



FISHER CATHOLIC HIGH SCHOOL

FINAL MARKETING PLAN RECOMMENDATION

06.01.11

Final Marketing Plan Recommendation

2

- Marketing Plan Background
- 2011-2012 Campaign Timing/Costs
- Tactical Plan
 - TV / Radio
 - Social Media
 - Online
 - Direct Mail
 - Print
- Tools for Future Campaigns
- Next Steps
- Appendix

Enhanced Marketing focus was identified as a “Key Issue” from the Vision Team and a sub-committee was formed to develop an overall plan

□ **Key Issue Statement**

- To create a comprehensive marketing strategy and plan that will help strengthen the FCHS brand and drive future enrollment

□ **Key Issue Goals**

- Launch a brand new Marketing campaign for the 2011-2012 school year
- Establish a repeatable process for future campaigns

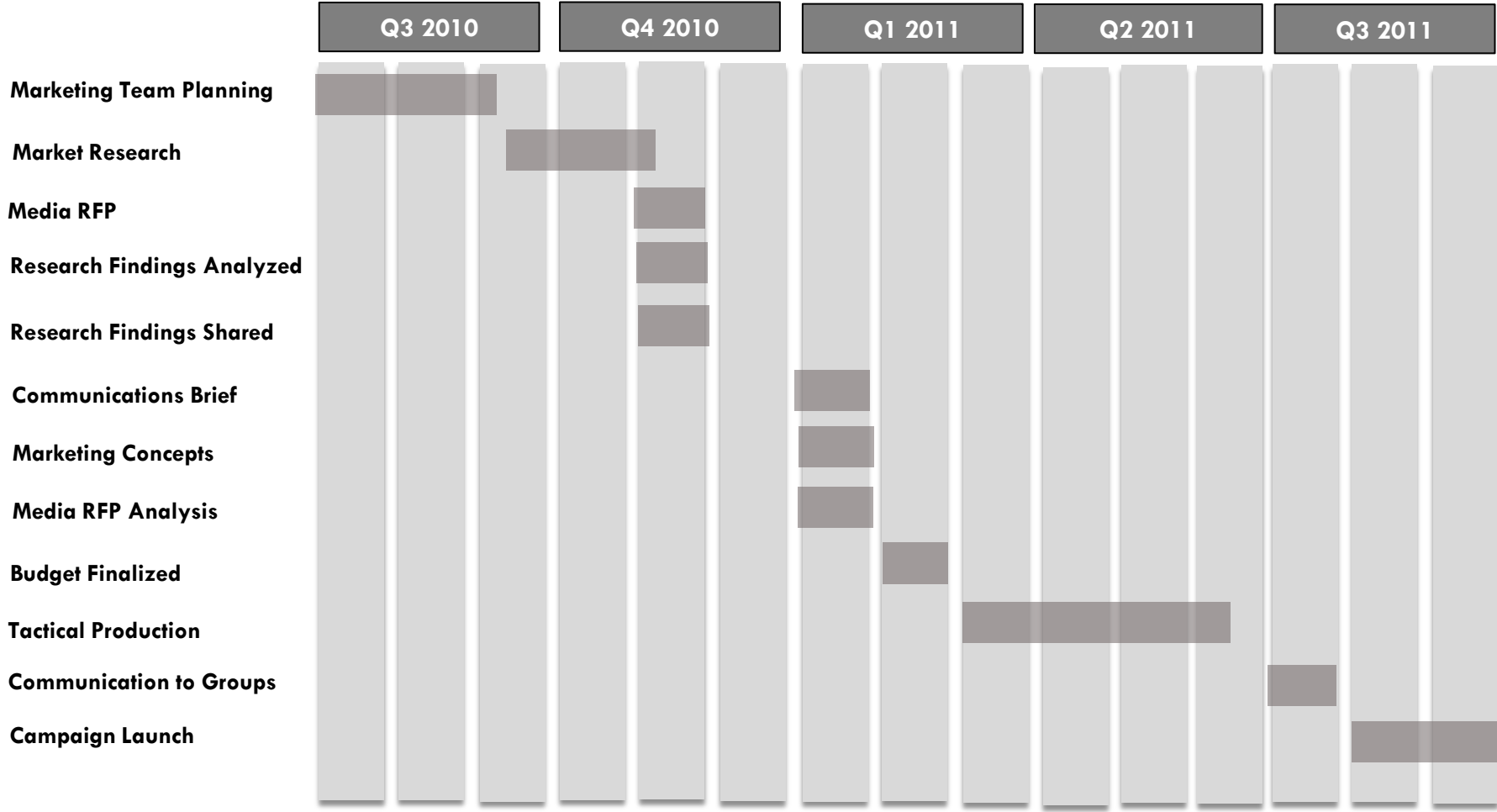
□ **Key Issue's Expected Results**

- Strengthening of FCHS brand in local community
- Increase in interest from prospective families
- Future increase in new students/enrollment

