



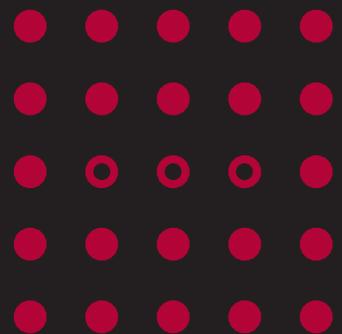
EXPERTISE.
IMAGINATION.
PARTNERSHIPS.
SOLUTIONS.

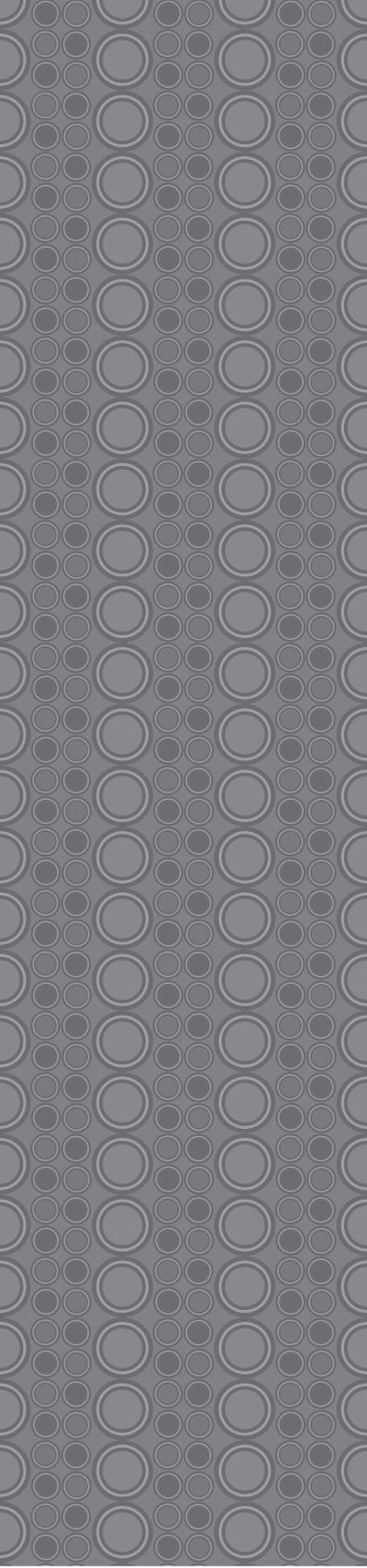
University of Iowa Fraternity & Sorority Life

Marketing Plan

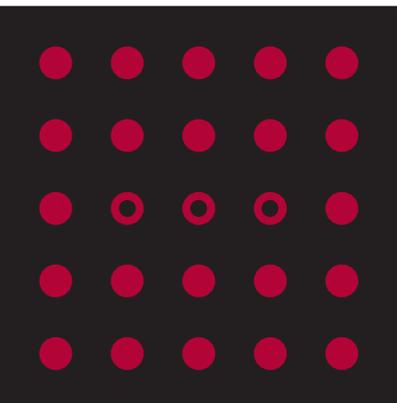
Presented by Innova Ideas & Services

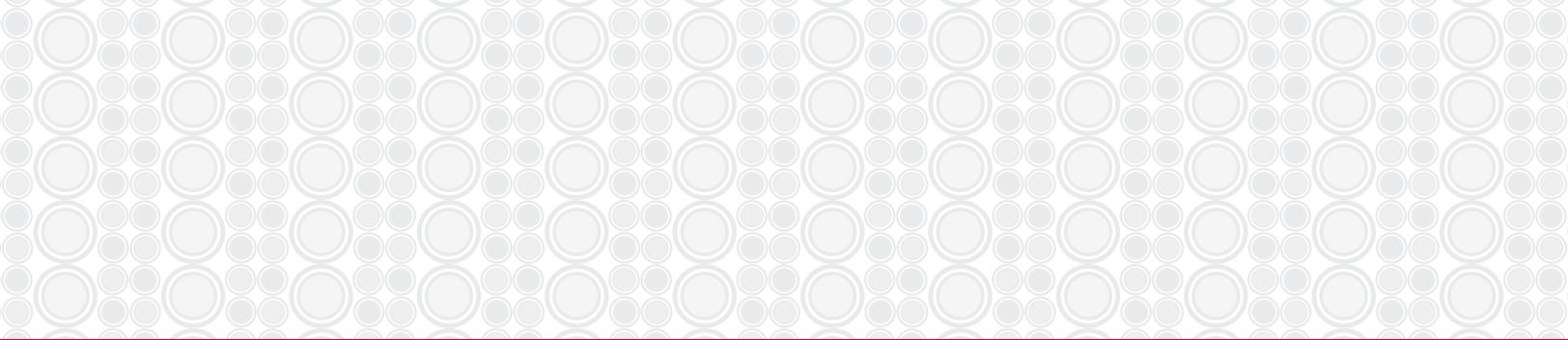
August 12, 2009





Our Mission To be the most competitive communication and marketing company in the United States by creating a culture that motivates and cares for our people, and serves our customers with passion.





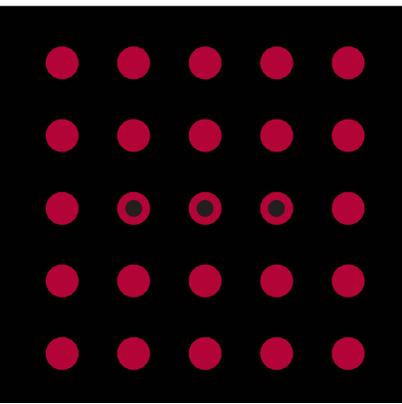
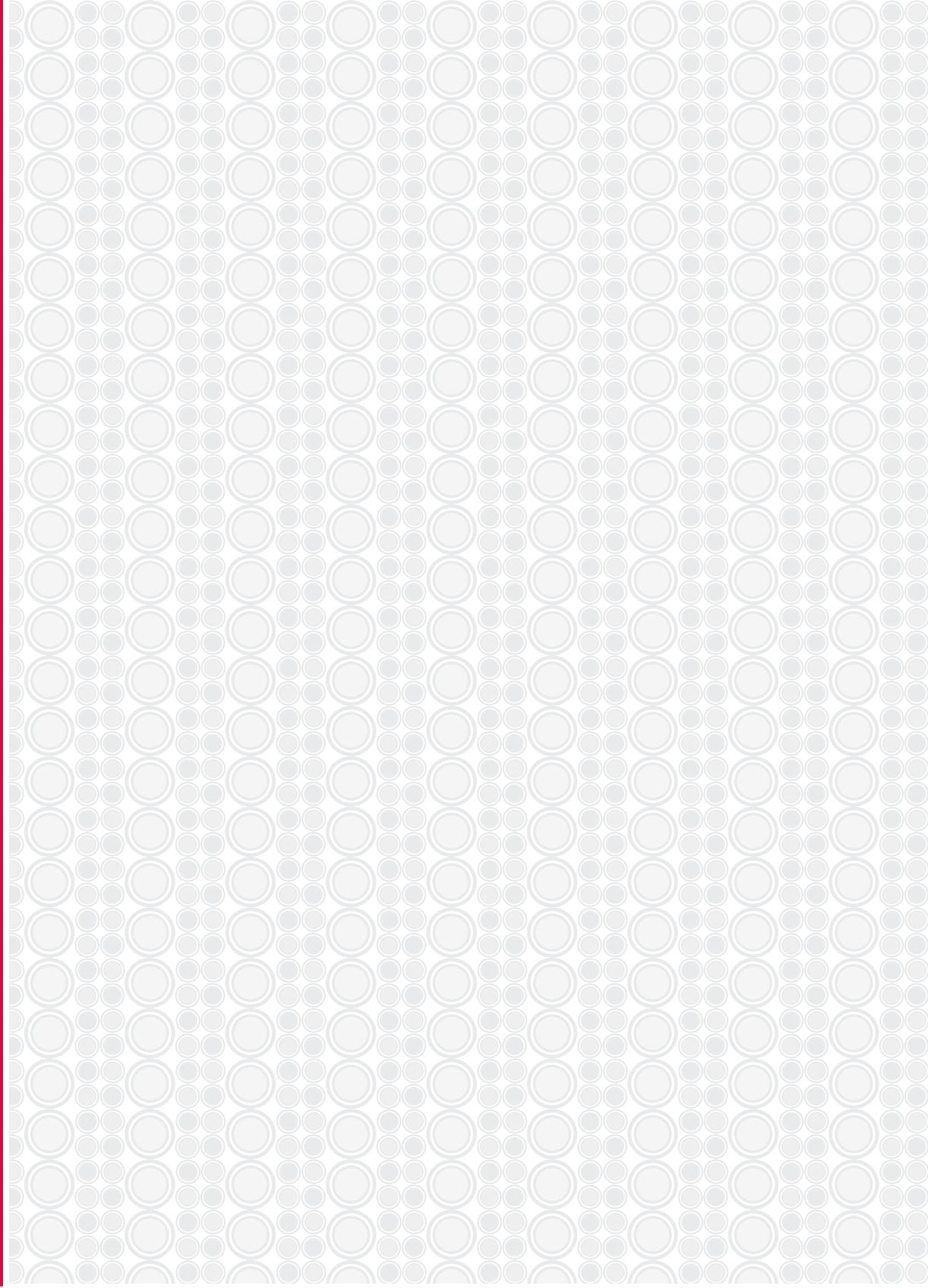
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August 12, 2009

Kelly Jo Karnes
Associate Director
Office of Student Life
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Dear Kelly Jo,

On behalf of everyone at Innova, we thank you for the cooperation and assistance we have received in working with your team at the University of Iowa Fraternity & Sorority Community, students and alumni, the Office of Admissions & Orientation, Housing & Residence Life, IMU Marketing & Design, House Directors, the Center for Diversity & Enrichment Office, and the Office of Student Life. Their participation and candor during the discovery process has helped make this report possible.

