



# TXST NEXT

## CAMPAIGN FRAMEWORK

<b>EMPOWER</b> <i>campus communicators to adopt and create TXST NEXT</i>	<b>ENLIGHTEN</b> <i>the general public on TXST excellence with TXST NEXT</i>	<b>ENDORSE</b> <i>TXST NEXT through influencer channels</i>	<b>ENGAGE</b> <i>the broader University community with TXST NEXT</i>
<ul style="list-style-type: none"> <li>• Self-service design tools</li> <li>• Brand guidelines</li> <li>• Toolkits, templates, and assets</li> <li>• Training, communications, and workshops</li> </ul>	<ul style="list-style-type: none"> <li>• Broadcast, OTT, Twitch - AUS, SAT, HOU, RGV</li> <li>• Thought leader publications - TX, AU, SAT Monthly</li> <li>• OOH airport campaign - HOU, IAH, AUS, SAT</li> <li>• Digital and social</li> </ul>	<ul style="list-style-type: none"> <li>• Student content creator program via TikTok and Instagram Reels</li> <li>• Surprise, delight, and scale social influencers</li> <li>• TXST NEXT Mixtape - a collaboration with student musicians</li> <li>• Branded social media assets for fans and followers</li> </ul>	<ul style="list-style-type: none"> <li>• Environmental graphics</li> <li>• Campus media campaign</li> <li>• Organic social content</li> <li>• Redesign of internal comms &amp; publications</li> </ul>

PRIMARY

Our primary colors should be visible in all communications.

TEXAS STATE MAROON



<b>PRINT</b>	<b>DIGITAL</b>
PMS: 504	Hex: #501214
CMYK: 65, 100, 100, 35	RGB: 80, 18, 20

TEXAS STATE GOLD



<b>PRINT</b>	<b>DIGITAL</b>
PMS: 872 M	Hex: #6A5638
CMYK: 20, 30, 70, 20	RGB: 172, 145, 85

THEATRE ROJO



<b>PRINT</b>	<b>DIGITAL</b>
CMYK: 0, 97, 75, 0	Hex: #CA2A2D
	RGB: 235, 46, 71

STRAHAN CENTER COURT



<b>PRINT</b>	<b>DIGITAL</b>
CMYK: 2, 24, 100, 7	Hex: #E8BA45
	RGB: 234, 185, 66

FIRST QUARTER OF BRAND GUIDELINES SITE:

3,825  
site users

2:53  
average duration  
of site visitors

80+  
partners downloaded  
our brand toolkit

SECONDARY

Our secondary colors add balance and flexibility to our communications. They should be used to support and complement our primary colors.

BLIND SALAMANDER



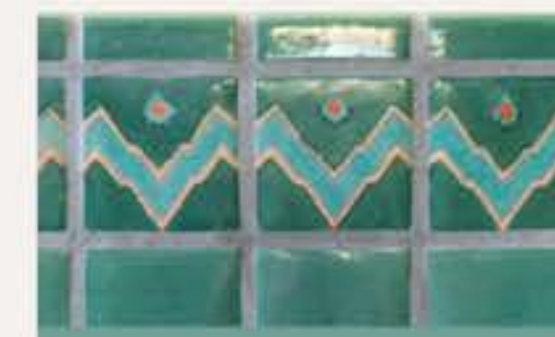
<b>PRINT</b>	<b>DIGITAL</b>
CMYK: 0, 14, 5, 1	Hex: None
	RGB: 249, 221, 221

EAT 'EM UP, PEACH



<b>PRINT</b>	<b>DIGITAL</b>
CMYK: 0, 69, 65, 0	Hex: #E84900
	RGB: 243, 114, 90

GLASS-BOTTOM BOAT



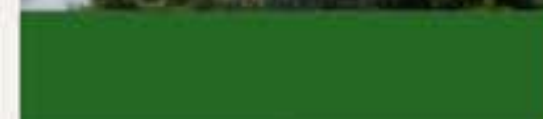
<b>PRINT</b>	<b>DIGITAL</b>
CMYK: 48, 8, 34, 20	Hex: #6EAC95
	RGB: 110, 160, 150

RIVER JUMP



<b>PRINT</b>	<b>DIGITAL</b>
CMYK: 48, 0, 10, 0	Hex: #B7F3FD
	RGB: 146, 215, 252

GREEN HILLS



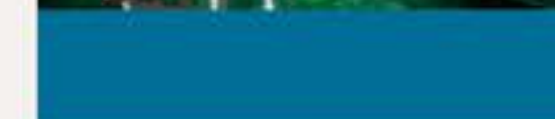
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CMYK: 71, 8, 100, 50	Hex: None
	RGB: 41, 104, 53

