



Public Relation Campaigns

HULT International
Business
School

GET PLUGGED INTO THE WORLD



HULT Challenge

Objective

Increase brand awareness for HULT in San Francisco and inform target segments about the international experience and opportunities while completing a Master's program. Generate word of mouth that will increase HULT's credibility among businesses in San Francisco Bay Area.

Target audiences

Undergraduate students from the Bay Area who wish to continue their education and get a Master's degree. Additionally, residents in the Bay Area who want to advance their career or get experience at international companies.

Strategy

HULT will organize two rounds of multifaceted business simulations. The first round is online, and its purpose is to determine the strongest participants for the simulation. The second round will require attendance and will take place on the San Francisco campus. This role-play will require participants to act as a team of executives and compete against other teams in a challenging and competitive marketplace. Members of the winning team will be admitted to one of the Master programs at HULT (in campus of choice) and will be waived the tuition fee.

Tactics

HULT will disseminate news releases to regional (e.g. San Francisco Chronicle, Oakland Tribune, San Francisco Bay Guardian), national (e.g. USA Today, New York Times, ABC, CNN), and student body media outlets and blogs with a description of the project and links to additional resources. Fifty local media channels and twenty national media channels will receive media kits (contents outlined below). HULT will also select ten of the largest schools in the Bay Area and hire one student at each school. These students will be trained as HULT Ambassadors/Champions and their job responsibilities will include:

- Pitching the event among the student body at their local school
- Promote HULT Challenge over social media and distribute media kits
- Supply student media channels with media releases and additional information
- Distribute HULT branded merchandise among clubs and student activity leaders on campus

Timeline

1. Set up a team with staff and volunteer students responsible for this event.
2. Find HULT ambassadors at ten largest schools and facilitate their training.
3. Identify a company that can provide simulation software/infrastructure (as soon as date is confirmed).
4. Promote event in local publications (13 weeks prior to event).
5. During the event more information of prospective students will be collected.
6. After the event photos and a press release will be issued to local publications.

Budget

The budget consists of HULT ambassador salaries, promotion material, simulation software, media kits and a social media campaign.

Total cost: \$23,892 (See Appendix A for full breakdown of costs)

Measurement

The success of this event will be measured primarily by the number of students that sign up for the HULT challenge. Before, during and after the event we will measure the number of media mentions both online and offline. HULT will follow up with students to find out their interest of following a master program at HULT.

HULT Donate a Day

Objective

Raise positive awareness and brand recognition for HULT in the Bay Area among target audience.

Audience

General public, local residents, public companies and local businesses in the Bay Area.

Strategy

Involve students and faculty at HULT in activities that have meaningful contributions to the community. The aim is to position HULT as an active member of the community and help drive positive impact in San Francisco.

Tactics

Over a 10 month period, organize monthly volunteer activities that benefit the community. These efforts would include helping the environment, promoting an active lifestyle, and using the HULT knowledge base to empower local businesses. The proposed events currently include the following:

- Clean up beaches and parks at places like Baker Beach and Alamo Square
- Cook for the community (prepare and hand out food that represent the cultural influences at HULT)
- Fitness Day at Dolores Park
- HULT Consulting (free consulting for small/local businesses) at Levi's Plaza

HULT will provide food, drinks, transportation and anything required for the specific events. Staff and faculty will be required to participate once a month but students will be involved on a rotating basis, depending on their program. On the day of these events, all HULT volunteers will wear sponsored t-shirts.

To create awareness of the 'Donate a Day' program in the community, HULT will distribute 200 media kits to local media channels. These will include t-shirts, calendar of activities and digital resources. Following each activity, HULT will send out news releases with picture and videos detailing the results of the activity. HULT will also leverage digital resources to include the program in its social media plan/calendar and to create a 'Donate a Day' blog.

Timeline

1. Create a task force of staff and volunteer students responsible for organizing the program (Aug-Sept)
2. Create a calendar for the 10-month period and identify key points of contact in the community to help execute the proposed activities (last 3 weeks of September)
3. Prepare and send out media kits to 200 local media representatives (2 weeks prior to the first activity)
4. Each program activity will follow these steps:
5. Arrange time, place and key resources of event (one month prior).
6. Send out reminder email two weeks prior to the activity.
7. Organize volunteers on their duties and ensure that non-HULT participants can arrive to the event.
8. After the event photos and a press release will be issued to local publications.
9. Conduct 'brand awareness' survey in outside tourist areas in San Francisco.

Budget

The budget for the overall campaign will include t-shirts, photographer and evaluation surveys. Each activity will also have an individual budget to cover tools, transportation, food, dishware, tables and chairs.

Total cost: \$25,000 (See Appendix A for full breakdown of costs)

Measurement

Regarding public relations, HULT can assess the number and type of media mentions, the interest on the program's blog and changes to traffic on the HULT website. To measure the effectiveness of the program, HULT will conduct surveys in community before, during and after the program to gauge awareness of HULT in San Francisco.

HULT TEDx Event

Objective

Attract new faculty members by showcasing HULT's international appeal and engaging current staff.

Audience

Education professionals within the Bay Area, business professionals and current staff.

