Start by Believing

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Problem Statement

Survivors at Utah State University fear facing disbelief when confiding in others about their experiences with sexual assault.

Project Summary

In this project we will focus on the Start By Believing campaign for Utah State University that will be promoted on April 1, 2020. We will ensure that the deliverables will be given to the SAAVI office by an agreed upon date.

Project Objectives

We will increase awareness about the Start by Believing Day on April 1, 2020. Through a social media and print marketing campaign, Utah State University students will be educated on and ready to participate in the I Believe campaign. We hope to increase student pledges to the campaign on April 1, 2020 and student sensitivity to the issue of sexual assault. See a further explanation of the deliverables under Project Scope.

We will focus our marketing around high student traffic areas including:

- Instagram
- Facebook
- Twitter
- The Quad
- Taggart Student Center (TSC)

- Aggie Recreation Center (ARC)
- Fieldhouse
- Merrill-Cazier Library
- Engineering Corner
- Bus and Shuttle Stops

Project Scope

The focus of our project will be the timely production of a social media plan, a poster, and 20 yard signs. We will consider our project a success if survivors feel more empowered and secure about sharing their experiences.

Success Criteria

While the majority of our success is not quantifiable in concrete terms, we will consider timely delivery essential. This project will result in a more informed student body. Students

will understand that the Start By Believing campaign promotes students believing in their friends and whomever comes forward with a sexual assault experience.

Deliverables

We propose two deliverables to the SAAVI office: A social media campaign plan and a print marketing plan. Deliverables will be submitted as PDFs or Adobe Illustrator files, along with any other format requested by the client. It is a priority for us to have a consistent and cohesive design with SAAVI and the state wide campaign.

Social Media Campaign Plan
The social media campaign plan will consist of two phases: 1) Facebook, Instagram, and Twitter content for the week leading up to April 1, and 2) content for the state wide I Believe day. We have chosen to use social media because studies from the Pew Research Center show that 75% of adults between the ages of 18 and 24 use Instagram specifically, and high percentages use the other platforms mentioned[1]. As our target audience is college students within that age range, Instagram and other social media are a powerful force for communication.

Phase One
The focus of phase one will be education on the importance of believing survivors of sexual assault. After viewing our social media content for the week leading up to April 1, students will be more prepared to make educated pledges at the booths. Pledges will be most impactful if students understand the extent of the I Believe campaign.

On March 27, an infographic will be posted to all social media platforms announcing a countdown to April 1. For the next five days materials that teach about the I Believe Campaign will be posted. The countdown would be as follows:

- 5 facts you should know about the I Believe campaign
- 4 things you should do (related to the campaign)
- 3 things you should not do
- 2 offices you should know about
- 1 pledge you should take

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[1] See Pew Research
https://www.pewresearch.org/fact-tank/2019/04/10/share-of-u-s-adults-using-social-media-including-facebook-is-mostly-unchanged-since-2018/

Phase Two
The focus of phase two will be attracting people to the booths around campus where they can pledge to believe. We will do this through videos and posts to all social media accounts. We will especially focus on using the "Stories" feature of Instagram and Facebook because 60% of Millennial users watch Instagram stories[2]. The location of the booths will be highlighted through live videos.

Print Marketing Plan
For print marketing we will begin by sketching ideas for the poster and yard signs, sketching will only take a few days. After sketching we will then begin working with Adobe InDesign and Adobe Illustrator. Once we have several designs finalized we will send them to the SAAVI office for approval.

If there are changes that need to be made there will be a turn around time of 24 hours for reapproval until the desired product is attained. We will then send SAAVI all files to be approved by Utah State University. Once all parties have approved designs, the PDP should be sent the files, this can be done by the SAAVI office or by our team.

If requested we will post the poster by the Eccles Conference Center and the yard signs around high student traffic areas (listed above in Project Objectives). We want the print marketing to be up by March 25, 2020 or by another agreed upon date.

Boundaries

The focus of this campaign is Utah State University students; our boundaries will be limited to the Utah State University Logan campus. We will also take into account that this is a one-day event, so we need to focus on making as much of an impact as possible.

Constraints

Our biggest constraints are time and resources. April 1 is our deadline, and we want to advertise with a countdown on social media prior to that day. We also need to be aware of the restrictions we will have in order to abide by Utah State University guidelines.

Assumptions

We are working under the assumptions that sexual assault surviors should be believed. We will also assume that sexual assault does not impact one specific gender, race, or other

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[2] https://99firms.com/blog/instagram-stories-statistics/#gref

factors. Additionally, we assume the various media created will be approved to be posted in student areas across campus.

Project Requirements

To market the Start By Believing Campaign, we anticipate needing the following items. If there are any adjustments to what is used, we will update the proposal and notify SAAVI.

For both the social media campaign and the print marketing, our team will be using Adobe InDesign and Adobe Illustrator. Both projects will also need continued access to the Start By Believing logos. Additional materials needed for print marketing are found below with a projected estimate.

- A 2'x4' poster printed on vinyl with grommets.
    - $35.00
- 20 double sided yard signs.
    - $13.00 each
    - $260.00

Project Risks

One of the biggest risks we are facing with this project is not finishing the requirements before the deadline. With the Start By Believing event on April 1, we have less allotted time than other teams within our class. The offices behind this campaign will also be taking on the risk of receiving deliverables for the campaign on time.

Another risk we face is working with our print budget. If any print errors occur, items may have to be reprinted to meet our quality requirements, which could possibly put a strain on the remaining budget.

High-level Project Costs

Most of the deliverables for our project are generally low to no cost. The deliverables that would have the highest cost would be the print products including the poster and yard signs. Adobe products will be provided through the university, negating any high costs that would otherwise be required.