□ **Team Members**

- Brad Barnett
- Linda Sheridan
- Michael Sheridan
- Jordan Schmelzer
- Michelle Maskulinski

Timeline of Events: From Vision Team to a sub-committee working specifically on a Marketing Plan



Marketing Plan Executive Summary

5

- With struggling enrollment numbers and a lack of unified commitment from area Catholic elementary schools, Fisher must step up efforts to recruit new families. On top of that, Fisher must fight additional headwinds from rumors that the school faces an impending closure.
- Developing and executing an integrated Marketing Plan will help strengthen the FCHS brand in the local community, increase interest from prospective families and drive future enrollment.
- Research was completed in 2010 to aide campaign focus in terms of messaging and tactics:
 - The following message performed best in message testing: “At FCHS, your child will experience one of the top rated schools in Ohio (FCHS ranked in top 6%)”
 - Tactically, the following performed best in consumption testing: TV (69%), Websites (65%), and Radio/Local Newspapers (46%) are the most commonly consumed media
- The marketing campaign will spend approximately \$15,000 and focus on the following 5 points:
 - Get at the core emotion of parents wanting what’s best for their kids
 - Ensure FCHS brand linkage is strong in advertising
 - Be confident, but not arrogant
 - Use strong proof points that validate FCHS’ strong educational claims
 - Provide “air cover” of the brand throughout year, but heavily promote the annual Open House since it represents a significant point in the year where families are making educational decisions

Final Marketing Plan Recommendation

6

- Marketing Plan Background
- 2011-2012 Campaign Timing/Costs
- Tactical Plan
 - TV / Radio
 - Social Media
 - Online
 - Direct Mail
 - Print
- Tools for Future Campaigns
- Next Steps
- Appendix

The Marketing budget for the 2011-2012 school year is \$15,000 – the following tactics will be targeted for the first campaign