WILD RICE GREEN

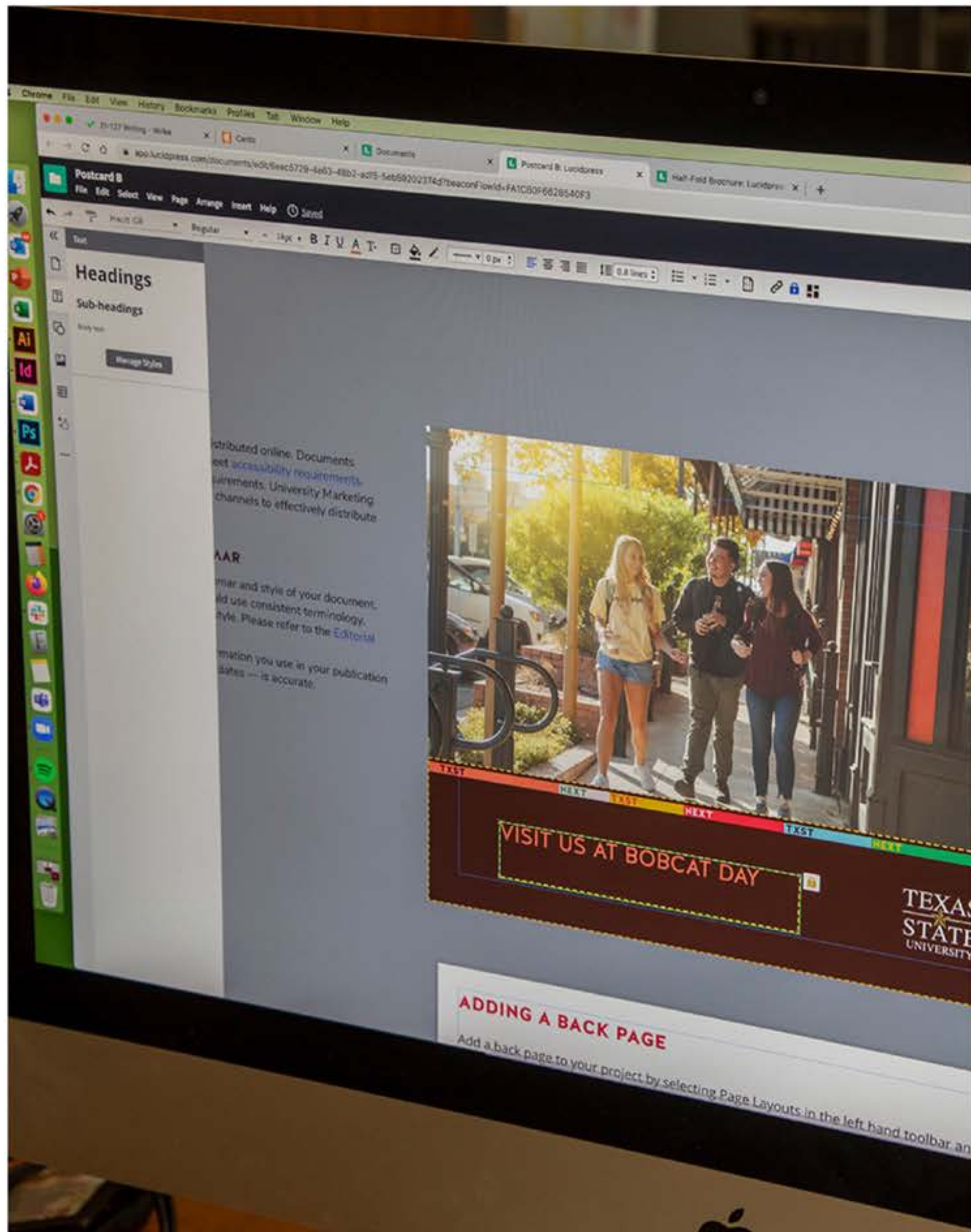


<b>PRINT</b>	<b>DIGITAL</b>
CMYK: 68, 0, 71, 18	Hex: None
	RGB: 58, 158, 104

SPRING LAKE BLUE



<b>PRINT</b>	<b>DIGITAL</b>
CMYK: 100, 47, 26, 4	Hex: #007096
	RGB: 0, 111, 152



## FIRST 3 MONTHS OF LUCIDPRESS BRAND TEMPLATES

129  