This report has been designed to provide stakeholders with a clear and concise situational analysis of current marketing practices. Our report is written within the context of the university environment and the social, economic and technological factors at work in the lives of the Greek and non-Greek community.

Our research has identified many factors that account for a negative image, lack of brand awareness and understanding of the mission and values of the Fraternity & Sorority community. In the following pages, we intend to demonstrate how your community can create unity and improve performance of marketing strategies and tactics at every level.

Again, thank you for the opportunity to present our recommendations.

Sincerely,

Ellen Chesnut, Account Executive

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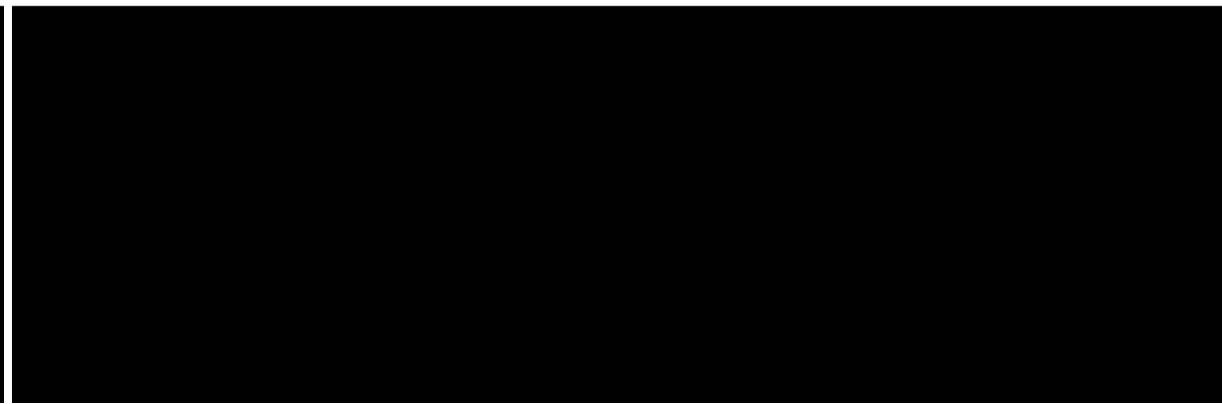
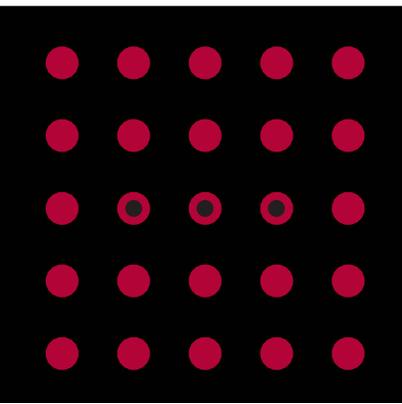
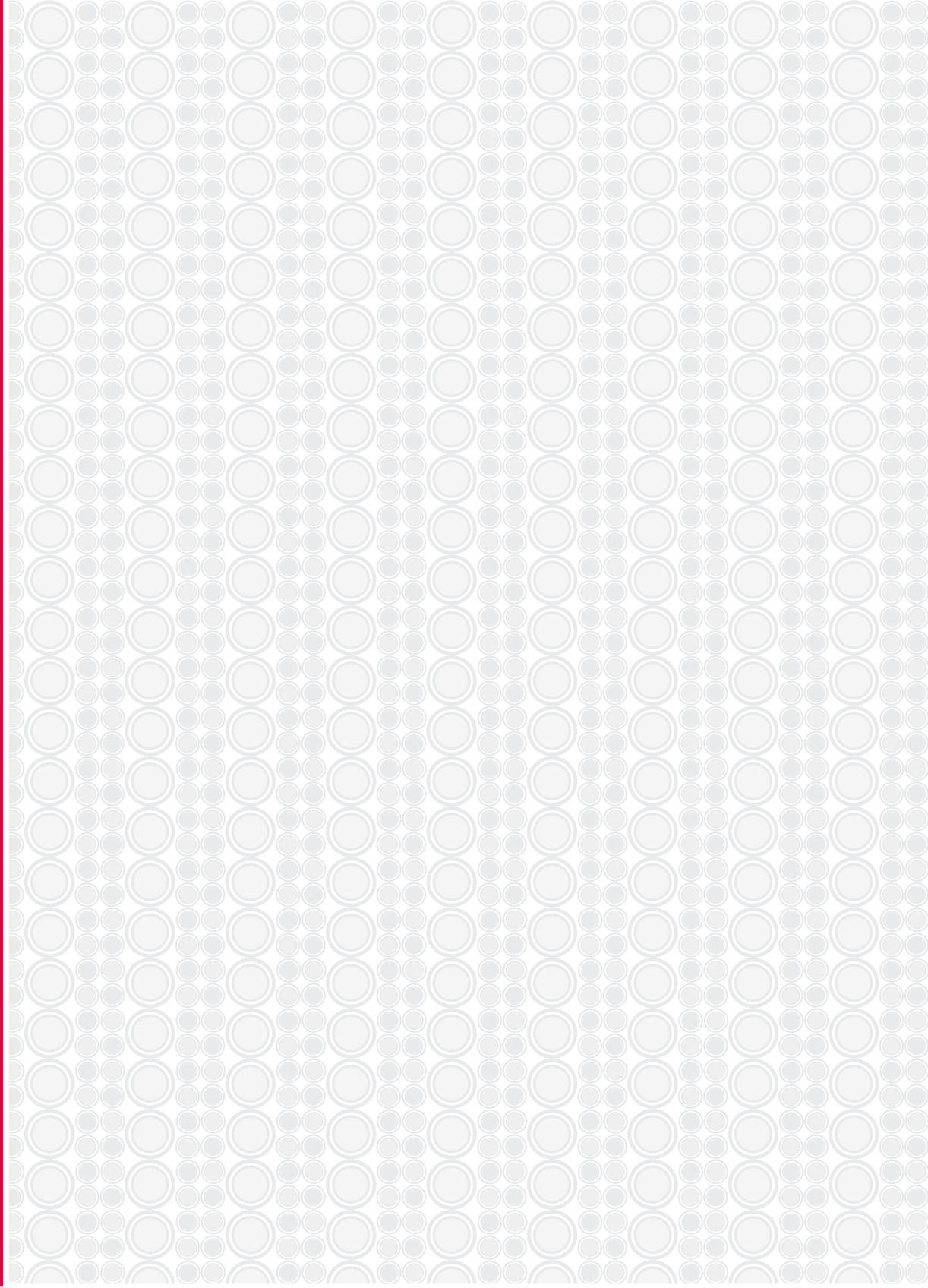
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SITUATIONAL ANALYSIS

Since 1866, the University of Iowa Fraternity & Sorority Community has developed students into leaders by serving the community, achieving academic success and creating lifelong friendships. Representing approximately 10 percent of the undergraduate student body, its members are committed to preserving and enhancing their community. The fraternity and sorority experience has influenced the lives of students and alumni in a positive, productive way, and the intent of the community is to uphold that tradition for years to come.

VISION

There is a clear vision for the future of the University of Iowa Fraternity & Sorority Community. Those invested in its future see an established, flourishing community that turns out quality students, leaders and citizens. It is Innova's desire to provide you with the strategies and tools you need to reach this goal through marketing.

CHALLENGES

Based on the feedback we gathered during our discovery sessions, we pinpointed several key issues or challenges surrounding the University of Iowa Fraternity & Sorority Community:

- Negative image of community from outsiders
- Lack of community pride from members
- Inconsistent marketing efforts
- Inconsistent or declining membership
- General lack of awareness of Fraternity & Sorority Life by key audiences

SWOT ANALYSIS

Upon identifying factors contributing to the current state of your community in discovery sessions, Innova conducted a SWOT analysis. This analysis is an important tool used in strategic planning and identifies internal and external factors that act favorably or unfavorably in achieving desired outcomes. Identifying your strengths, weaknesses, opportunities and threats assist in creating objectives to strengthen your community.