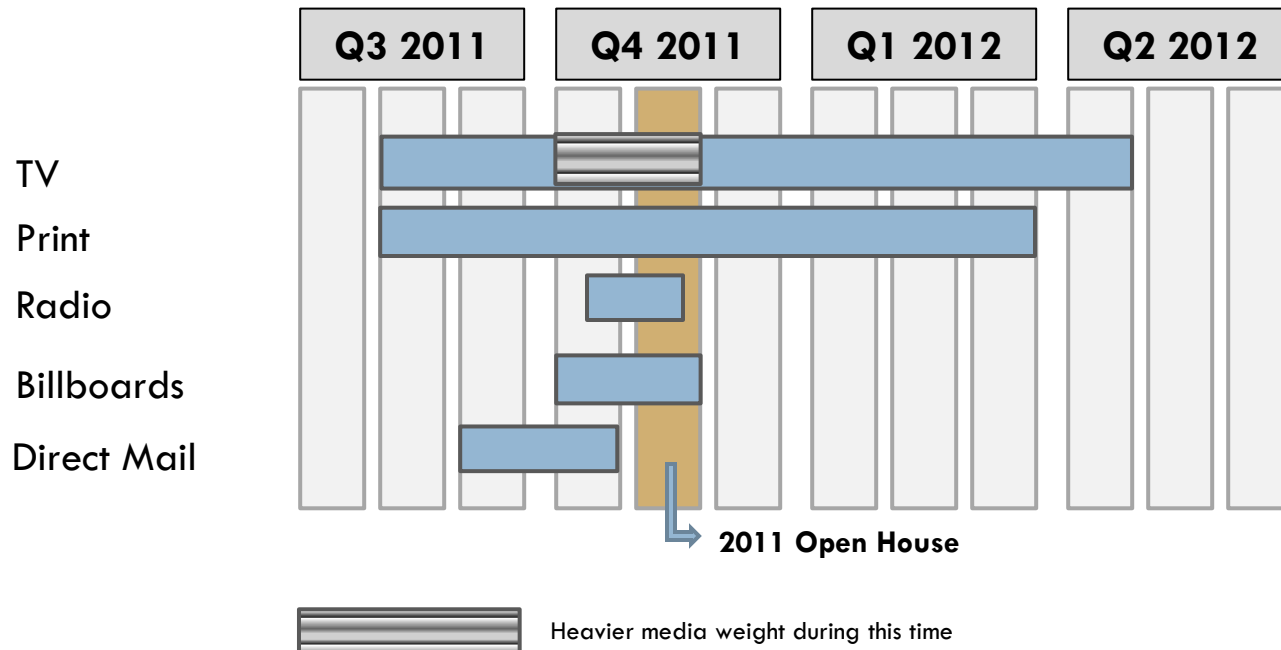
7

Tactic	Estimated Spend	Tactical Purpose
Television	\$8,000	Air Cover / Open House
Radio	\$2,500	Open House
Print	\$2,200	Air Cover / Open House
Billboards	\$1,100	Open House
Tactical Production	\$1,000	NA
Direct Mail	\$200	Open House
Online/Social Media	No Cost	Air Cover / Open House
Total Budget	\$15,000	

2011-2012 Tactical Calendar

8

- TV and Print will launch in August and serve as “air cover” during year; October and November will be heavier months for TV due to Open House in November
- Radio will launch for approximately 4 weeks, leading up to the Open House in November
- Billboards and Direct Mail will also be introduced to promote the Open House in November