templates available

338  
documents shared,  
printed or downloaded

50+  
users in the tool



Taking Hillviews to the NEXT Level



Elias Martinez <umarketing@txstate.edu>

Thursday, January 27, 2022 at 11:18 AM

To: Martinez, Elias L



**A Whole New *Hillviews***



**BRAND LAUNCH  
EMAIL CAMPAIGN**

76.8%

open rate

31.9%

click-through rate

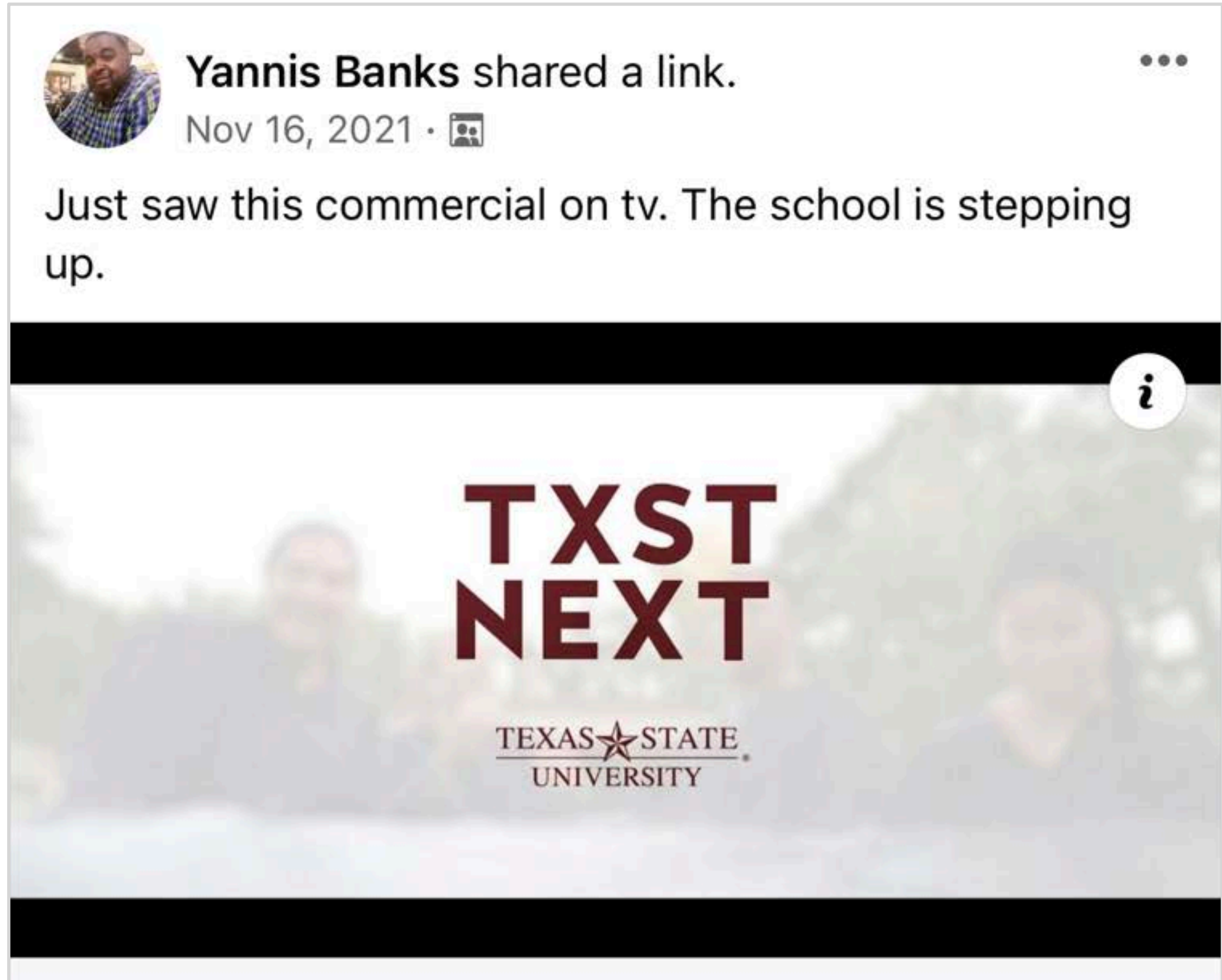
57%

of recipients are "highly"  
to "moderately" engaged

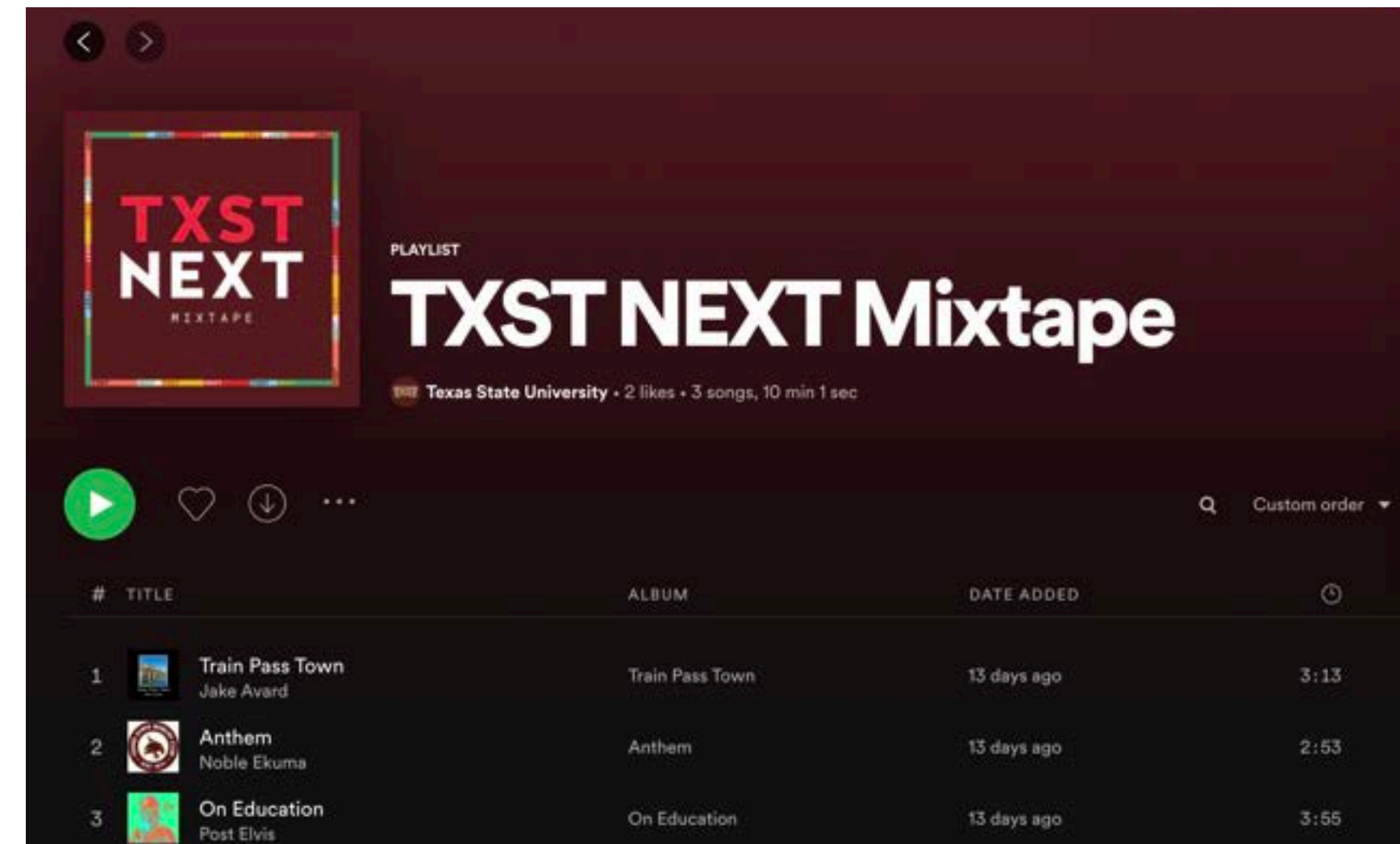
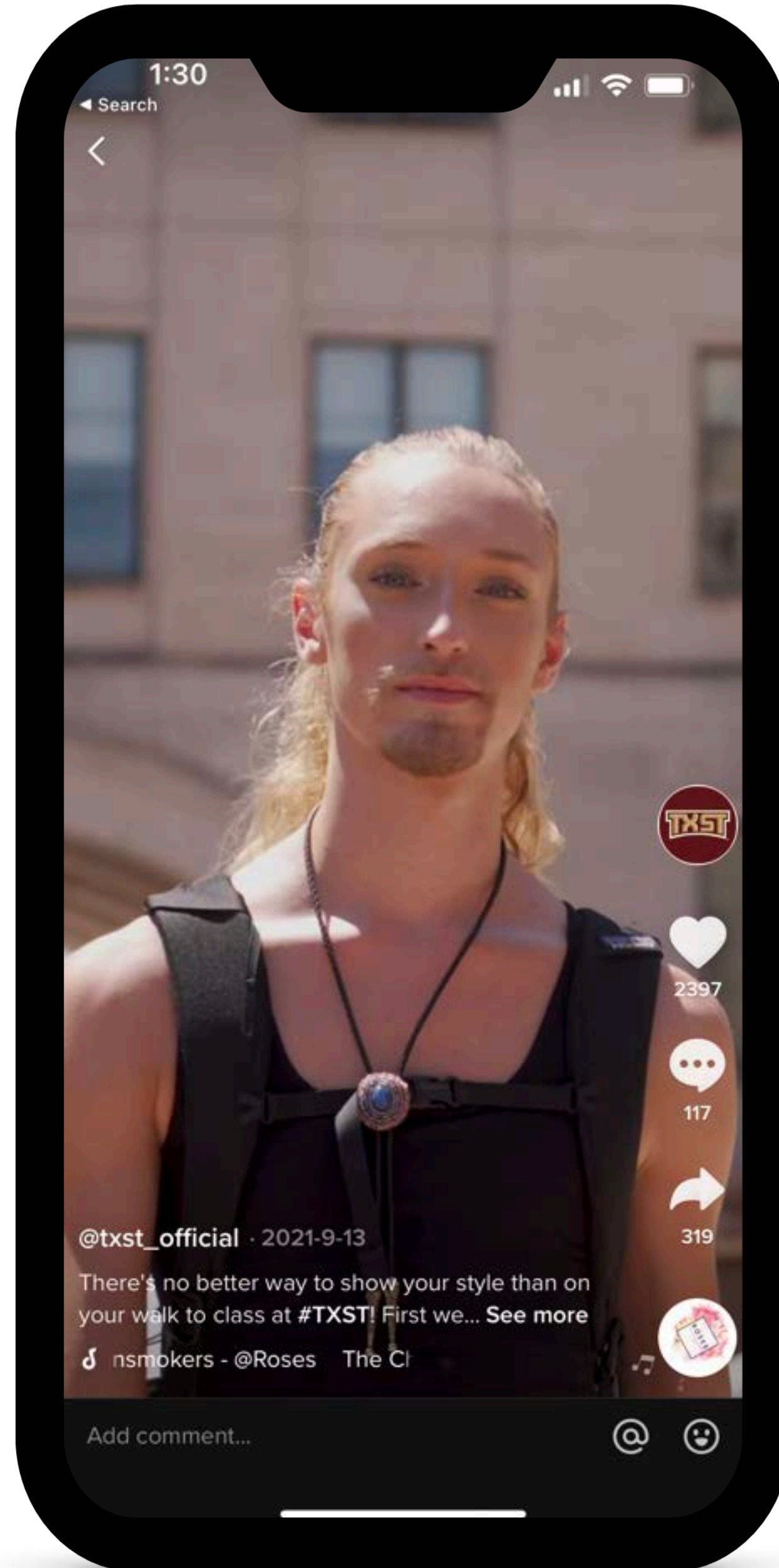


