great winnings will make students more interested in UBT and create buzz on campus.

## Analytics for Twitter

*Hootsuite:* This website will enable you to manage multiple Twitter accounts on one site. This would allow you to tweet and re-tweet from MyStyle and UBT at the same time. With this website, you are also able to schedule tweets in advance, as well as being able to post on Twitter or Facebook as well.

*Tweetadder:* With this program you are able to search for individuals who are specifically interested in banking. You would be able to gain followers who are concerned with banking, Lincoln, NE, or other topics that relate to UBT. From these searches, you are able to follow a large number of topic specific followers.

## Facebook

### Questions and Posts

These will be ongoing throughout the entire campaign and can be targeted toward the specific events or contests that will be going on. Posting trivia questions, articles, as well as asking open-ended questions can engage followers, and get UNL students more involved and informed about UBT. Since millennials want sincerity and honesty, we suggest focusing on helpful, relevant posts that convince followers that UBT cares about students.

### Trivia Questions

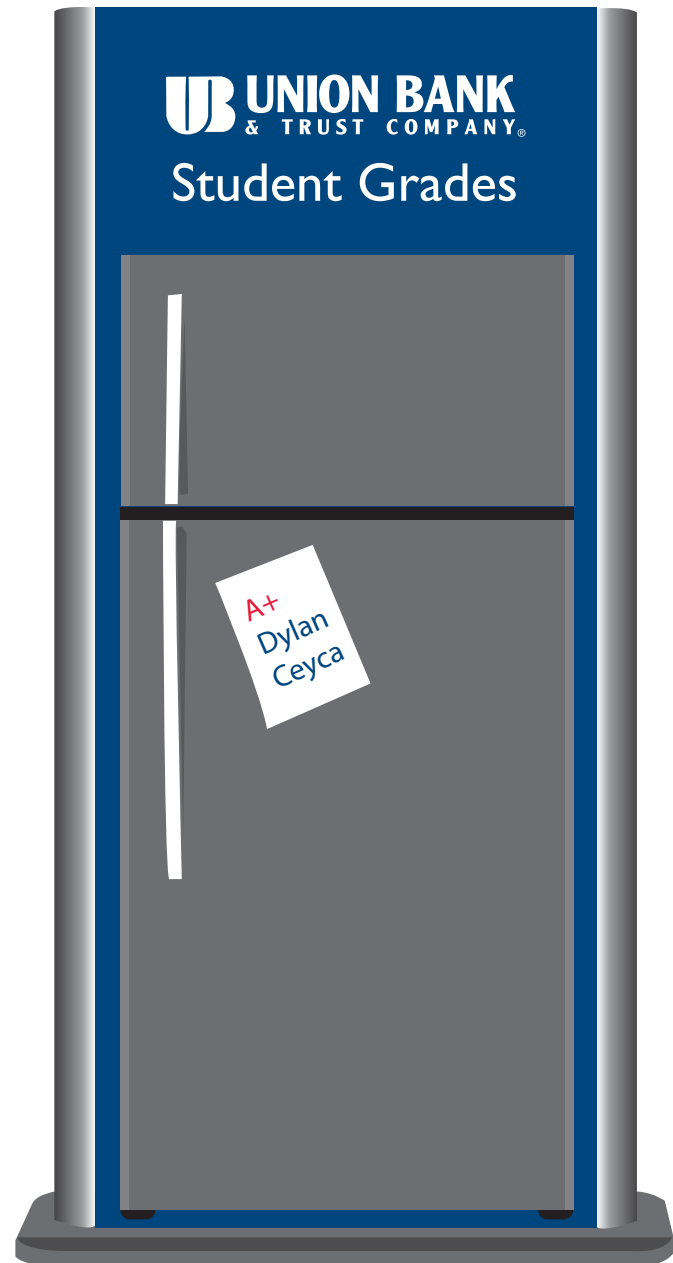
Post a question, and the first to respond correctly will win a prize/gift card that can be picked up by coming into a branch. This will engage UNL students, get the word out about UBT, and get the individual to come into the branch.

### Picture Posts

Have UNL students take a picture in front of a UBT branch, or a UBT ATM, and then have them tweet about UBT or UBT's MyStyle, and post it to their Facebook page. Once they have done this they are entered into a drawing for a prize.