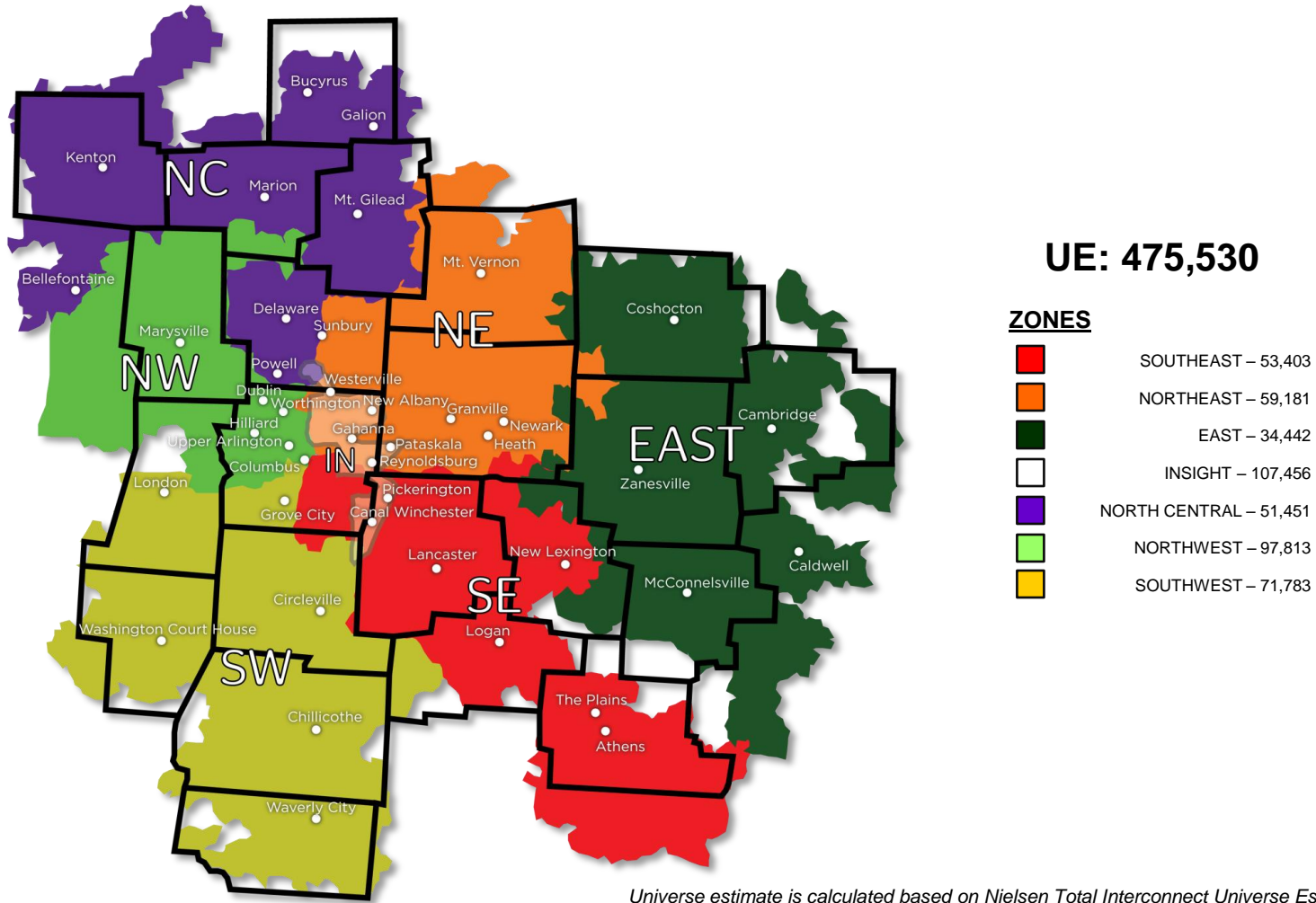


Final Marketing Plan Recommendation

9

- Marketing Plan Background
- 2011-2012 Campaign Timing/Costs
- Tactical Plan
 - TV
 - Print
 - Radio
 - Billboards
 - Direct Mail
 - Future Tactics
- Tools for Future Campaigns
- Next Steps
- Appendix

Television allows us to geo-target based on where FCHS prospective families exist – about 70% of families consume TV Media*

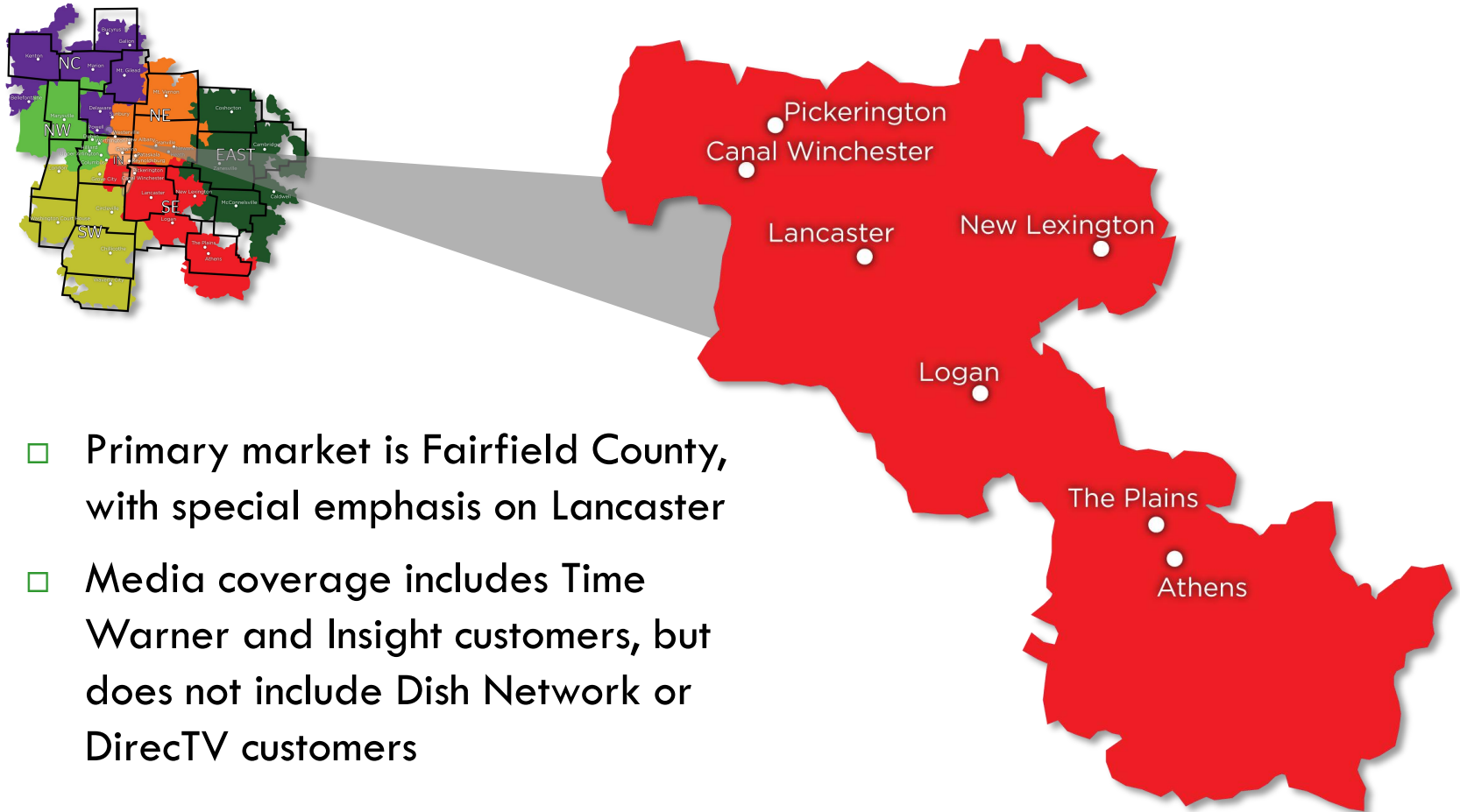


Universe estimate is calculated based on Nielsen Total Interconnect Universe Estimate November 2010

Columbus DMA + Zanesville DMA. Insertable Universe Estimates May Differ By Network.