### TXST NEXT PAID MEDIA PLAN

- ▶ 58MM impressions, \$9.31 CPM
- ▶ 60/40 traditional/digital split
- ▶ General market and prospective students
- ▶ I-35 Corridor w/ activations in Houston and South Texas







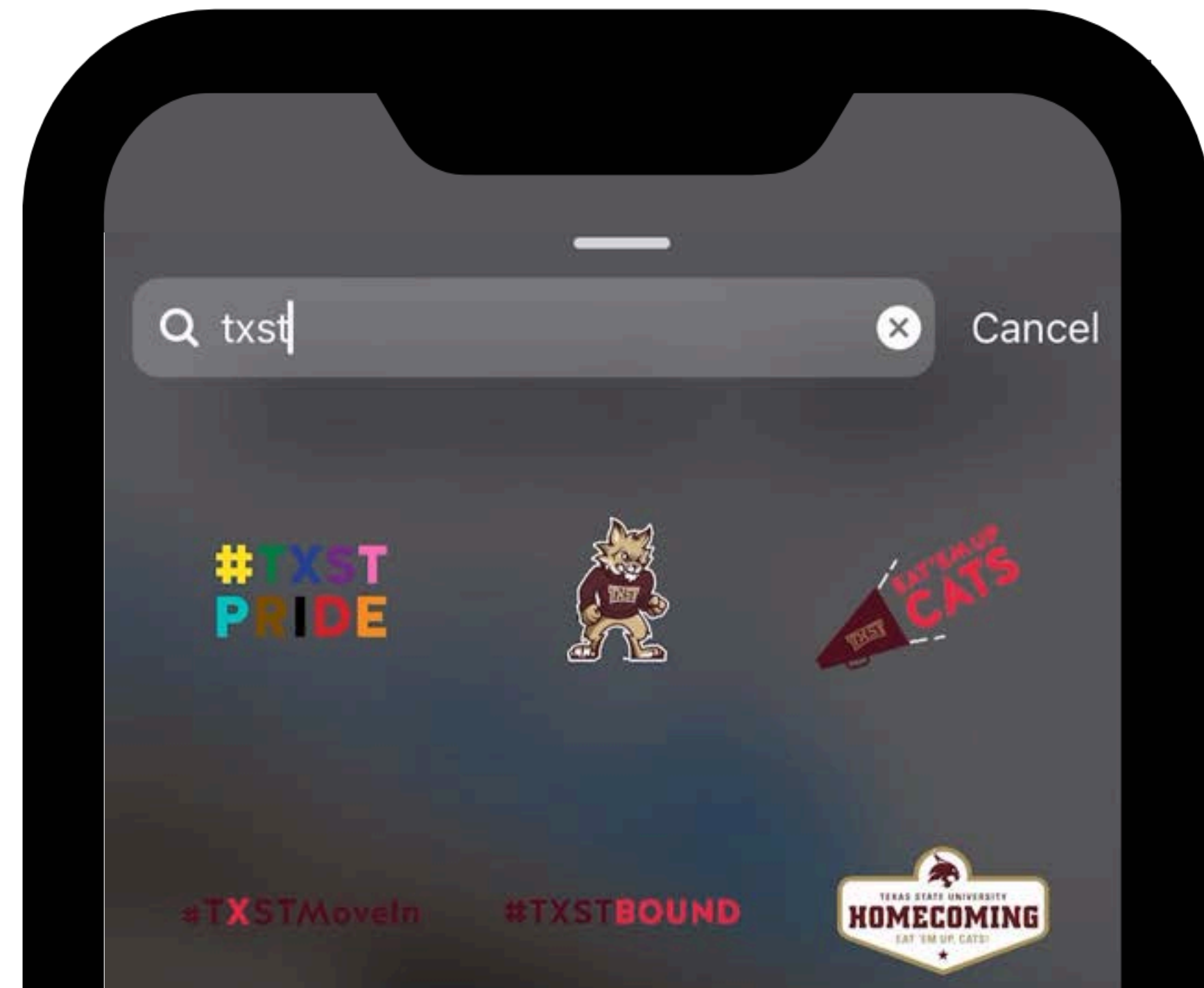
## BRAND AND CONTENT CO-CREATION

### First Quarter Social Media Overview:

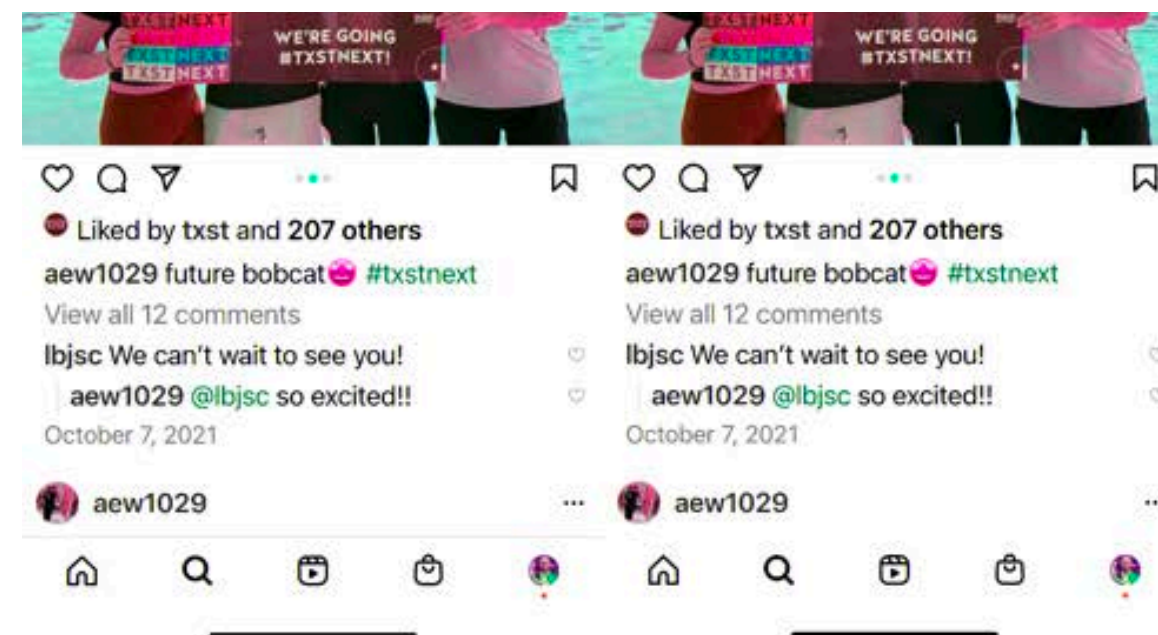
- ▶ 533K total fans (+1%)
- ▶ 583 total posts (+10%)
- ▶ 10.8M total impressions (+16%)
- ▶ 546K video views (+56%)
- ▶ 439K total engagements (+43%)

### Establishing New Channels

- ▶ **TikTok:** 1,367 followers, 120,481 views
- ▶ **Giphy:** 159 Stickers, 8M views
- ▶ **Spotify** - TXST NEXT Mixtape