Strategy

Build a positive relationship between HULT and local educational professionals. The strategy must benefit and be appropriate for the local education community, and it provides a means to promote HULT as the most international business school in the world.

Tactics

Organize one or more of the current members of HULT's faculty to give a talk at an upcoming local TEDx event. The talk will be aimed at educational professionals and will discuss a topic of interest which will attract academic professionals. A booth will be set up in the halls of the event for prospective staff, businesses and students to learn more about HULT.

After the HULT speaker, we will host a cultural lunch mixer. This will be between talks at the TEDx conference and will take place in at the venue, offering free lunch to those who attend. The venue will be themed with cultural imagery from all of the HULT campuses, with traditional food from each country being served by HULT students. Professionals will have an opportunity to mingle with current HULT staff and discuss the international opportunities of faculty rotation at HULT.

Prior to the day, the event will be promoted in local newspapers, radio channels and publications, particularly those with an education focus. Local professors at other institutions will be invited by email, and free tickets will be offered to high priority targets.

Timeline

1. Source current staff members with interesting topics to lead TEDx talk.
2. Speak to TEDx organizers to set up an appropriate date to tie into a speaker series.
3. Prep current staff and students on the running of the event.
4. Attain appropriate venue beside the TEDx for the lunch (as soon as date is confirmed).
5. Source and organize multi-cultural catering (as soon as lunch venue is confirmed).
6. Create appropriate cultural theming for the venue (as soon as catering is confirmed).
7. Promote event two weeks prior in local publications.
8. During the event leads, emails and business cards will be collected.
9. After the event photos and a press release will be issued to local publications.

Budget

The budget for the event will include 150 tickets to give away, catering, venue decorations, promotional brochures and pens. The budget for promotion will include adverts in local papers and local radio channels.

Total cost: \$24,614 (See Appendix A for full breakdown of costs)

Measurement

We will measure the success of this event from the number of business cards and leads collected at the booth, food stands and from speaker. We will then follow up with these individuals to inquire about their interest in working at HULT, and arrange for them to attend an open house.

Appendix A: Budgets

Budget for HULT Challenge

- 10 HULT ambassadors (\$15 per hour x 15 hours a week x 4.5 weeks = **\$10,125**)
- 80,000 brochures for **\$3,500** (UPrinting, 2014).
- Giveaway merchandise for students at 10 top schools: 1,500 HULT pens for **\$750** (DiscountMugs, 2014), T-shirts (500 shirts at \$4) for participants is **\$2,000**. (Branders, 2014)
- T-shirts (500 shirts at \$4) for participants is **\$2,000**. (Branders, 2014)
- Social media campaign: 450,000 impressions, 0.06-0.1% CTR, **\$5,680**. 500 students (20% of participants) -> 100 teams -> 4000 students participating in the first round (5% conversion rate) -> 80,000 reach of brochures.
- Harvard Business simulation software. \$37.50 for each team. **\$3,750**. (Harvard, 2014)
- Media kits that will include:
 - A carton box with foam holders
 - Graduation cap
 - Media release
 - USB-drive with HULT Challenge promo video, HULT commercial, rotation destinations video
 - Branded iPhone charger (“Get plugged in”)
 - A brochure with information about HULT Challenge
- Media kits - total cost **\$1837.70** (\$10.82 per kit) for 170 media kits. Cost structure:
 - Quantity - 170 media kits (10 kits per school x 10 schools = 100 kits; 50 kits for SF media; 20 kits for national media and blogs).
 - Box for a media kit - \$1.76/box, total **\$299.20** (box).
 - Caps - \$0.55/cap, total **\$93.50**
 - Media release - \$0.02, total **\$3.40**.
 - USB-drive with videos about HULT, rotation, destinations and the challenge - \$6.97/piece, total **\$1,184.90**.
 - Chargers - \$1.51 each, total **\$256.70**.
 - Brochures **\$180**. (4allpromos.com, 2014) (anypromo, 2014)

Budget for Donate a Day

- Volunteer t-shirts (1000 shirts at \$4) is **\$4,000**. (Branders, 2014)
- School photographer (10 events/3 hours per event at \$400) is **\$4,000**. (Julian Haber, 2014)
- Program effectiveness surveys is **\$1,000**.
- Media Kits (200 units of \$30 each) is **\$6,000**.
- Each activity will have a budget of **\$1,000** to cover items such as the following:
 - Clean the beach - tools and transportation.
 - Culture day - food ingredients and disposable dishware.
 - HULT consulting - tenting, tables and chairs.
 - Fitness day - water, snacks, transportation, music equipment.

Budget for TEDx Event

- Catering for \$22 per person for an event of 500 people is **\$11,000** (Frisch, 2014).
- Seven full color banners for event and booth at \$168 each is **\$1,176** (MegaPrint, 2014).
- 300 brochures for **\$180** (UPrinting, 2014).
- 300 HULT pens for **\$150** (DiscountMugs, 2014).
- \$60 per ticket for 150 tickets totals **\$6,300** (TEDx, 2014).
- Full color page advert in small local newspaper is **\$1,808** (Post, 2014).
- Cost of local radio advert **\$4,000** for one week (Ideaguy, 2009)

Appendix B: References

References

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