Targeted TV Advertising allows FCHS to focus on the primary geographic areas where prospective families live

11



- Primary market is Fairfield County, with special emphasis on Lancaster
- Media coverage includes Time Warner and Insight customers, but does not include Dish Network or DirecTV customers

*Universe estimate is calculated based on Nielsen Total Interconnect Universe Estimate November 2010
Columbus DMA + Zanesville DMA. Insertable Universe Estimates May Differ By Network.*

Map coverage subject to change

The FCHS target audience is most likely to watch the following stations on Time Warner, which is where TV advertising will air

Central Ohio Parents*

These are the top Cable networks in Central Ohio to reach parents of school aged kids with an annual household income of \$75,000+



Networks Your Target* Watches



- Total spend of \$8,000 allows TV to run from August of 2011 to May of 2012
- Total of 661 TV spots will air during that time frame
- Daypart mix of Monday-Sunday 4PM-8PM and/or 8PM-12AM
- 30 second spot units

TV script focuses on primary educational proof point (Top 6%) and secondary proof points (scholarships/ACT)

□ **30 Second TV Spot Script**

“Now more than ever, education is the key to success

Giving your child a Catholic education from a top rated academic high school in Ohio is easier – and closer – than you think

Fisher Catholic was rated in the top 6% of all public and private high schools in the state

Our students also consistently receive millions in scholarship dollars and achieve higher ACT scores

At Fisher Catholic, we don’t just teach your kids, we prepare them for life

To learn more about Fisher Catholic, call us today at 888-888-FCHS.”

- TV spot production is currently in development and will launch in August
- Two versions will be created; one with and without Open House information

Catholic related print media is heavily used by the FCHS target audience and the Catholic Times was referenced by 53%* of our current families

14

- ❑ Catholic Times print ads will run from August to March
- ❑ October and November ads would promote the Open House, while all other months would simply drive people back to FCHS
- ❑ Sample creative to the right:



Fisher Catholic
is ranked in
the top 6% of
Ohio schools



Attend our open house
to learn more.
November 7, 2011 at 7 P.M.
(888) 888-FCHS
fishercatholic.org



Radio allows us to geo-target and increase media weight to drive Open House attendance – about 46% of families consume Radio Media*

15

- Partnering with Wilks Broadcasting to air Radio, due to its targeted programming in our geographies and lower costs than other Radio
- Radio will be used as a promotional tactic to drive Open House attendance and will only run for approximately 4 weeks
- Primary stations are QFM96, K95.5 and WINK107.1
- Over half of all listeners live in Fairfield, Pickaway and Perry County
- 63%+ make at least \$75K/year, all three stations are in the Top 10 for families with children aged 6-17



Radio script is very similar to TV to drive message consistency and optimize the media spend

□ **30 Second Spot Script**

“Now more than ever, education is the key to success

Giving your child a Catholic education from a top rated academic high school in Ohio is easier – and closer – than you think

Fisher Catholic was rated in the top 6% of all public and private high schools in the state

Our students also consistently receive millions in scholarship dollars and achieve higher ACT scores

At Fisher Catholic, we don't just teach your kids, we prepare them for life

Announcer: On November 7th at 7 PM, Fisher Catholic is holding an Open House for all families interested in learning more. Again, that's November 7th at 7 PM at Fisher Catholic High School.”

- Radio spot production is currently in development and will launch in August
- One version will be created – with Open House information

Short-term, promotional, Billboard placements will allow us to drive the brand locally and announce the annual Open House

17

- Billboard placement will only be for one month leading up to the FCHS Open House in November
- Advertising placed through Lamar, with the one targeted location close to the heart of downtown Lancaster
- Key message is consistent with other tactics and sample creative is below:



The billboard features a green header with the text "Fisher Catholic – Top 6% academically in Ohio" in white. Below the header is a light green banner with the text "Attend Fisher Catholic's Open House" in dark green. The main body of the billboard is white with the text "November 7, 2011 at 7PM at Fisher Catholic High School" in dark green. On the right side, there is a circular seal for Fisher Catholic High School, Diocese of Columbus, featuring a cross and the motto "ENLIGHTENMENT EDUCATION UNDERSTANDING ACTIVITIES". The bottom half of the billboard shows a group of seven graduates in black caps and gowns, smiling.