## “Show Us Your Good Grades” @mentioning UBT

To generate buzz about the new UBT campus branch, we recommend increasing student engagement and utilizing the interactive technology with “Show Us Your Good Grades” promotion on a test or paper. Students’ names can be posted on the new UBT branch bank interactive board. It should look like a refrigerator, just like when you were little and your Mom put your good grade on the fridge. Once the student’s paper is posted on the board, students can send it to their Twitter or Facebook, @mentioning UBT and a short blurb for their big accomplishment. Additionally, two students will be drawn each month to win a prize for bringing in their good grades. Students will be awarded with gift cards to Lincoln restaurants and shops. Not only do students feel special and rewarded for their hard work, they are also able to get more connected with UBT and Lincoln. Gift cards will allow them to go places in Lincoln and learn more about the community they now live in.



## **UBT and Greek Education and the Scarlet Cup**

For girls who are in UNL sororities, when they bring in their good grade, they will be able to get points towards Scarlet Cup, a campus-wide competition for points between sororities. For guys who would bring in their good grades, after a certain number of guys came in, we recommend that UBT donate a certain amount to the philanthropy of their chapter. By involving the Greek system, UBT can reach a large segment of the University's population without any contract issues, thus informing them about UBT through incentives that are of interest to them.

In the spring and fall sororities and fraternities take special care to provide educational events for graduating seniors and incoming freshmen. These events utilize guest speakers and provide the students with important life skills. One important life skill is finances. Union Bank and Trust can educate and help these students survive college and life by participating in these events. Union Bank and Trust will host a program at the houses and provide food, education materials and small giveaways like a survival water bottle. Setting up the educational events can be done by emailing Greek Affairs.



## **The UBT “Show us the Survival Light”**

To further create awareness and buzz about the new branch in Nebraska Bookstore, Lush Media recommends an entertaining way to spark the conversation with a special 3D light show projected on the new UBT branch and the Nebraska Bookstore.

The light shows can be seen anywhere on YouTube, and require a production artist who has a grasp of the shapes of the building as well as talent in flash and graphic design. Lush Media proposes that a light show be created either professionally or by use of a contest that would include UNL students and millennial-age artist alike. This projection would be on the southern side of the building, and could draw a very large crowd.

We recommend the light show be a part of the grand opening of the UBT branch in the Nebraska Bookstore, as well as during holidays and other important events. The light show can be played with music selected by UBT customers on the screens inside the branch. UBT could have a few different light shows prepared that would match the beat, or the entire song selected by the customer.

These 3D light shows have been held around the world and in some cases have been known to draw crowds of thousands. This would not only increase the street presence of the branch, but also will be talked about by students through word-of-mouth, social media and local media outlets.

The event could be streamed live on the UBT website, Twitter accounts and YouTube, so that everyone can see it, regardless of where they are. By having these light shows occur more than once, UBT can ensure that the street presence will only continue to grow. Students and Lincoln residents will be impressed by the light show, and they will tell their friends and families and encourage them to get inside the branch to pick a song, or to sign up to create a light show. This will maximize the number of people entering the UBT branch at any given time, and increase new MyStyle accounts.

**MEDIA**

# MEDIA

## Overview

Lush Media's campaign capitalizes on the position that UBT is a customer-service driven bank in the UNL community. It will reach the current UNL student audience through strategic methods of non-traditional and traditional media. Our media plan will draw in curiosity, buzz and new UNL/UBT audiences.

## Objectives

- To reach target audiences at UNL
- To generate awareness about UBT

## MEDIA

### **Step one: Acquaint the current UNL community with Union Bank & Trust.**

**Media Strategy:** Create buzz surrounding the opening of the new branch at the Nebraska bookstore through promotion and grand opening event.

- Bring students in to the new branch through giveaways and 'Race-to-the-Place'.

### **Step two: Present UBT as the “prereq” for students.**

**Media Strategy:** Present UBT as an aid to students through what we call the transitional period. Our campaign emphasizes on incoming freshmen and outgoing seniors. The media we chose for step two will bring UBT into the lives of UNL students and present UBT as the bank of the UNL community.

- Target promotions and media towards UNL students, primarily focusing on incoming freshmen and outgoing seniors.
- Use traditional media to connect with the UNL community and surrounding areas.
- Use non-traditional media, such as promotions and giveaways to present UBT as the UNL community bank.
- Promote learning and financial education through brand managers and through freshmen and senior programming.