Strengths

- Continuous desire to improve
- Large representation in campus leadership
- Rich history and tradition
- Diversity in offerings from each chapter

Weaknesses

- Poor alumni support/involvement
- Negative general image
- Inconsistent or declining membership
- Focus on chapters, less on community
- Poor conditions of men's housing structures

Opportunities

- Establish recognizable, consistent branding
- Spread positive brand message and establish credibility
- Build community pride
- Leadership- and scholarship-building environment
- Establish relevance and place at U of Iowa

Threats

- New housing development on and nearby campus (apartments and dormitories)
- Leaders are young, creating a lack of involvement from older members
- Choices/decisions of "average member"
- Nationwide Greek stereotype
- Media

SWOT ANALYSIS (CONT.)

INDIVIDUAL COUNCIL CHALLENGES

A cohesive community is always challenged by each of its councils. Your individual council challenges were identified from insight gathered by representatives and advisors from each council. Innova did not meet with NPHC representatives in our discovery meetings. Instead, NPHC challenges were gathered from others' insights and universal challenges faced by many other campuses. Although many of your challenges are felt community-wide, we identified some specific to each council:

Interfraternity Council (IFC)

- Poorly maintained housing
- Negative PR in recent years
- Inconsistent recruitment numbers

Panhellenic Council (PHC)

- Resistance to changing recruitment practices
- Lack of education in recruitment practices among potential new members
- Lack of marketing prior to recruitment engaging multiple audiences

National Pan-hellenic Council (NPHC)

- General lack of awareness of council's purpose
- Stereotypes suggest narrow membership requirements
- Low membership resulting in a lack of presence on campus

While these challenges may translate into considerable tasks ahead for your community, we believe that making positive changes in your marketing will develop positive change in your community. Engaging your current members, alumni, university faculty and staff as champions of your brand will, in turn, create excitement from potential members.

KEY INSIGHTS

Based on the research gained from our discovery meeting, we have identified five key insights from each group of representatives from the University of Iowa with whom we met during our visit.

OFFICE OF ADMISSIONS AND ORIENTATION (*Katherine, Aaron, John, Matt*)

1. Student body includes 50% out-of-state students; 30% are from Illinois (primarily Chicago area).
2. First-year students live in residence halls; second-year students move off campus. Students do not find fraternity and sorority housing enticing.
3. Application for admissions includes checkbox for those interested in Greek Life. Those names and their contact information is given to the Office of Student Life.
4. Hawkeye Student Days take place in the Memorial Union. Facility tours are offered, but the Fraternity & Sorority Life Community does not set up displays.
5. Recruitment brochures are distributed to potential members, but a lack of follow-through exists afterward.

DEPARTMENT OF HOUSING AND RESIDENCE LIFE (*Heather, Beau, Bob, Bill, Karess*)

1. 5,200 students were housed this year, 90% of whom were freshmen. An opportunity exists to market in residence halls to this audience of primarily freshmen.
2. Currently, a presentation is given to RAs by the OSL to educate leaders in residence halls on the recruitment process, including common emotions their new students may feel during formal recruitment.
3. Residence halls are currently trying to promote alcohol alternative programs and would love the Fraternity & Sorority Life community to join.
4. Findings from a residence hall survey indicated an interest in living in chapter houses. This is another marketing opportunity for the community to take advantage of.
5. A recent increase in students returning to residence life their second year is due to new and updated housing options.

KEY INSIGHTS (CONT.)

IMU MARKETING AND DESIGN *(Sarah)*

1. Marketing and Design office staffs seven students (marketing, web design and print design).
2. Blue has been used in past to stand out from traditional black and gold. The Greek key was developed approximately seven years ago and used on marketing pieces.
3. Students provide direction for look and feel of publications.
4. No brand standards currently exist.
5. Students and the Office of Student Life write all copy for publications.

PHC, IFC AND NPHC EXECUTIVE OFFICERS

(Kaitlin, Matthew, Miguel, Alissa, Sam, Fran, Tracey, Taylor, Melissa, Sean, Phil)

1. Lack of communication or poor communication exists between leaders at the council level and leaders at the chapter level.
2. The average student is disconnected from the university. The average Greek student isn't involved and creates problems contributing to the overall negative image of the community.
3. A unified brand with elements of the university is desired in marketing materials to move the community forward and create positive change.
4. Housing structures are far from campus and far from each other, which presents a challenge to appear as a community.
5. Currently, no effort is made to target sophomores or transfer students. Usually, second-year and older students join with friend referral.

KEY INSIGHTS (CONT.)

ALUMNI ADVISORS, HOUSE CORPORATION BOARD AND HOUSE DIRECTORS

(Alpha Delta Pi Advisor, Alpha Chi Omega House Director, Delta Gamma House Director, Lambda Chi Alpha Advisor/House Corp. Board, Pi Beta Phi House Director, Delta Zeta House Director, Alpha Phi House Director, Lambda Chi Alpha House Director, Delta Chi Advisor, Delta Upsilon Alumni Board Member)

1. Fraternity and sorority members do not hold themselves to the high standard they market themselves as (four pillars of Greek Life).
2. Iowa City's alcohol-based culture and the university's party school reputation greatly affect the Greek community and non-alcohol-centered activities.
3. Leaders are young and majority of leaders are sophomores, which creates a lack of involvement with older members.
4. A lack of alumni involvement creates less accountability for chapter members and student leaders.
5. A stronger program for alumni relations, to increase both financial and advisory support, needs to be established.

IFC, PHC AND NPHC CHAPTER PRESIDENTS AND RECRUITMENT CHAIRS

1. Poor existing relationship with *Daily Iowan* newspaper creates more negative press than positive press community-wide.
2. Little community coverage or awareness of local philanthropies – need to develop/improve relationship with local press.
3. Non-Greeks forget about the Greek community – can increase membership through more on-campus awareness.
4. Marketing can focus on activities of Greek students outside the Greek community to focus on the more “well-rounded” college student.
5. Website can be improved to add value and be more user friendly. Students suggested adding links to chapters and office information, to start with.

KEY INSIGHTS (CONT.)

OFFICE OF STUDENT LIFE *(Mark, Tara, Dinette, Kelly, David, Bill, Nellie)*

1. Non-Greek students can and should be included in more Greek and campus-wide activities to increase collaboration and awareness.
2. As the college experience changes, the Greek experience needs to evolve and stay relevant/top-of-mind among today's students.
3. Current marketing materials need to be more ROI (return on investment)-focused and include follow-up strategies.
4. Iowa Challenge (new) outlines expectations of U of I students: excel, engage, stretch, serve and choose.
5. Iowa City has started a plan to improve neighborhoods. Fraternity and sorority chapters need to make a more intentional effort to be better neighbors.

TARGET AUDIENCES

It is important to recognize that your community has more than one target (potential new members). Each of the following audiences is a current and potential stakeholder in your community and deserves to stay informed and engaged with your community while spreading your brand message.

CURRENT MEMBERS

Before any marketing/recruitment campaign can be adopted by your outlying target markets, it must be upheld by your current membership. It is extremely important to receive the buy-in power of your current members to create positive buzz starting from inside the community and spreading outward. There are several tactics included in this plan which will aid in the process.

HIGH SCHOOL UPPERCLASSMEN

This age group is very impressionable as they begin to make many decisions independently regarding the direction their higher education will take. Of course, most potential students must first decide to attend the University of Iowa, but it is your follow-up that creates an interest in a worthwhile, community-based college experience. It is our understanding from discovery meetings that representatives from the Office of Student Life and Fraternity & Sorority Life are already attending high school visits. We recommend this effort continues with appropriate collateral as a leave behind or first touch with the Greek experience at the University of Iowa.

INCOMING FRESHMEN

This group is easy to qualify, yet may be difficult to capture. They have already made the decision to attend the University of Iowa and now must be sold on the benefits of the Fraternity & Sorority Life experience. Their interest should be captured early, before they move to campus, and in the weeks leading up to recruitment activities in both the fall and spring semesters.

TARGET AUDIENCES (CONT.)

SOPHOMORES & TRANSFER STUDENTS

Representatives from Fraternity & Sorority Life at the University of Iowa indicated that freshmen make up the majority of new members. Although sophomores and transfer students are not your primary audience in recruitment communications, it is still important to include them in your marketing. These students, especially transfer students, often are still looking for a student organization to belong to or a group of friends to make a large university seem smaller. Capturing this audience can be an effective strategy, both short- and long-term, by presenting the Fraternity & Sorority Life experience as relevant and appealing.

