

inspire & impact

RESULTS THROUGH **MARKETING**

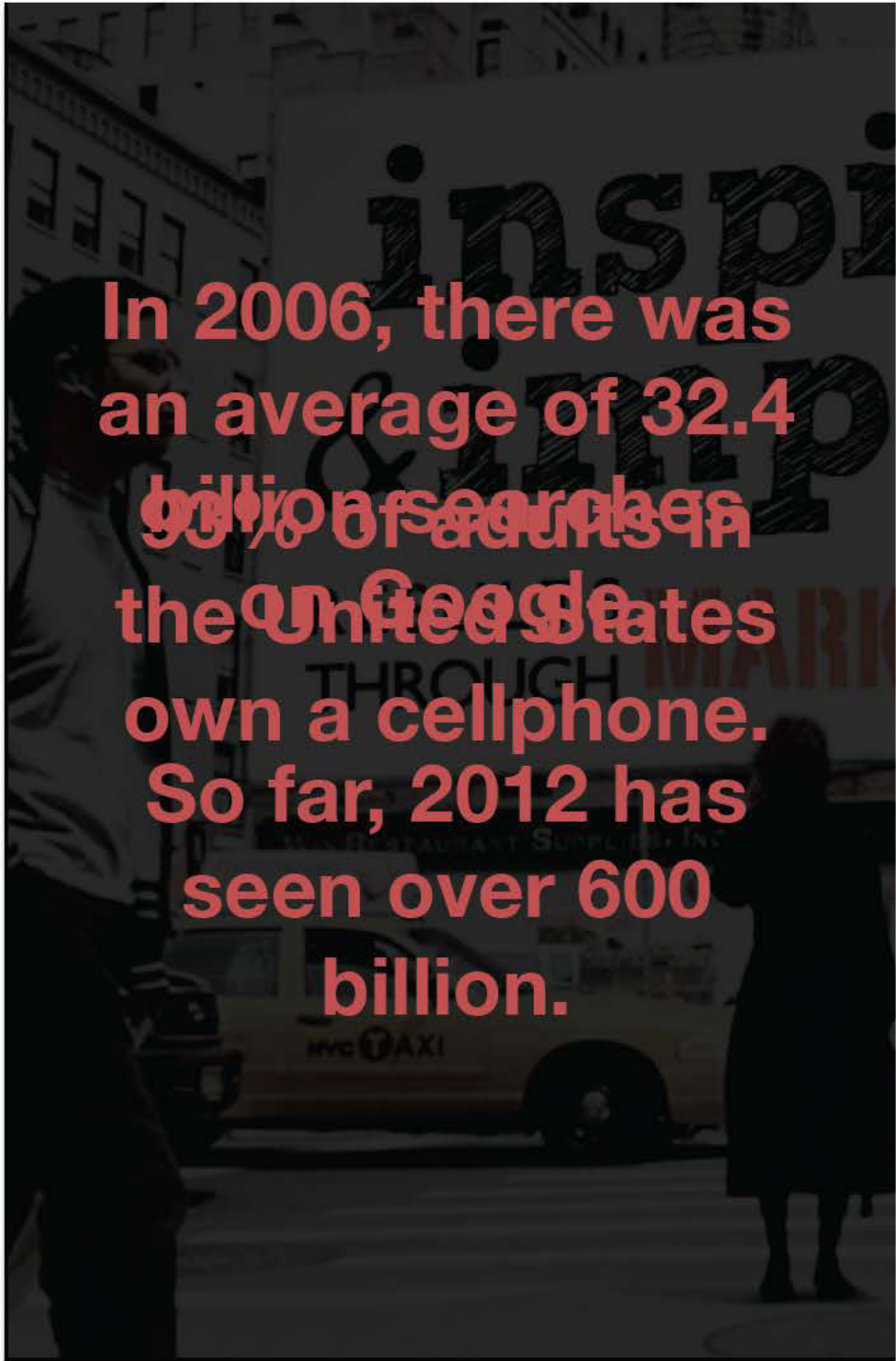
to market
KENNEDY SPENCER
from mind



We live in a
COMPLICATED
NOISY crowded
world.



The numbers
are
staggering.



In 2006, there was
an average of 32.4
billion searches
93% of adults in
the United States
own a cellphone.
So far, 2012 has
seen over 600
billion.