# CAMPAIGN SCHEDULE/ BUDGET

	Jan-00	Feb-00	Mar-00	Apr-00	May-00	Jun-00	Jul-00	Aug-00	Sep-00	Oct-00	Nov-00	Dec-00	Monthly Average	Total
<b>Budget Total</b>	9,800	5,250	200	1,800	2,436	1,000	8,300	7,900	13,250	7,500	50	5,050	5,211	62,536
<b>Traditional Media</b>														
Daily Nebraskan	0	0	0	0	2,436	0	0	0	0	0	0	0	203	2,436
Radio - KFRX	1,800	0	0	0	0	0	0	0	0	0	0	0	150	1,800
<b>Traditional Media Total</b>	<b>1,800</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2,436</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>353</b>	<b>4,236</b>
<b>Non-Traditional</b>														
Outdoor (2 - 8wks)	0	0	0	0	0	0	0	4,750	4,750	0	0	0	792	9,500
Posters	0	0	0	0	0	0	0	100	0	0	0	0	8	100
Daily Nebraskan Racks	0	5,250	0	0	0	0	0	0	5,250	5,250	0	0	1,313	15,750
Campus Cash Coupon Book	0	0	0	1,600	0	0	0	0	0	0	0	0	133	1,600
High School Advertising	3,000												3000	3,000
<b>Non-Traditional Media Total</b>	<b>3,000</b>	<b>5,250</b>	<b>0</b>	<b>1,600</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>4,850</b>	<b>10,000</b>	<b>5,250</b>	<b>0</b>	<b>0</b>	<b>2,496</b>	<b>29,950</b>
<b>Public Relations</b>														
Brand Managers (5)	0	0	0	0	0	0	0	0	0	0	0	5,000	417	5,000
Opening Race-to-the-Place	600	0	0	0	0	0	0	0	0	0	0	0	50	600
Building Projection/Light Show	3,400	0	0	0	0	0	0	0	0	0	0	0	283	3,400
Greek Educational Events	0	0	200	200	0	0	0	0	200	200	0	0	67	800
Big Red Welcome	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Public Relations Total</b>	<b>4,000</b>	<b>0</b>	<b>200</b>	<b>200</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>200</b>	<b>200</b>	<b>0</b>	<b>5,000</b>	<b>817</b>	<b>9,800</b>
<b>Promotions</b>														
Survival Kit	0	0	0	0	0	0	7,300	0	0	0	0	0	608	7,300
MyStyle \$1,000 Giveaway	1,000	0	0	0	0	1,000	1,000	3,000	3,000	2,000	0	0	917	11,000
Good Grade Fridge Giveaway	0	0	0	0	0	0	0	50	50	50	50	50	21	250
<b>Events/ Promotions Total</b>	<b>1,000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1,000</b>	<b>8,300</b>	<b>3,050</b>	<b>3,050</b>	<b>2,050</b>	<b>50</b>	<b>50</b>	<b>1,546</b>	<b>18,550</b>

Prices in the budget are listed in the months when items need to be paid for. Boxes that are red indicate when the advertisement, promotion or event will take place.

Actual total budget: \$46,536 (Less \$11,000 in giveaways and \$5,000 for Brand Managers)

**EVALUATION**

## EVALUATION

It is important for UBT to know whether this campaign worked. The marketing objectives are easily measured by determining how many new MyStyle accounts are opened in the new branch in the Nebraska Bookstore at least a year after campaign launch. Social media analytics can also determine the increased activity in Facebook and Twitter and a measurement of participation in activities.

We recommend that UBT and Nebraska Bookstore “partner” on as many promotional activities as possible. Measuring traffic to Nebraska Bookstore will also give UBT an idea of trial and traffic generated by the campaign.

# LUSH MEDIA



## UNCORKING BRILLIANCE

Lush Media is a team of seven UNL senior advertising majors. Our goal is to always be 'uncorking brilliance'. Lush Media is fresh and new. Taking inspiration from each member, our mission is to always be 'uncorking' new ideas. We bring an abundance of strategic ideas to our clients. We are here to work with our clients and present them a final product that is lush. That is our goal and what we strive to do everyday. We are lush and we are 'uncorking brilliance'.

### **ACCOUNT EXECUTIVE**

Machelle Lush

### **RESEARCH DIRECTOR**

Molly Sharp

### **MEDIA DIRECTOR**

Irina Sulejmanovic

### **CREATIVE**

Rylan Fitz

### **PROJECT MANAGER**

BreAnna Haessler

### **PUBLIC RELATIONS**

Erika Quechenberger

### **CREATIVE**

Kristen Benson





**THANK YOU**

**Stacy James**

**Kevin Keller**

**Stephanie Moore**

**Gary Lorenzen**

**Rich Bailey**

**Jason Schmaderer**

**Linda Shipley**

**Frauke Hachtmann**

**Amy Struthers**

**Stephanie Scharf**