PARENTS

It was apparent during our discovery sessions that this audience is often left behind in your community marketing efforts. Perhaps this target is your most lucrative audience as they often control the purse strings and influence their children's decisions. Capturing parents of potential members lies in securing trust and awareness. It is important to maintain constant communication with this audience, starting with the summer before recruitment and throughout their student's collegiate journey. Parents can often be your strongest supporters, but if you fail to keep them educated on the happenings of their children's activities, they could easily become your strongest protestors.

UNIVERSITY COMMUNITY

Every day, your community makes impressions on the university community including students, faculty, staff, visitors and Iowa City community members. Each time a student wears his/her letters and represents the community on a larger scale, your community is marketed. These are all opportunities to positively influence the broader community. By increasing and maintaining campus involvement, taking advantage of leadership opportunities and welcoming input from others, you will be surprised at the positive difference this outreach can make.

STRATEGIC APPROACH

OBJECTIVES

1. Foster a positive image associated with the Fraternity & Sorority Life brand at Iowa.
2. Build unity and confidence within the Fraternity & Sorority Life community.
3. Grow the recruitment pool while increasing retention of current members.

FOSTER A POSITIVE IMAGE ASSOCIATED WITH THE FRATERNITY & SORORITY LIFE BRAND AT IOWA

It was evident in our discovery meetings that the negative image associated with your community is what you consider to be one of the greatest challenges ahead of you. Aside from the generally negative stereotypes associated with fraternity and sorority members nationwide, your own community can take steps to improve its own image by pairing smart public relations and reputation management practices with fresh branding supported with a marketing campaign.

BUILD UNITY AND CONFIDENCE COMMUNITY-WIDE

In our discovery meetings, we became aware that many of your students were embarrassed to wear their Greek letters on campus and in class. We believe that engaging your community internally and familiarizing them with your updated brand and brand message will build unity among individual chapters and confidence in communicating your brand message. To track progress, we recommend administering an electronic benchmark survey after the implementation of new marketing materials with the updated University of Iowa Fraternity & Sorority Life brand. A random sample of current members, community leaders and administrative staff should be included. Results gathered will determine future planning and goals in moving forward to build a strong, confident community.

GROW THE RECRUITMENT POOL WHILE INCREASING RETENTION OF CURRENT MEMBERS

You indicated in our discovery meetings that numbers are either decreasing or below a level at which your community is satisfied. A strong Greek community is founded on consistently increasing numbers of potential members year after year. Our recommended marketing campaign will provide you with the tools you need to recruit the pool that makes a strong and improving membership possible.

STRATEGIES

1. Brand the University of Iowa Fraternity & Sorority Life experience.
2. Build a foundation of brand champions.

BRAND THE UNIVERSITY OF IOWA FRATERNITY & SORORITY LIFE EXPERIENCE

A bold, updated brand for your community is necessary to change public perception and accomplish your marketing goals now and in the future. A cohesive, unifying and impactful brand and messaging will build pride and support from your current membership. This new branding will also establish recognition and increase awareness from not only potential new members, but your other key target audiences.

BUILD A FOUNDATION OF BRAND CHAMPIONS

The current lack of pride and confidence in your community can be greatly improved upon by creating excitement and engagement internally before initial launch of your brand to external audiences. By facilitating buy-in from your current membership, you will create internal and external storytellers who will spread your vision and values. We recommend hosting an event with your current members and other key contributors to unveil your new brand and establish immediate buy-in, supported by giveaways and other leave-behinds. At this time, we also recommend speaking on the branding rationale and the importance of the brand for the future of your community.

TACTICS

From our discovery meetings, we understand that all representatives from the University of Iowa Fraternity & Sorority Life are on board with advancing a cohesive community backed by appealing, engaging marketing. These tactics include branding, community engagement, public relations and all components of the supporting marketing campaign. No matter how large or small the tactic, tracking results is important to consistently improve and implement effective marketing tactics.

TACTICS (CONT.)

1. COHESIVE BRAND

Previous marketing collateral used with recruitment lacks cohesiveness across all three councils in both design elements and messaging. Although the current collateral was created with the best of intentions to increase membership, future pieces developed with cohesive brand elements will prove much more effective, both short- and long-term.

Establishing a brand that will clearly identify and differentiate your community from other campus organizations is key in becoming top-of-mind among the student body. The brand will include color, images, graphics, fonts and copy tone to be established with a logo and tagline. All brand elements will identify the Fraternity & Sorority Life experience and leave the stakeholder with a feeling that they will be missing out on an enhanced college experience without membership in a fraternity or sorority organization at the University of Iowa.

It is important for your brand champions, especially your current membership and alumni, to find that the University of Iowa Fraternity & Sorority Life brand resonates with their experience. The brand should evoke a feeling of tradition, leadership and community in representing its stakeholders. The main goal in all creative elements of the campaign and collateral will be to leave favorable impressions upon its target audiences. Your brand will include a new logo and tagline along with fonts, colors and images all provided to the University of Iowa Fraternity & Sorority Life for use. Your brand standards guide will explain how to use the brand correctly in a variety of situations.

In our discovery meetings, specifically with IMU Marketing & Design, we learned that your marketing and PR representatives on each council determine direction of marketing pieces. With leadership changing every January, we recommend utilizing graduate student advisors to oversee all marketing processes. Consistent direction and leadership of these pieces will help maintain a consistent brand message each and every year.

Once the brand standards guide has been created and approved, we recommend a transition period where Innova will review, in collaboration with the appointed graduate student advisors, all marketing pieces utilizing the new branding initiatives.

TACTICS (CONT.)

2. COMMUNITY ENGAGEMENT

Your integrated communications campaign will only be as strong as the support you receive from your current members. We recommend kicking off your branding and supporting campaign to your community with an event providing your members with incentives to support your brand and spread the positive message of the community. Incentives could include food, t-shirts, buttons and other branded merchandise.

With an event like this bringing the community together at the beginning of the new school year, not only will you excite your fan base about their fraternity or sorority experience, but you will energize leadership and reward all with a sense of spirit and pride. Creating buzz around your event will be crucial in getting the message to your current membership. E-blasts and/or flyers in chapter houses and meeting areas are recommended.

Events of this kind should continue to be held throughout the school year on a regular basis, but not necessarily on a large scale. Implementation of events like “Wear Your Letter Wednesdays” or on-campus barbecues on sunny days – including non-member participation – will increase on-campus awareness and evoke a sense of pride in the community.

3. PUBLIC RELATIONS

Considering your image is a main concern for your community, public relations strategies will be an increasingly important focus in your communication mix. Few stories today cover the positive aspects of Greek Life or highlight achievements of fraternity and sorority members. By taking a proactive approach to improving your reputation, you will see improvement in generating positive buzz and awareness, along with an increase in membership.

Current Practices

In our discovery meetings, we found that your community has all of the resources to make a powerful impact in representing a positive image through public relations. However, it was also clear that several of your leaders were in need of guidance to create and implement successful public relations tactics. We recommend utilizing the following tactics to garner support from your university, community and beyond.

TACTICS (CONT.)

Establish Relationship with Campus Media

Your councils indicated that relationships with the *Daily Iowan* could be greatly improved for PR purposes. We recommend encouraging Greek involvement and/or leadership with campus media to help maintain a positive image. However, we realize this can be a somewhat unrealistic goal. In this case, it is imperative that each PR representative from every council schedules a meeting with key representatives from campus media at least once a semester. Meetings should be educational and collaborative. We recommend bringing materials with you, such as recommended practices in Greek terminology and key statistics about the Greek community at the University of Iowa.

Develop Media Lists

The first step in approaching public relations outreach is in defining your primary audience for receiving news. First, appropriate and solid contacts with campus media must be established. A broader master list should include primary contacts at media outlets in Iowa City and surrounding areas. The University of Iowa plays a large role in the Iowa City community, creating community members with vested interest surrounding University of Iowa news, which includes Fraternity & Sorority Life.

A list of hometown media outlets of your community leaders, especially members of each of the three councils, should be established to provide relevant announcements regarding emerging student leaders and their involvement with the Greek community and beyond. Although most of your press will remain local, we recommend having other key media contacts on hand. This resource will be easy to utilize in attracting more positive press and proactively handling a crisis situation.

Also include National Fraternity and Sorority Headquarters in all your media outreach. These stories or blurbs could get you published in their newsletters, websites and magazines. Be sure to always highlight a Greek member's chapter affiliation when producing any media outreach.

These lists can be created in Excel and passed down each year to the appropriate Executive Officer. The Fraternity & Sorority Life office should always keep a master list or backup.

TACTICS (CONT.)

Identify Internal Primary Contacts

Aside from PR delegates on each council, appropriate contacts from each chapter should be identified to use for any applicable press situation. Each chapter should be responsible for their own press, as should each council be responsible for each media opportunity involving corresponding councils. Council PR delegates should hold meetings on a regular basis to determine press opportunities and collaborate on community-wide efforts.