Fisher Catholic – Top 6% academically in Ohio

Attend Fisher Catholic's Open House

November 7, 2011 at 7PM at
Fisher Catholic High School

ENLIGHTENMENT EDUCATION UNDERSTANDING ACTIVITIES
WILLIAM V. FISHER, S.J. '00
FISHER CATHOLIC HIGH SCHOOL
DIOCESE OF COLUMBUS

Direct Mail allows for targeting to specific families as FCHS has school lists through Catholic Middle Schools and PSRs

18

- Direct Mail will drop two months leading up to the annual Open House and will be sent to families of local Catholic Middle Schools who are in the 8th grade
- The message will be similar to TV and Radio, with more granularity since attention span is higher for Direct Mail vs. TV and Radio
- Allows us to deliver a message from the school, while promoting the Open House in November
- Sample Direct Mail creative to the right:

Fisher Catholic is ranked in the Top 6% of Ohio schools

Dear <INSERT NAME>,

Now more than ever, a strong Catholic education is the key to your child's future success. The best way to prepare them for the academic rigors of college is to start their preparation early in high school. Giving your child that educational experience from a top rated academic high school in Ohio is easier – and closer – than you think. Fisher Catholic was rated in the top 6% of all public and private high schools in the state.* On top of that, our class of 2010 achieved the following:

- 100% pass-rate on the Ohio Graduation Test
- Average ACT score of 25
- \$5.5 Million in college scholarships

At Fisher Catholic, our teaching staff prides themselves on not just teaching your kids, but preparing them for life after high school. We teach your children in a Catholic community environment to be faith-filled people who use their gifts for the service of others.

As your family prepares for that next step, please consider Fisher Catholic for your child's education. To learn more about Fisher Catholic, call us today at (888) 888-FCHS.

Thank you,

<INSERT SIGNATURE>
Jim Silcott
Principal
Fisher Catholic High School
jsilcott@fishercatholic.edu

*Source: Gerber Analytics, LLC 2009

Attend our open house to learn more, November 7, 2011 at 7 P.M. – Fisher Catholic High School

1803 Granville Pk, Lancaster, OH 43130 Tel (740) 654-1231 Tel (740) 654-1231 fishercatholic.org

Future changes in the works with FCHS, but still need further development before a deployment date is known

□ **Fisher Catholic Website**

- Working with the school to carve out a specific “Prospective Family” section on the FCHS website
- Allows for a dedicated section where prospective families can find all of the information needed about FCHS (forms, Q&A, current family testimonials, tuition costs, tuition assistance forms, etc)

□ **Social Media Communications**

- Working with the school to begin daily communications through Facebook®
- Coordination of messages could include things such as Lunch Menus, Key School Dates, FCHS game updates plus much more
- Considering this be student-body led and delivered, with school administration approving all messages before being sent
- Whatever is delivered must follow the Diocesan Social Media policy

Final Marketing Plan Recommendation

20

- Marketing Plan Background
- 2011-2012 Campaign Timing/Costs
- Tactical Plan
 - TV
 - Print
 - Radio
 - Billboards
 - Direct Mail
 - Future Tactics
- Tools for Future Campaigns
- Next Steps
- Appendix

In addition to launching the campaign, the team focused on providing tools to aide future campaigns

- ❑ **Communications Brief** – Structures the strategy, messaging and tactical components of a campaign
- ❑ **Media RFP** – Structures the strategy and presents it in a format the school can send on to media outlets for proposals
- ❑ **Media Contact List** – Names and numbers of all the contact people the team reached out to for the initial campaign launch
- ❑ **Campaigns Process** – Steps for research, strategy and execution of multi-media campaigns
- ❑ **Communications Plan** – Steps and communications to inform all necessary schools, people and organizations of campaigns launching
- ❑ **Campaign Tracking/Effectiveness** – Methodologies on how to track campaign effectiveness

Final Marketing Plan Recommendation

22

- Marketing Plan Background
- 2011-2012 Campaign Timing/Costs
- Tactical Plan
 - TV
 - Print
 - Radio
 - Billboards
 - Direct Mail
 - Future Tactics
- Tools for Future Campaigns
- Next Steps
- Appendix