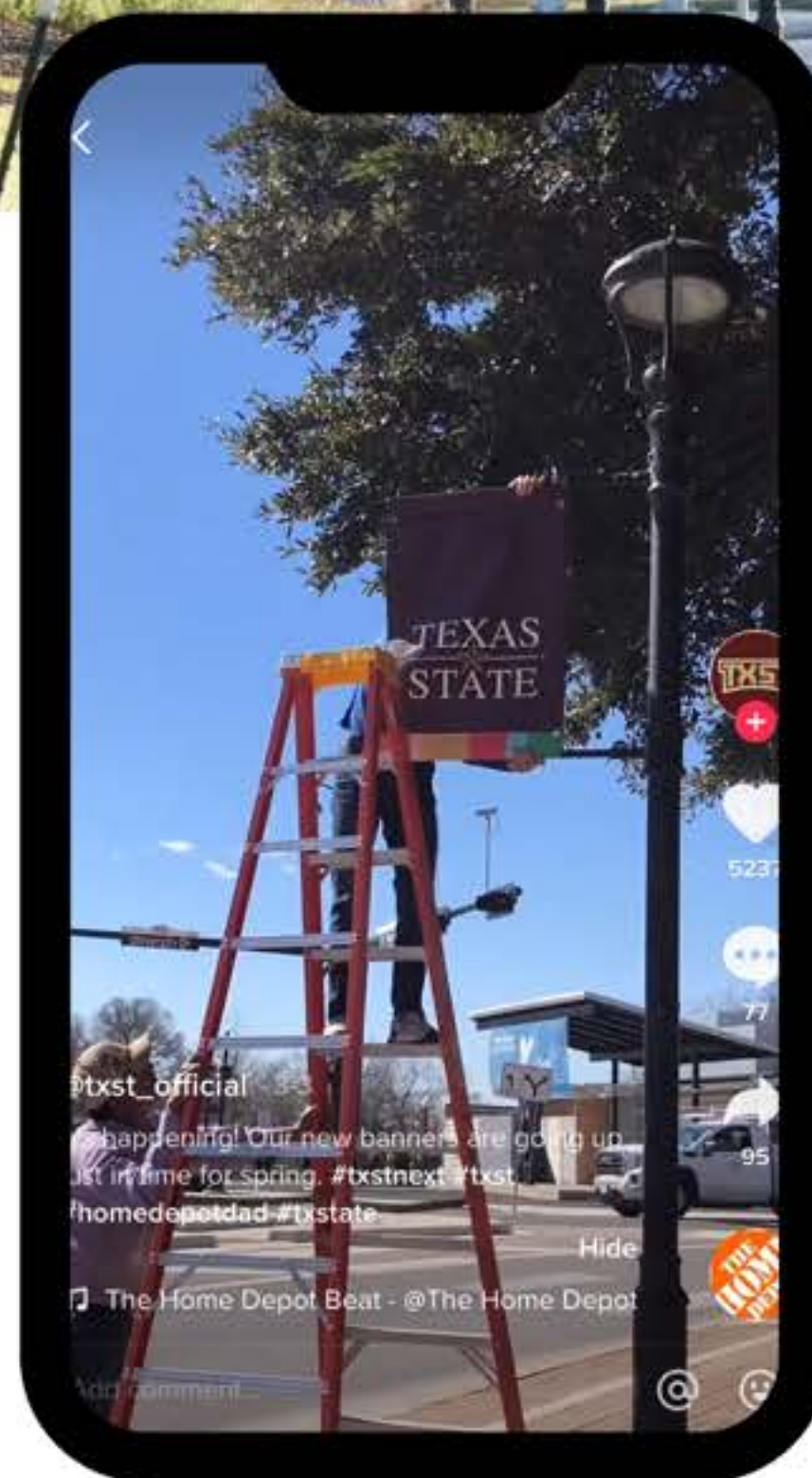


## NEW STUDENT ADMIT PACKETS

TXST embraces first-generation students, and for many, attending college requires a wide support network. We tapped into this insight and transformed the ubiquitous admitted student banner photo-op into a shared experience that includes friends, family, and mentors. We accomplished this without adding any major expense to our admitted student packet by utilizing both sides of the banner. This activation perfectly articulates what the TXST NEXT campaign is all about.