Monitor Relevant Press and Online Conversations

All press coverage should be compiled and archived from all print and online media. These files will serve as a resource for current and future PR delegates and for the Greek Life office as a whole. Each PR effort should be tracked and measured to generate accountability for each effort in pitching the media on news involving your community. A system should be developed to manage success rates of each effort, tracking communication after each release or pitch. This compilation also can be created and documented in Excel.

As media outlets increasingly place a focus on interactive and online news, so do consumers on social media as a means of communication; not only with friends, family and strangers, but also with brands. We recommend tracking these conversations on popular social media platforms (Facebook, MySpace, Twitter, blogs and other relevant platforms used at U of I). It is, and will continue to be, increasingly important for the University of Iowa Fraternity & Sorority Life brand to join these conversations and engage social media users in the message of the community. With use of an overall U of I Fraternity & Sorority Life Twitter or Facebook account, philanthropy information and results can be posted about events, awards and general community information; all can be promoted and tracked.

Use Consistent Communication

Develop an email template to be used by all members of the Executive Council to distribute communication to media, university professionals and prospective members. This template will ensure that communication is always coming from one voice and senders are committed to representing your brand professionally. Develop professional looking apparel for your Executive Officers and make sure these officers are wearing their apparel for all events and key meetings.

TACTICS (CONT.)

4. REPUTATION MANAGEMENT AND PROGRAMMING

It was apparent to us during our discovery meetings, both directly and indirectly, that your community could benefit from implementing reputation management practices. Along with archiving press coverage and monitoring online conversation, a few small changes to your current practices will create further accountability in your community for the reputation your members display.

T-Shirt & Promotional Items Approval

We recommend implementing an approval process program with IFC, PHC and NPHC to monitor and control your community's image through t-shirts and other items worn by students at social events. From bar crawls to socials, recruitment and more, by monitoring this program, leadership at the council level will be able to maintain much more control of your community's image.

Awards Programs

It is our understanding that your community currently has an awards program, TAGARISTA, as part of Greek Week activities every year. We recommend that in your current review of this awards program, awards at the community, chapter and individual level are all represented. In addition, we recommend building an unbiased panel of judges representative of various departments within the university. Your community's commitment to the four pillars of Greek Life will be enforced both internally and externally by awards recognizing achievements in scholarship, leadership and philanthropy.

TACTICS (CONT.)

Faculty Events

We recommend you continue your current practices in faculty events while implementing additional programming at the chapter level. By including non-members from the university, your professors will take away a favorable impression of your community. In the long-term, this effort will translate into favorable impressions in the classroom and support for your community from multiple areas within the university.

It is our understanding that currently your community holds a Faculty & Staff Appreciation Brunch, usually in conjunction with Greek Week. It is our recommendation that students continue to invite faculty and staff to the event. Invitations should be distributed a few weeks in advance to allow for a well-attended event and should be paired with an item like your existing "U of I Greeks Appreciate Me" button. Along with executing a well-attended, organized and appreciative faculty recognition, we recommend similar events at the chapter level. Smaller events will allow for more one-on-one interaction between faculty and chapter members. This interaction will benefit the chapter members/students and the community as a whole. At the council level, appropriate representatives (Scholarship) can implement this programming as a requirement for each chapter, each semester.

TACTICS (CONT.)

5. MARKETING CAMPAIGN

The newly developed University of Iowa Fraternity & Sorority Life brand should be marketed using an umbrella awareness campaign designed to increase numbers and create recruitment success across all three councils. The new brand will communicate values and benefits of the fraternity and sorority experience specific to the University of Iowa and provide differentiation from competing student organizations and living styles. In our approach, branded creative elements will be seen in all collateral and on campus to improve the overall image of your community. The brand will strive to deliver a positive impact upon every individual that its communication touches. Our campaign ensures that all elements work together to generate improved results. The following components are recommended in your campaign:

Brand Standards Guide

As previously mentioned, your updated brand will require an updated brand standards guide to ensure proper use of the brand by all representing it. A formal document will be developed for your use and to pass along to all involved in representing your brand on any scale. This tool will educate, reinforce and motivate its users to maintain brand consistency. Additionally, the electronic formats of the tagline, logo and any graphics will be provided for use, however you must follow the guidelines for consistency and credibility.

TACTICS (CONT.)

Response-Driven Direct Mail Campaign

It is important that your target audience receive positive, favorable impressions of the fraternity or sorority experience at the University of Iowa before setting foot on campus for the first time as students. Messaging can impact your brand by highlighting current members with their on-campus involvement, scholarship and experience. You indicated that testimonials should be a powerful recruitment tool and can easily be utilized in your collateral. Additionally, continuing your positive relationship with the Department of Admissions is important in receiving appropriate and up-to-date contact information for incoming students.

Incoming and transfer students should receive their first direct mail piece before arriving on campus for summer orientation. We recommend that this mail piece includes an incentive component to it – encouraging students to visit representatives from Fraternity & Sorority Life (recruitment delegates from each council) and enter to win a giveaway prize or receive a useful promotional item for their new life as a college student.

Communicating to parents of incoming students is crucial in not only capturing their attention and garnering their support, but in illustrating the fraternity and sorority experience as a value-add to their child's overall college experience. A direct mail piece will serve as an introduction for parents and families, educating them on your community and addressing common concerns. We recommend this piece serve as the primary source of information with parents and families. Used in conjunction with the student pieces, it is our hope that both parties will find value in starting a conversation with your representatives during orientation. The overall Fraternity & Sorority Life piece will include general information in addition to briefly highlighting each chapter on campus. Remember that your goal is to get prospective members to join your community first and then to find their way to the right fit in a chapter.

TACTICS (CONT.)

Interactive and Social Media

Now more than ever, individuals are turning to the Internet as a primary source of information. Along with your direct mail pieces, it is imperative that your website be representative of your brand – informational, eye-catching and frequently updated. Your current website should be updated to reflect your new branding and messaging, remaining consistent with all collateral. We highly recommend appropriately delegating website duties to ensure that quality content is produced regularly. All content should not only attract your website's users, but be relevant and up to date enough to entice them to come back for more.

Paired with your website, we recommend you embrace social media platforms as a way to positively spread your brand message. Social media sites (blogs, Facebook, Twitter, MySpace, Juicy Campus, etc.) have just as much power to strengthen a brand as they do to tarnish it. By taking a proactive approach to your online brand reputation, you are taking control of your brand; making further connections with potential members, providing more content and ultimately improving your search engine optimization, resulting in more positive unpaid search results. Always be sure your website address is included on all collateral and provided to media contacts.

TACTICS (CONT.)

6. ALUMNI ENGAGEMENT CAMPAIGN

It was clear to us in discovery meetings with students and alumni alike that the University of Iowa Fraternity & Sorority Life lacks strong alumni support. A variety of factors contribute to this challenge, but the easiest to identify may be the lack of local alumni. Efforts to garner alumni support will take time to reach your goals, but the following tactics will help you get started.

Introduce Your New Look

We recommend engaging your alumni in your rebranding process by introducing the new University of Iowa Fraternity & Sorority Life brand along with your goals to improve your image and increase membership and awareness. This is a key audience for your community to fully utilize. Alumni support can be your greatest asset. Conversely, not including them in your updated brand would be a missed opportunity.

Utilize University Resources

We recommend working with the University of Iowa Alumni Association and alumni of your individual chapters at Iowa to create your first alumni database. With an established document, we recommend reaching out to alumni in a three-touch campaign utilizing direct mail to obtain up-to-date contact information and further augment your database. By introducing your new brand and engaging your alumni, for support financially and otherwise, you will have another great resource at your fingertips.

Three-Touch Campaign

Your direct mail pieces should direct your alumni to a website to update their contact information and solicit donations simultaneously. Upon completion of the direct mail campaign, it will be important to provide regular, consistent updates to your alumni with an e-newsletter. In addition to the direct mail followed by e-newsletters, social media will be key in information gathering from alumni and keeping them engaged with your community. Small steps in social media can take the form of the development of a Facebook page, a Twitter account and a LinkedIn profile.

A new brand, supported by a marketing campaign and alumni engagement, will greatly help create positive change in your community. With a foundation of current members and alumni, the Greek community has great opportunity to grow and flourish.

CAMPAIGN TIMELINE

PHASE ONE (MONTHS 1-6)

The first phase of your campaign will focus on the re-branding of the University of Iowa Fraternity & Sorority Life and will consist of the following elements:

- Development of brand – logo, tagline, colors, fonts, images and themes
- Brand standards guide
- Community engagement (internal)

PHASE TWO (MONTHS 7-12)

The second phase of your campaign will focus on external engagement of your brand and positive messaging, including incoming students (potential new members), parents and alumni and will consist of the following elements:

- PR tactics
- Reputation management tactics
- New programming
- Launch of alumni engagement campaign
- Response-driven recruitment pieces
- Distribution of parents brochure
- Social media practices

PHASE THREE (MONTHS 13-24)

The third phase of your campaign will focus on continued engagement of your brand, both internally and externally, and will continue established practices consisting of the following elements:

- E-newsletter development
- Continued use of PR tactics
- Continued use of social media
- Continued implementation of programs
- Continued use of reputation management tactics

COST ESTIMATES

Electronic Benchmark Survey – Innova will write, edit, distribute and provide analysis and reporting of an electronic survey through Survey Monkey. The survey can vary depending on the information requested, number of respondents and depth of summary. Pricing will be determined upon size and scope of the project.