Final steps include TV and Radio production, communications to key organizations and groups and campaign measurement

- Marketing Tactics in Process: Television and Radio
- Communications and Measurement Plans:

Communication Plans	Measurement Plans
<ul style="list-style-type: none">• School Board: Updates throughout the building process, checkpoints in June and July meetings to share tactics and plan• Diocese Leadership: July time frame, awareness of campaign and sharing of all the tactics deployed• Finance Council: July time frame, awareness of campaign and sharing of all the tactics deployed• Foundation Board: July time frame, awareness of campaign and sharing of all the tactics deployed• Current Families/Students: July time frame, awareness of campaign and sharing of all the tactics deployed – second communication in August• Area Catholic Middle Schools: July time frame, awareness of campaign and sharing of all the tactics deployed – second communication in August	<ul style="list-style-type: none">• Community Reaction – Word-of-Mouth and community feedback / reaction to the campaign and added Marketing focus• Website Traffic – Increased traffic to the FCHS website from current and/or prospective families pre and post campaign launch• Open House Attendance – Increased Open House attendance in this year vs. past years with tie-back to the campaign• Calls to Unique 800# – Calls to FCHS from families who have seen the advertising and are showing interest specifically from the Marketing• Enrollment Headcount – Long-term tracking of enrollment and tie-back to Marketing campaign launching

Final Marketing Plan Recommendation

24

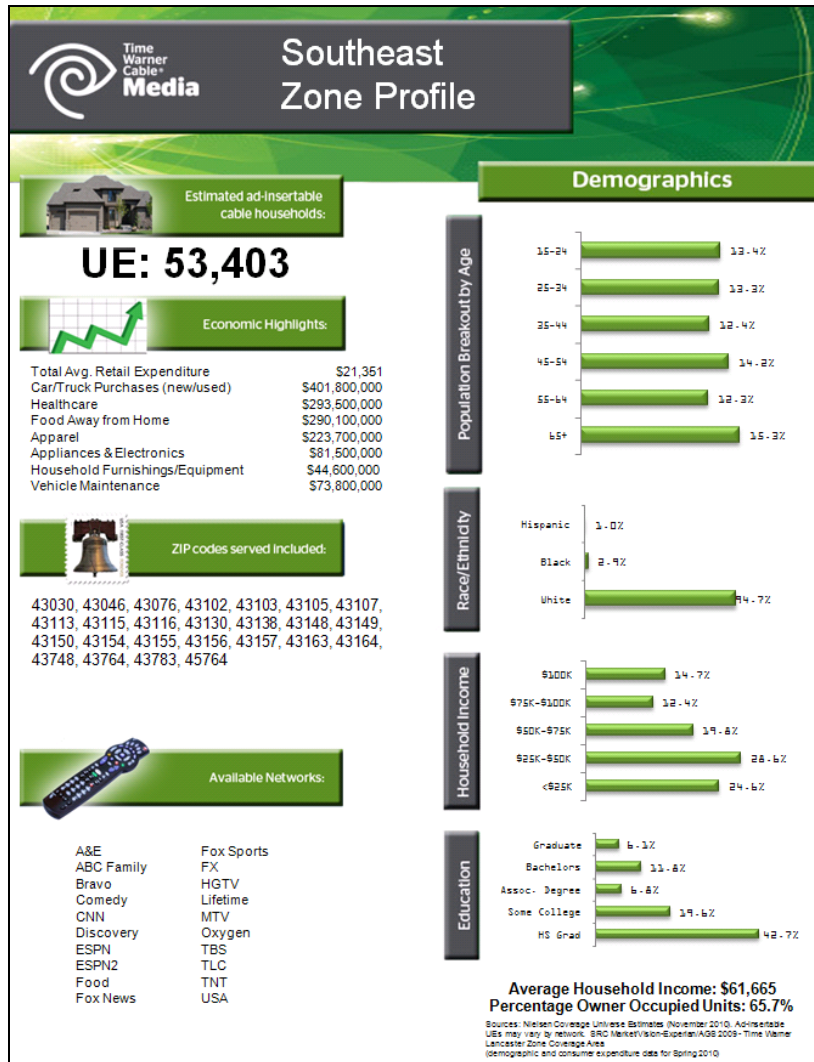
- Marketing Plan Background
- 2011-2012 Campaign Timing/Costs
- Tactical Plan
 - TV
 - Print
 - Radio
 - Billboards
 - Direct Mail
 - Future Tactics
- Tools for Future Campaigns
- Next Steps
- Appendix

