

King's University College
Advertising Creative Brief

What is the problem/opportunity that this communication is meant to address?

King's University College must increase enrollment – domestic and international over the next five years.

We must fill all available international seats (121) next year (this would represent a growth rate of 38%) and we must increase domestic enrolment by at least 5% per year starting at 950 first year students to reach past student body peak of approximate 4,000 students over 5 years (actual final number to be determined September 2025).

We plan to generate at least \$1M annually in new pledges and will launch a capital campaign in 2025 to renew our residence spaces and classrooms.

Target Market:

Future Students:

- **Demographics:**
 - Domestic: 18–24-year-olds direct from high school (primary target)
 - International: 16–24-year-olds (secondary target) (smaller amount of marketing funds will be behind international efforts)
 - Female and Male, skewed female
 - Family income level: \$150,000+ (in 2001, it was estimated that families who earned \$80,000+ were able to save for their children's post-secondary education. In today's dollars, this would be approximately \$150,000).
- **Anecdotal Psychographics:**
 - Humble
 - Bright/Smart (80% +)
 - Confident
 - Socially conscious
 - Friendly
 - Digital native
- **Geographics:**
 - Domestic:
 - London and Surrounding, Hamilton and Golden Horseshoe, GTA, Vancouver. Under review: Winnipeg and Saskatoon. To be finalized.

- International (TBD)
- **Prospect Insight:**
 - I don't just want to be more independent. I want to personally flourish and make a difference.
- **Program interest:**
 - Degree in business, liberal arts and humanities and/or social science
- **Career Interests/Outcomes:**
 - Politics, law, business – corporate, entrepreneurs, consultants, teachers

Parents/Influencers of Future Students

Those who would likely:

- Provide input into the choice about which institution to attend (Parents, guidance counsellors, principals, international agents)
- Help fund a student's post-secondary education (parents, grandparents)
- Parents are looking for an institution that will prepare their child for the real world (provide a return on their investment)

Prospective Donors:

- King's University alumni
- Private donors with an interest in the program areas of study offered by King's, King's connections to the community, member of the Catholic community

What actions do we want the target market to take?

- Establish and build informed awareness of King's University
- Generate interest and curiosity which will lead to considering King's as a "University of first choice".
- Apply to and enroll at King's University
- Donate to King's University

Competitive Set: Domestic (based on results from OUAC in 2025):

1. Huron University
2. Western University
3. Guelph University
4. Laurentian University
5. McMaster University

Competitive Set: International (based on global rankings from 2025):

1. University of Toronto
2. McGill University
3. University of British Columbia
4. McMaster University
5. University of Alberta
6. Universite de Montreal
7. University of Waterloo
8. University of Ottawa
9. University of Calgary
10. Western University

Key Brand Benefit:

King's offers a unique, holistic approach to help you find personal fulfillment and meaning in life and work.

Reasons to Believe Ranked Order, by Importance:

1. **Class size:** King's has among the smallest university class sizes in Canada, fostering robust connections with professors.
 - a. Proof points: all classes taught by professors, not teaching assistants; career counselling and support from faculty; King's is a teaching university that prioritizes learning; some professors engage students in their research outside of the classroom
2. **King's Promise:** King's personalized experience is backed by the King's Promise, which guarantees a meaningful job within six months of graduation, or you will receive tuition-free, supplementary education
 - a. Proof points: The King's Promise is a four-year co-curricular program that teaches students career fundamentals (resume writing, interviewing, job searching), experiential learning, skills articulation training, and alumni mentorship.
3. **Life Skills and Connections for Future:** King's offers a unique suite of core courses across all programs that provide students with enduring skills to support all future careers including ethics, critical thinking, resilience, social skills and presentation skills. (TBD)
 - a. Proof points: Beyond our programs, King's offers a mentoring program with our alumni who can guide and connect our students to potential employers.
4. **Small campus/large resources:** King's has a welcoming, caring, tight-knit community with its own distinct and beautiful campus, that provides personalized, easy access to all of the resources available at a large university.
 - a. Proof points: Individual support for custom course selection, no/low wait times for personal counselling, range of options for residence selection, scheduling and accommodation support for athletes, international bridging events for international students

5. **Broad range of experiential programs:** King's takes an integrated approach to liberal arts, humanities, social sciences and business to provide a well-balanced education that values creativity, science and community.
 - a. **Proof points:** Our students get to experience a hands-on approach to learning. Examples: History – track war heroes through Europe, SJPS – learn conflict management skills in Italy, CYS – develop child advocacy policies and influence federal policies, PIR – trace the cocoa supply chain through Ethiopia and so much more.
 6. **Faculty who are experts in their subject matter:** King's faculty is top notch and because of their expertise, our students' minds will be challenged throughout their university career.
 - a. **Proof points:** List of faculty and their areas of expertise. Often called on by the media to offer their opinion, conducting research in areas that will challenge the status quo and make the world a better place.
 7. **Desirable city offering job opportunities:** King's University is in London, ON – one of Canada's fastest growing cities and home to numerous industries.
 - a. **Proof points:** London is known as the hub of talent in Southwestern Ontario and is a place where students can explore exciting careers in fast growing sectors such as agri-food, advanced manufacturing, digital media and tech, Health and much more. London is projected to have 40,000 open positions in the next 5 years.
 8. **Safe campus:** King's University is nestled in Old North London, ON. Old North is one of London's most distinguished, picturesque and safe neighborhoods, offering a blend of historic charm, natural beauty and academic vibrancy. It is the ideal spot to learn, think, and collaborate with friends.
 - a. **Proof points:** Low crime rate, lots of green space, affluent family-friendly neighborhood.
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Creative Strategy:

King's is re-building. Although we have grown in applications in 2025, we experienced a decline in applications between 2020 and 2024. We must achieve our enrolment goals by increasing awareness as a university of choice (first choice) not just in London and surrounding, but in the GTA and other Canadian cities as well as select international countries and regions. Both domestic and international audiences have very little knowledge of King's.

We must engage future students and their influencers by appealing to their need for a “personalized experience with a purpose”. We must communicate how King's is different from other post-secondary institutions (both large and small) through its commitment to academic achievement that is shaped by the students' aspirations and interests and supported by a university that, because it is small, acts as a community and cares about the experience and outcomes of all our students.

We want our target market(s) to be curious about King's and to want to learn more about King's from various sources: website, virtual tours, recruiters, ambassadors and when possible, in-person tours. Our target market must have a consistent experience (tone, look and feel) across all touchpoints so that when they engage with King's, they recognize they are engaging with King's.

While King's may be small, the creative expression of our message must break through. We will never have the resources of our larger competitors so our attraction efforts must optimize the impact of our investment. Digital channels will dominate King's campaigns with a potential OOH campaign in targeted high schools.

The campaign must be adaptable to international markets as we will be recruiting internationally.

Key Performance Indicators:

1. Year 1 Undergraduate Enrolment: 1,000 domestic and 121 international for September 2027
2. Visits to Kings.uwo.ca : increase +15%
3. Awareness of King's University College among university intenders (aided): increase 28% (+2 pts)
4. Additional KPIs TBD

Brand Personality

Welcoming
Caring
Humble
Confident

Budget

See RFP for details.

Timeline

We are aiming to launch the final creative in market mid-October. Please refer to the RFP for timelines.

Key Words: supportive, small campus environment, holistic learning/personal growth, preferred access into graduate programs, small class sizes/connection