Survey Estimate = \$540 - \$900

Brand Development – Innova’s strategic marketing and creative teams will work together to develop a comprehensive brand identity for University of Iowa’s Fraternity & Sorority Life community, including design aspects such as color palette, font, photo treatment, etc. The team will also define the brand essence and key messaging that will serve as the brand platform for all campaign components and projects. This will include a new University of Iowa Fraternity & Sorority Life logo and tagline.

Brand Development Estimate = \$3,600

Brand Standards Guide – Innova will develop a comprehensive guidebook for the University of Iowa Fraternity & Sorority Life community brand, including graphic and color recommendations, copy tone and usage standards. This will be provided in hard and electronic copy. The University of Iowa will also receive any logos and graphics in all electronic forms (EPS, JPEG, black/white vs. color).

Brand Standards Guide Design Estimate = \$900

Promotional Items – See separate pdf

Magnets – 11pt Magnecote

3.5 x 2	Qty: 500 = \$111	Qty: 1,000 = \$153	Qty: 2,500 = \$296	Qty: 5,000 = \$526
3 x 3	Qty: 500 = \$143	Qty: 1,000 = \$218	Qty: 2,500 = \$436	Qty: 5,000 = \$734
5.5 x 4	Qty: 500 = \$208	Qty: 1,000 = \$337	Qty: 2,500 = \$684	Qty: 5,000 = \$1,168

E-Newsletter Template – E-newsletter template will be used to send out news, events and information regarding Fraternity & Sorority Life. The content, photos and links will be able to be changed with each newsletter sent out.

E-Newsletter Template Design Estimate = \$540

COST ESTIMATES (CONT.)

Email Template – Email blast template will be used with all out-going communication, establishing a follow-up tool for everyone who shows interest in Fraternity & Sorority Life as well as those who register for recruitment.

Design Estimate = \$270

Direct Mail Campaign – Three-Touch postcard campaign

Option 1 – 6 x 9 flat postcard with variable data, calls out recipient's name and includes call to action

Design Estimate = \$1,350

Print Estimate Qty: 5,000 of 3 = \$1,745 Qty: 7,500 of 3 = \$2,173

Qty: 10,000 of 3 = \$2,594

Option 2 – 6 x 9 flat postcard without variable data, includes call to action

Design Estimate = \$1,350

Print Estimate Qty: 5,000 of 3 = \$1,517 Qty: 7,500 of 3 = \$1,831

Qty: 10,000 of 3 = \$2,139

Parent and Family Guide Brochure – Quad fold 3.625 x 8.5 brochure, four-color – updated and reprinted each spring to have ready for summer orientation

Design Estimate = \$1,080

Print Estimate Qty: 5,000 = \$937 Qty: 7,500 = \$1,116 Qty: 10,000 = \$1,300

Benefits Brochure – Two-sided brochure highlighting the benefits and promoting aspects of fraternity and sorority life

Design Estimate = \$540

Print Estimate Qty: 5,000 = \$473 Qty: 7,500 = \$544 Qty: 10,000 = \$630

COST ESTIMATES (CONT.)

Alumni Direct Mail Campaign – Consists of two postcards and email blast

Option 1 – 4 x 6 flat postcard with variable data, calls out recipient's name and includes call to action

Design Estimate = \$720 per postcard

Print Estimate Qty: 5,000 of 2 = \$844 Qty: 7,500 of 2 = \$983

Qty: 10,000 of 2 = \$1,116

Option 2 – 4 x 6 flat postcard without variable data, includes call to action

Design Estimate = \$720 per postcard

Print Estimate Qty: 5,000 of 2 = \$761 Qty: 7,500 of 2 = \$859

Qty: 10,000 of 2 = \$951

Fraternity & Sorority Life Overview Booklet – Replaces specific fraternity calendar and sorority booklet, can be handed out at orientation or mailed to prospective members

Design Estimate = \$2,160

Print Estimate Qty: 5,000 = \$2,358 Qty: 7,500 = \$2,954 Qty: 10,000 = \$3,541

APPENDICES

APPENDIX 1: NOTES FROM DISCOVERY MEETING WITH OFFICE OF ADMISSIONS & ORIENTATION

Background

- Admissions reaches out to connect Kelly Jo and Matt to complete data – was a disconnect for a time
- Do invite Greek Life to events around country for student life events
- 50% non-resident
- 30% from Illinois
- Seen as a “country club” setting
- A lot of first generation students where they don’t know the benefit of joining F/S
- Want to express value of joining an organization
- Dry Greek Community – 100%
- Currently recruiting student first, family/parent second

Image

- Cost – perception that it is more expensive
- Parent is not letting student join
- Time commitment for NPHC
- Alumni is either the best advocate or worst enemy – not involved as advisors
- Living environment is different from HS where they are coming from
- Formal recruitment = positive experience
- First-year students live in residence halls, second-year students move off campus – not enticing to live in F/S
- Checkbox on application for admission if interested in Greek Life

Marketing

- Not enough brochures
- Website outdated
- 35-40% select they are interested in Greek Life
- Not enough follow through after materials

- Organization Guide – includes all Greek chapters
- Kirkwood CC biggest transfer student pool
- April 1 application date – June 1 application date (2009)
- Greek Community not reaching out to media outlets (Facebook, ICN, Twitter, Big 10 Network, video etc.)

Events

- Hawkeye Student Days (memorial union) – Greek Tours, no displays in building
- Orientation – do have table at student activities fair and presentation
- SAT/ACT questionnaire – if interested in Greek Life – pursuing more information
- Homecoming Week, Greek Week – starting to include non-Greek population
- Riverfest – U of I event – spring weekend
- Needs consistent advising – too much turnover in advisor position over last 15 years
- 10% of student population = Greek

APPENDIX 2: NOTES FROM DISCOVERY MEETING WITH DEPARTMENT OF HOUSING & RESIDENCE

Background

- 5,200 Students are housed – 90% first-year students
- Birch Hall – adding 100 suite style houses – Reputation = party hall
- Can select – 4 preference – on where they want to live on campus – done online
- Increase in students returning to housing
- No live on campus requirement
- 92% of freshman live on campus
- Contract for housing = 1 year
- 80% buy-out rate
- NPHC does not live together in housing, holds meetings in Union

Greek Image

- Greeks are invisible
- Greek Life doesn't involve housing
- Negative image to chapters, don't see community as whole
- Panhellenic has just started to include NPHC in publications
- No Greek Pride at Iowa

Collaboration

- Residence Life is separate role when in Greek Life – don't understand
- Presentation to RAs on what Recruitment Looks like – don't know what students are going through – need to know what students are Greek in residence halls
- Women have an early move-in for recruitment
- Academic opportunity – free tutoring to residence halls – make Greeks aware of
- Not a lot of marketing in residence halls – might have table in food areas, but not actively trying to promote
- Lack of communication when it comes to Greeks and Residence Life
- Education on Residence Hall Rules on postings – utilize students
- Educate Residence Hall Coordinators on what Greek Life is
- Relationship between Student Affairs and Residence Halls – have burned bridges in past
- Do not market to Residence Halls at all
- Alcohol Alternative Programs – Residence Hall is trying to promote, wants Greeks to be involved
- Blame is put on Greeks in residence halls for most violations
- Leadership needs to be rebuilt and relationship needs to be rebuilt
- At Northern Arizona – housing and Greek Life were combined – same rules/regulations as University Housing, Recruitment was a couple of weeks into school – Rob used to work there
- Rare for Residence Assistants to be part of Greek Community
- Are there any cost savings for Greeks to live in Halls? What is fee difference?
- Survey in Residence Hall – a lot of people want to live in Greek chapter house – learn why they like to live in chapter house – use that to marketing advantage

APPENDIX 3: NOTES FROM DISCOVERY MEETING WITH IMU MARKETING & DESIGN

Background

- Seven design students on staff – marketing students, print design students and web design students
- Client defines concept and then students do all the design
- Not required to go through marketing office, just a service that campus offers
- Students provide direction on what the publications are going to look like
- Need to establish a timeline for all marketing publications so projects aren't rushed
- U of I Printing now has a four-color press (Brandt Printing, Davenport)
- Design t-shirts and giveaways/promotional items
- UlowalFC.com – template (chapter communications) Ben Lewis
- Hires Joe Photo to provide photos of community
- Sorority Guide = 5,000 Qty
- Redo publications every year