Influencer campaign



Campus banner program



Environmental graphics

EMPOWER

ENLIGHTEN

ENDORSE

ENGAGE



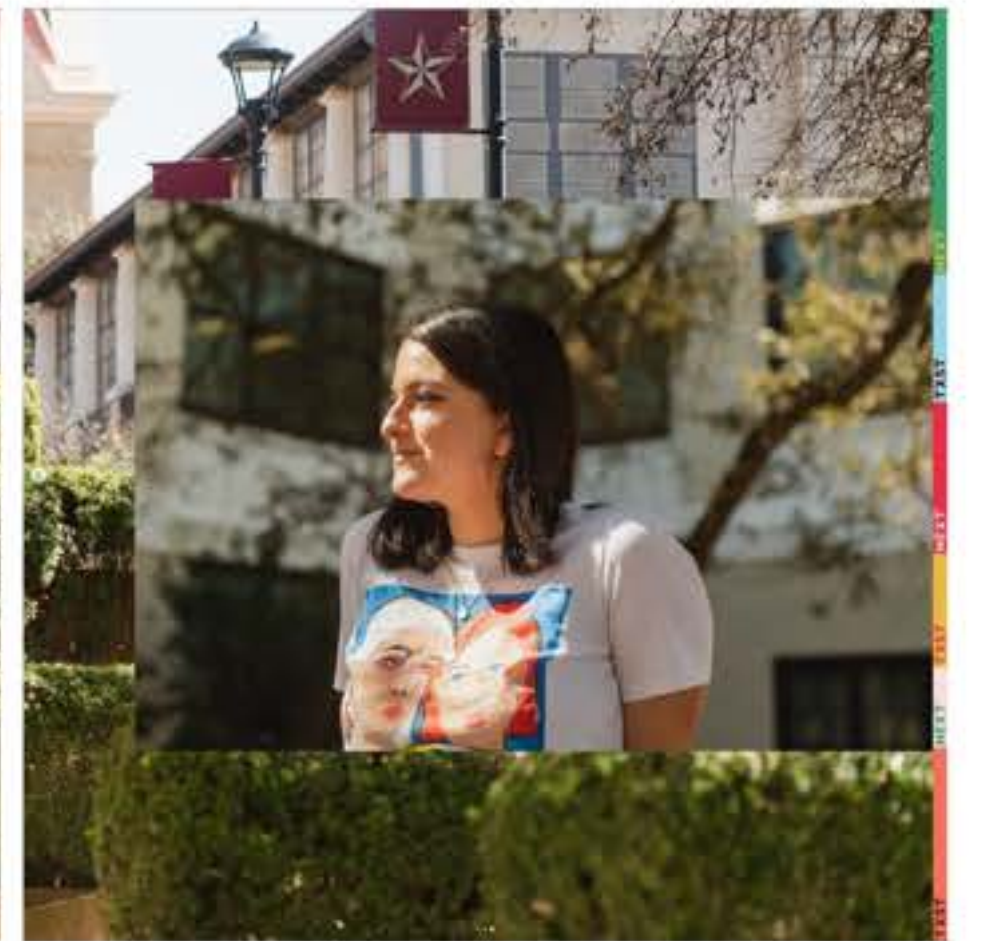
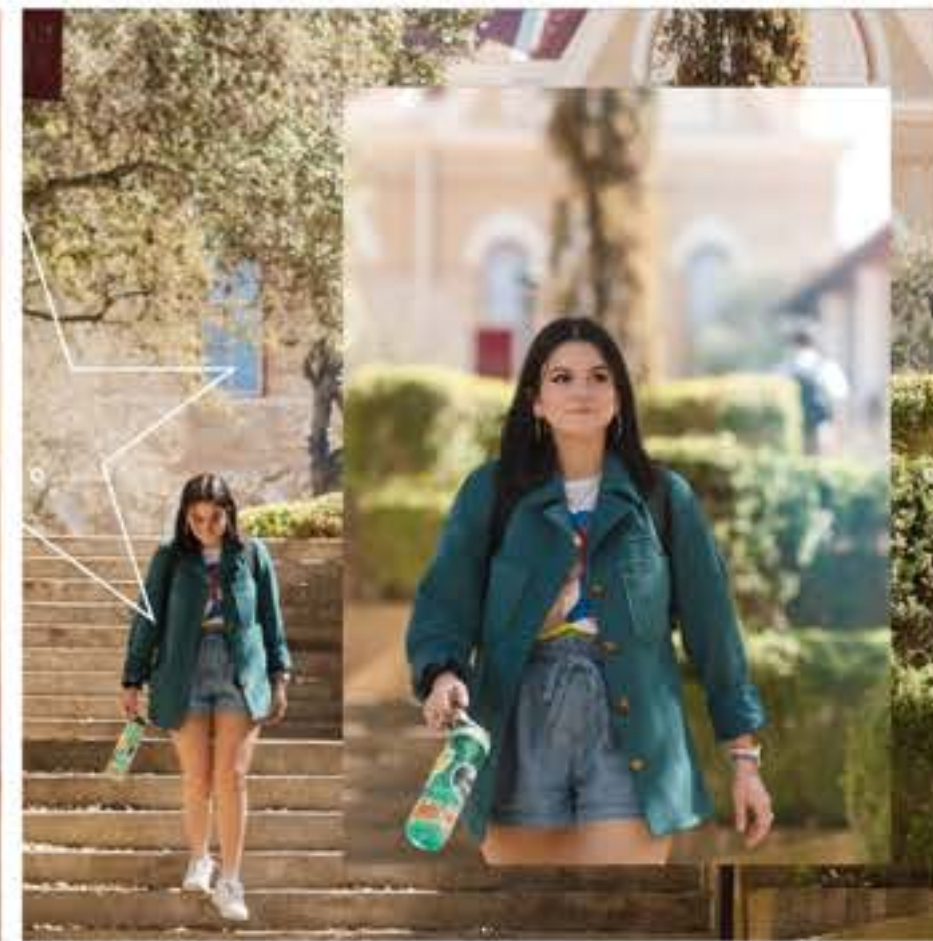
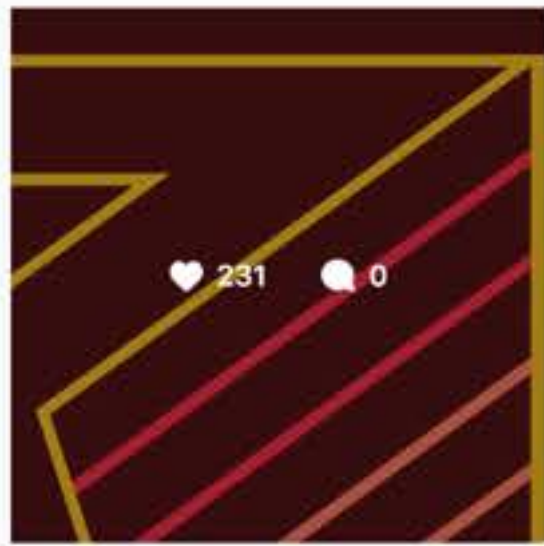
University awareness campaign



Alumni magazine redesign

Instagram

Search



Organic social media



**TXST**  
**NEXT**