Appendix

25

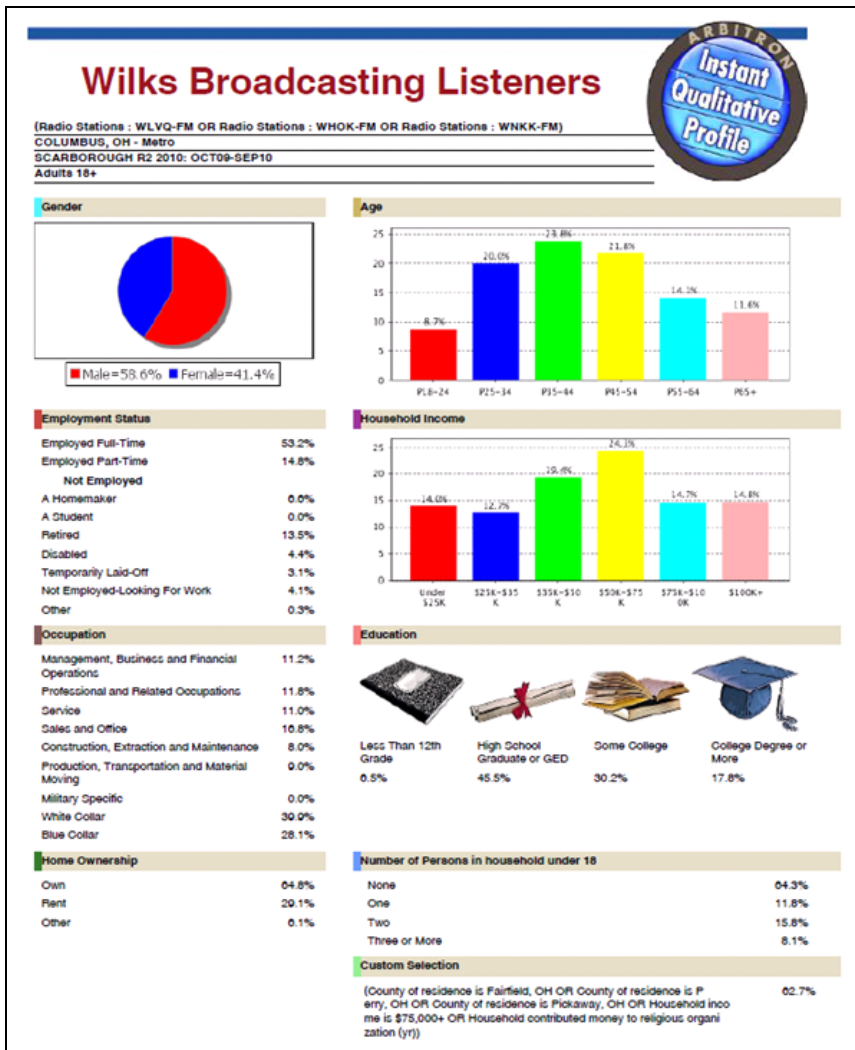
- Time Warner – Southeast Zone Profile
- Wilks Radio Listener Profile
- Lamar Billboard Placement
- ClearChannel Radio

Time Warner Cable – Southeast Zone Profile



- Key metrics for the area where TV Advertising will be deployed
- Covers major Fairfield county targeted cities for prospective families

Wilks Broadcasting – Listener Profile



- Key metrics for the area where Radio Advertising will be deployed
- Covers targeted families via geography, income levels and family composition

ClearChannel Radio

- ❑ Included in Media RFP Process
- ❑ Removed from scope due to budget constraints and affordability of Wilks programming / stations

Grand Totals								
Station	Spots	Rate	Average Rating	Frequency	Investment	Net Resch	GPP	Cume Persons
WBWR-FM	48	\$35.87	0.4%	1.7	\$1,650.00	38,900	\$98.21	82,400
WCOL-FM	24	\$108.25	1.0%	1.8	\$2,600.00	50,300	\$110.59	111,300
WLZT-FM	46	\$31.52	0.3%	1.7	\$1,450.00	34,700	\$97.87	82,900
WTVN-AM	21	\$131.90	0.3%	1.8	\$2,770.00	13,000	\$194.84	31,400
WCGX-FM	48	\$39.13	0.4%	1.8	\$1,800.00	38,200	\$97.63	82,800
WNCI-FM	24	\$113.13	1.1%	1.7	\$2,715.00	60,200	\$105.64	144,400
Total	207	\$62.49	0.5%	2.4	\$12,835.00	169,600	\$123.80	290,100