Marketing and Branding

- Used blue to stand out behind the black and gold – key was developed before Sara got to campus (seven years ago)
- There are no brand standards – just know logo and colors
- Does not know how publications are used
- Doesn't have preference as to whether should use black/gold or other colors to include
- Current colors: blue, black
- Many inconsistencies
- Current copy written by students

Future Plans

- Kelly Jo must take action to oversee all projects the students produce
 - Must follow brand guidelines
 - Dictate ahead of time what projects will be done for the next fiscal year
 - Develop plan for direct mail pieces and other new materials

APPENDIX 4: NOTES FROM DISCOVERY MEETING WITH IFC, PHC AND NPHC EXECUTIVE OFFICERS

Challenges

- Apathy
- Polarizing, segregated
- Internal rivalry
- Recruit the same type of people
- Juniors and seniors are not engaged
- Poor image (embarrassed to wear letters)
- No community
- No one recognizes positive things the chapters do
- Poor IFC/PHC communication with chapters
- Don't want to change – PHC
- Traditions
- Numbers have been up and down but not up enough
- PHC has resistance to change recruitment practices
- Nothing to set them apart, or recognize something special to why they should join
- Have to convince men to join community then fraternity
- Combat stereotypes

Image

- Party all the time
- Cause problems
- Joke
- Obnoxious, rowdy, judgmental
- Exclusive
- Privileged, wealthy

Events

- Riverfest – students don't really participate
- Homecoming – Greeks play large role
- Greek Week – exclusively Greeks
- Dance Marathon – high level of Greeks involved

Comments

- For every one negative Greek thing, it takes 12 positive things to counteract
- Average student is disconnected from university, average F/S member creates bad image
- Every chapter has an “average” member or the member who isn’t involved or creates problem for negative perception
- Pride themselves on higher standards
- Non-Greeks don’t see a difference between chapters (negative/positive chapters)
- Drug Scandal 2008 – fraternity kicked off campus
- Greeks are on staff at *Daily lowan*
- Embarrassed to wear letters on campus

Goals for Marketing and Recruitment

- Know how to get involved and join
- Shouting out image and awareness
- Measurement
- Appeal to high schools more
- Move recruitment to later in school year
- Unified look, color, brand for community
- Get rid of calendar for IFC
- Constant direct mail reminders about Greek Life
- Website, Facebook Group, flyer, poster campaign, t-shirts, presentation
- Informal recruitment PHC – word of mouth – each chapter is on their own
- February – partially structured recruitment – PHC
- IFC – Scholarship Event
- 210-170 join – IFC
- 600-400 join – PHC
- New Member Council in place
- Want something that is alluring
- Want elements of Iowa in marketing materials
- Highlight famous Greeks from U of I

Websites or Social Media Impact

- Combating Facebook images
- No one knows about website, but no reason to be on website
- Use Facebook for events, resource and also to promote Greek Life
- ICONN – way to market community too

University Perception of Community

- University either doesn't know us or doesn't like us
- Nile Kinnick – Famous Greek Alumni
- Alumni is chapter driven
- Alumni seems to be non-existent
- Strong Advisors and House Board but not alumni in general

Transfer/Sophomore

- No targeting of transfers or sophomores
- Only if you know someone who is Greek, you would join as a sophomore

Housing Conditions

- IFC – fit 30-40 men per chapter
- Not good image for IFC
- Men's houses are old and trashed, not appealing
- Only talk about amenities when talking about chapters, no visual to show
- PHC – chapters are far from campus and separated from one another
- Sorority facilities are clean and attractive

Marketing Themes

- United
- Leaders
- Involved
- Something more
- Did you know...what differentiates the community
- Showcasing members of community (10 members and stats about them)
- Fun
- Not diverse or community bond between councils

- Motivated, constantly on the go and networking
- Making changes
- Outgoing
- Scholarly
- Well-rounded
- Four pillars of Greek life

Combating Stereotypes

- Arrest and citation rates
- Holding chapters accountable
- Aren't able to change people

APPENDIX 5: NOTES FROM DISCOVERY MEETING WITH ALUMNI ADVISORS, HOUSE CORPORATION BOARD AND HOUSE DIRECTORS

Impression and Challenges

- Relatively strong – chapters seem to get along with each other
- Tendency for cliques
- Professors, other university staff don't see positive image of Greek life
- Image of students who come to class – their presentation is not very impressive
- F/S students haven't held themselves at a higher standard but are preaching that they are
- Different culture in Iowa City challenges students
- Greeks need to be accountable for who they are
- Alcohol situation is frightening on campus, Greeks are affected by this
- Positive – scholarship programs, challenged members to higher academic standards
- Greeks get singled out for all faults
- Are the Greeks doing enough good to combat the bad?
- Lack of alumni (adult) involvement
- Iowa City housing is getting better and more desirable
- Lack of governance and leadership in the chapters
- Leaders are sophomores (big issue)
- Different experience

- Number of Iowa students who are Greek is very small
- Find who those impressive students are on campus
- Have alumni around during recruitment

University Support

- Local newspaper and *Daily Iowan* is not supportive
- Supportive of getting better and be a positive force
- University is not interested in fixing Greek problems
- University contradicts what they say versus what they do
- University provides resources that are unique to Greeks and students
- Students aren't vested in community
- House bills are paid on U-Bills, supported by university

Alumni Involvement

- No appreciation for alumni on chapter level
- No alumni mentorship
- Low involvement on house corporation side or alumni involvement
- Lack of respect for alumni and facilities
- How to utilize alumni to Greek Life and to university

Branding/Marketing

- Branded by actions
- How Greek community is perceived
- Coat of arms website?
- No call to action
- Utilize testimonials
- Highlight important or famous Greeks
- Know what the experience is – not just four years
- Tradition and long standing
- Getting sense of history, more about the 50 students here today
- Not just a campus experience

APPENDIX 6: NOTES FROM DISCOVERY MEETING WITH IFC/NPHC/PHC CHAPTER PRESIDENTS AND RECRUITMENT CHAIRS

Impression of Greek Community

- Positive
- A lot of philanthropy activities, but no community awareness
- Small community
- Don't feel like you have to be a part of, but who wants to be a part of it
- Non-Greeks forget about community
- Wants to increase membership through more awareness
- There are a lot of resources to help Greek students and to get involved
- Want to be comparable to other Big Ten campuses
- Is an inclusive community but leave out those who are not affiliated
- Iowa City community doesn't realize what Greeks do
- Feel as if the community is underrated
- Focus on parties, not philanthropies

Challenges

- Poor relationship with *Daily Iowan* newspaper, bad PR in community
- Labels in photos do not include name and chapter affiliation
- Non-Greeks don't understand what Greek community is
- Stereotypes – partying
- Hard to explain positive experiences
- Retention during Formal Recruitment
- Small community at big institution
- Had to seek out to get materials in hands of freshmen
- University community doesn't see positive contributions
- Expense of membership vs. other options

Goals for Marketing and Recruitment

- More than a box to check to go to optional meeting that is late at night
- Get rid of Greek Key
- Current materials are too corporate
- Increase brand recognition/awareness
- Incorporate U of I colors into brand
- Greek Getaway process
- Black and Gold Days – Greek tours
- More parent/family involvement – direct mail pieces to target parents
- Utilize lists of students provided by university
- Greek Events: philanthropies, homecoming, Greek Week, Homecoming isn't
- IFC/PHC – only use when they have problems, not good resource, act as a higher up force
- Chapters don't know how IFC/PHC works – not good at communicating
- Chapter Houses are far apart and hard to recognize
- Struggle to keep a clean house – fraternity
- Just have parents visits or advisors/OSL

Image

- Unity and respect
- Community, not just partying
- Show involvement of Greek students outside chapter
- Change symbol
- Friendship within Greek community
- Ways to see Iowa campus as home
- Seen as respected

APPENDIX 7: NOTES FROM DISCOVERY MEETING WITH OFFICE OF STUDENT LIFE

Impression

- Has good potential to have a positive experience, however currently not living up to their standards
- Very involved
- Leaders
- Branding and marketing is disjointed
- Need to make a better connection between U of I brand and F/S Life brand

Challenges

- As a community, they are unsure of who they are and what their identity is
- Unclear of who they are or what their potential is
- Lack of inclusion of non-Greek students to join in on campus-wide activities
- Alcohol challenge
- Greeks aren't taking active lead in alcohol alternatives
- Comprehensive Study of the Greek Community done 2-3 years ago
- Lack of understanding, need to look at big picture
- Lack of alumni Involvement
- Relevance Issues – numbers joining system – make it relevant to today's college student
- Faculty/staff has more of an issue with F/S students than other university professionals

Marketing Challenges

- Follow-up
- Lack of identity (internal and external)
- Not utilizing social media
- No community buy-in
- No consistency on web presence or marketing materials
- Perception is there even before they come to Iowa
- Not taking advantage of campus resources

Current Publications

- Need to find identity with “Fraternity & Sorority Life”
- Need an immediate association
- Values, language, image
- Not communicating who chapters really are
- Want to be more a part of team, bigger picture
- Iowa Challenge: what they expect from U of I students: excel, engage, stretch, serve, choose

University and Community Relationship

- Lack of communication
- Ad in *Daily lowan* – not story
- Need to get more community members involved in philanthropies and activities
- Strengthen relationship with schools in community or have partnerships with orgs
- Iowa City has started a plan to help with neighborhoods, more intentional effort to be better neighbors
- How to target parents/families – in right way
- Iowa Challenge (new) – excel, engage, stretch, serve, choose

APPENDIX 8: NOTES FROM DISCOVERY MEETING WITH OFFICE OF FRATERNITY & SORORITY LIFE

Background

- Do a good job of providing material, but nothing matches
- Need to define key audiences
- Don't have a clear message and can't communicate the message
- No clear understanding of current brand
- Greek key has no meaning
- Average member doesn't know brand
- Need to re-engage message
- Not tied to university marketing at all
- Want to figure out "who they are and how to be that"
- Need a trickle-down effect
- Know what challenge, expire, excel (current tag) means

Expectations

- Know how to sell product
- Suggestions on how to get to untapped marketing
- Utilize admissions more
- How to increase membership through marketing
- Website update – currently through chapter communications
- Consistent and meaningful giveaways/apparel
- Go Hawks, Go Greek presentation updated
- Want a really great look
- Build relationship with *Daily lowan*
- Ways to generate more funds
- How to engage alumni

• **Strategic Marketing & Public Relations**

- Strategic Marketing
 - Social media
 - Research
 - Media buying
 - Campaigning/program development
 - Consulting
 - Coaching
 - Measurement and evaluation
- Public Relations
 - Reputation management
 - Media relations
 - Community relations
 - Crisis communication
 - Internal communications

• **Project Management**

- Project estimates and budget management
- Timeline execution
- Coordination with PR/marketing and creative services

• **Creative Art Direction**

- Print – brochures, annual reports, direct mail, ads, billboards
- Interactive – websites, e-communication and presentations
- Broadcast – radio and television
- Tradeshow displays and graphics

• **Graphic Design**

- Comprehensive in-house design staff
- Equipment – MAC- or PC-based
- Photography – in-house and on-site
- Illustration and hand lettering

• **Interactive Media Design**

- Web design & development – static and dynamic content
- Online ordering sites that interface with production order entry, real-time inventory, etc.
- Flash design & development – web or CD-ROM
- Interface design – look, feel, functionality, information, hierarchy for optimum communication, ease of navigation, etc.
- Comprehensive programming – HTML, PHP, ASP, PostgreSQL, JavaScripting, databases
- Search engine optimization (SEO)

• **Copywriting**

- Taglines and theming
- Print – brochures, annual reports, direct mail, ads, billboards
- Broadcast – radio and television scripts
- Interactive – websites, e-communication and presentations

• **Event Management**

- Complete planning and organization
- Coordination of creative collateral
- On-site management

• **Hispanic Marketing & Language Services**

- Marketing strategy and brand management
- Design and copy deliverables
 - Traditional
 - Interactive
 - New media
- Translation services



• Electronic Prepress Resources

- Scanning
 - Kodak IQSmart³
- Computer-to-plate
 - Kodak Magnus 800 Platesetter
 - Kodak CTP solution with square spot thermal imaging
 - Kodak Sword Excel thermal printing plates
- Color proofing system
 - (2) Epson Stylus Pro 9800

• Print – 1, 2, 4, 5, 6 & 8 color presses – (12" to 40")

- Variable printing
 - HP Indigo 5000; 7-color
 - (2) Heidelberg Digimaster 9110s
 - (2) Kodak Digimaster EX 138s
- One-color
 - Heidelberg KORD
- Two-color
 - (3) Heidelberg Quickmasters (20")
 - (2) Heidelberg Printmasters (20")
- One- and two-color
 - Heidelberg Speedmasters (40")
- Four-color
 - Heidelberg GTO (18")
- Five-color
 - Heidelberg 72 (26")
 - Heidelberg SM 52 (20") w/aqueous roll coater
- Six-color
 - Heidelberg CD 102 (40") w/aqueous roll coater
- Eight-color
 - Heidelberg 102 (40")
- Four-color web press
 - Didde

• Automated & Hand Bindery Services

- Cutting
 - (3) Polar Guillotines
- Folding
 - (4) Stahl folders
- Saddle Stitching
 - Muller Martini Presto saddle stitcher; (2) 4-pocket w/cover feed; (1) 6-pocket w/cover feed
- Numbering
- Perfect binding
- Custom Hand Bindery
 - Assembly
 - Collating
 - Inserting
 - Wire-O
 - Comb binding
 - Large format laminating
 - Padding
 - Drilling
 - Shrink wrapping

• Mailing Services

- (2) Pitney Bowes Modular Flowmaster – 6 stations; 10 x 13 capacity; inline inkjet
- Three-camera match mailing system
- HP Indigo 5000; 7-color
- (2) Heidelberg Digimaster 9110s
- (2) Kodak Digimaster EX 138s
- (2) High-speed inkjets w/inline tabber
- Direct mail consulting
- Data management
- Variable data
- On-site postal verification
- List procurement
- Commingling
- Comailing
- Drop entry
- International mailing

• Warehousing & Fulfillment

- Inventory housed in state-of-the-art climate-controlled facility
- Real-time status reports gathered through website access
 - Cycle counts, physical inventory counts and activity reporting
- Dedicated computer workstations
- Electronic Data Interchange (EDI)
 - Receive inventory
 - Confirm shipments
- Shipping package analysis to secure the most cost-efficient rate
- Package construction labeling
- Internet fulfillment order processing
- On-demand digital printing
- Inventory functions in-house
 - Inventory receiving, counting and put-away
 - Product inspection
 - Warehouse and fulfillment line location management
- Inventory bar code technology
 - Improve accuracy and efficiency in packing orders
 - Increase speed and lower costs for periodic counts
- Dumping Obsolescence Management
 - Via written instruction from customers
 - Monthly tracking devices – either online or by mail for customer tracking
- Reports
 - Inventory levels
 - Additional customized reports based on client needs

• **Top-Quality Apparel**

- Full line of t-shirts, sweatshirts, pants, jackets, hats and much more
- Variety of styles, colors and sizes

• **Top-Quality Promotional Items**

- Tradeshow giveaways
- Corporate and employee gifts
- Incentives and awards

• **Graphic Design**

- Customized creative design from over 30 in-house designers
- Experienced staff who can also work with customer-supplied files

• **Prepress Software**

- Digitizing software capabilities allow conversion of images into stitch files
- Electronic RIP for conversion of vector art to films (plates)

• **In-house Screenprinting**

- Manual Press; 6 color/6 station; optimal for small runs and specialty items up to moderate detail
- M&R Gauntlet Automatic Press; 6 color/8 station; optimal for 1- and 2-color projects up to moderate detail
- M&R Gauntlet II Automatic Press; 14 color/16 station; optimal for 3 to 5 colors with ability to print extensive detail
- MHM Automatic Press; 10 color/12 station optimal for 5 to 8 colors with ability to do Simulated Process and extensive detail
- State-of-the-art flash dryers for quick curing of apparel ink

• **In-house Embroidery**

- Tajima 2 Head with 12 colors; optimal for small runs and specialty items and personalization
- Tajima 12 Head with 12 colors; optimal for large runs of the same design up to moderate detail
- Tajima 6 Head with 12 colors; optimal for medium runs with moderate to extensive detail
- Tajima 12 Head Cap with 12 colors; optimal for cap front and cap sides

• **In-house Heat Press**

- Roland CAD cutter able to cut heat press film and tackle twill; optimal for personalization and numbering

• **Imprinting**

- Your unique logo or message
- One- to seven-color & four-color process

• **Online Ordering @ www.signifypromotions.com**

- Estimates within 24 hours
- Simple & convenient to use

• **Fulfillment**

- Creation of online company store and/or catalog
- Shopping cart with convenient payment via PayPal or credit card
- Inventory of employee wear
- Individual and customized packaging
- Customization via retagging and hangtags

• **Efficient Customer Service**

- Personalized services from representatives who know the business and listen to your needs
- In-house buyers who search for apparel and promotional items to meet – and exceed – your expectations
- Fast turnaround and on-time delivery
- Staff who stays current with latest trends and production techniques through training and tradeshow visits
- Quality guaranteed
- Competitive pricing

• **Marketing Assistance**

- Strategic marketing and public relations counsel
- Graphic designers and copywriters who help produce catalogs, fliers, sales sheets and other marketing materials for your company

[**INNOVA**]

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Let's Talk We welcome the opportunity to help you
with your next creative, printing or promotional project.