A long time ago



1704



1895



1929



1992



2000

HISTORY OF SHARING INFORMATION

Word of mouth

Print/
Out-of-home

Radio

Television

Internet

Social Media

2012 & BEYOND



2012 & BEYOND

World of Mouth



SOCIAL
MEDIA BY 2020



MOBILE
COMMUNICATION
the mobile

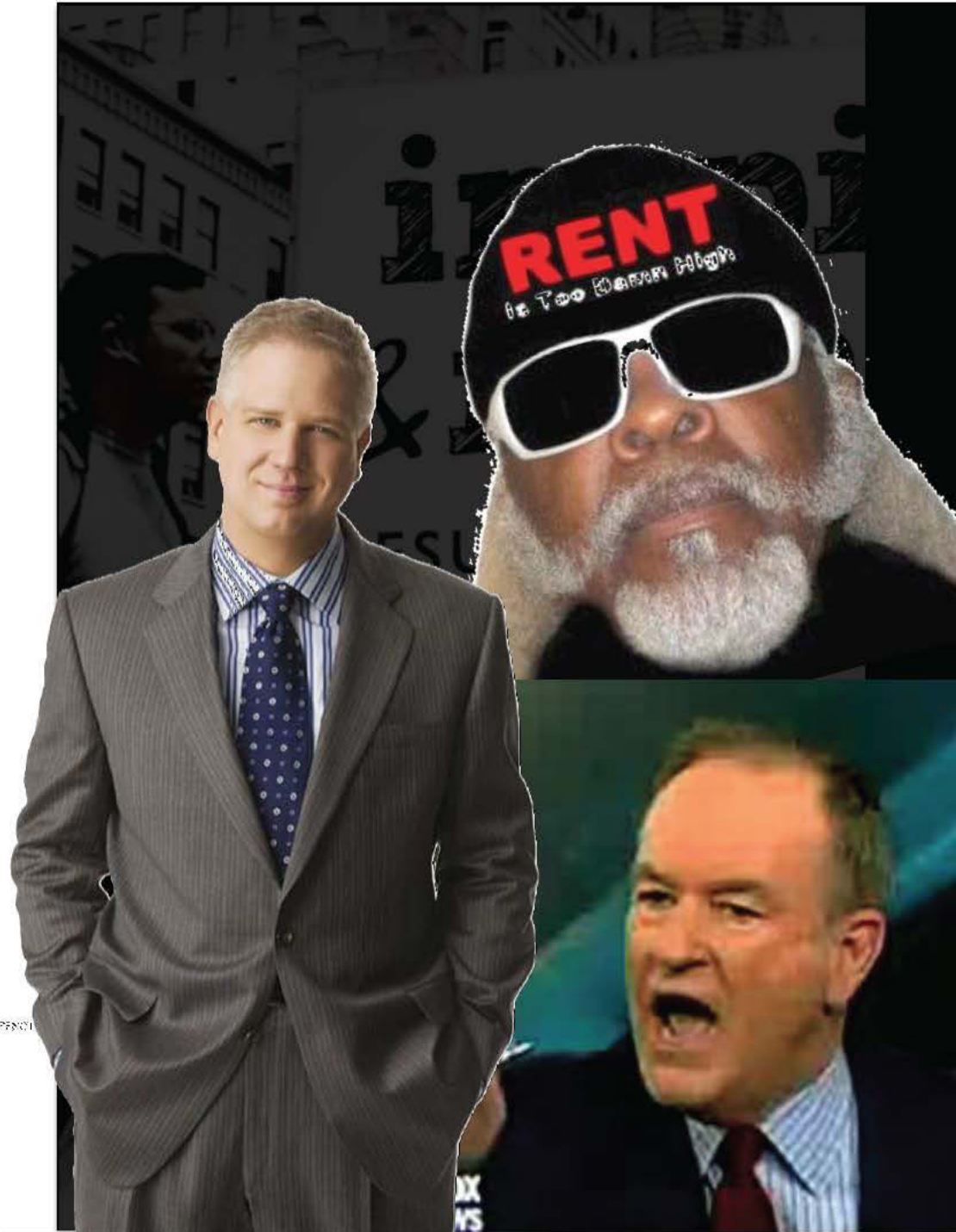


world's primary
connection tool

To cut through that clutter, people get ANGRY, act as renegades, are controversial, or throw money at a MULTITUDE of communication channels until the message is heard



© LIVE SPENCER





The best causes,
organizations and
companies – the best
MESSAGES
BRANDS have
connected through:
MATTER MORE
THAN EVER!



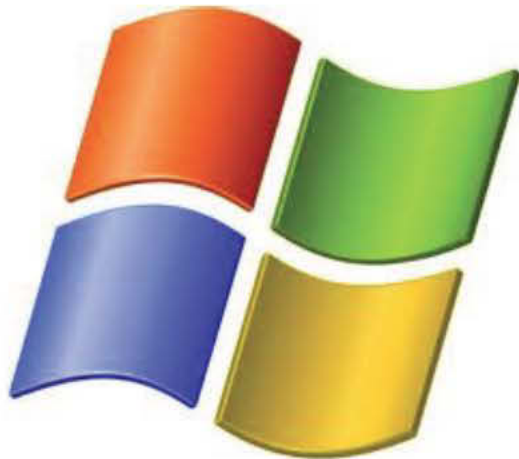
Values



bp



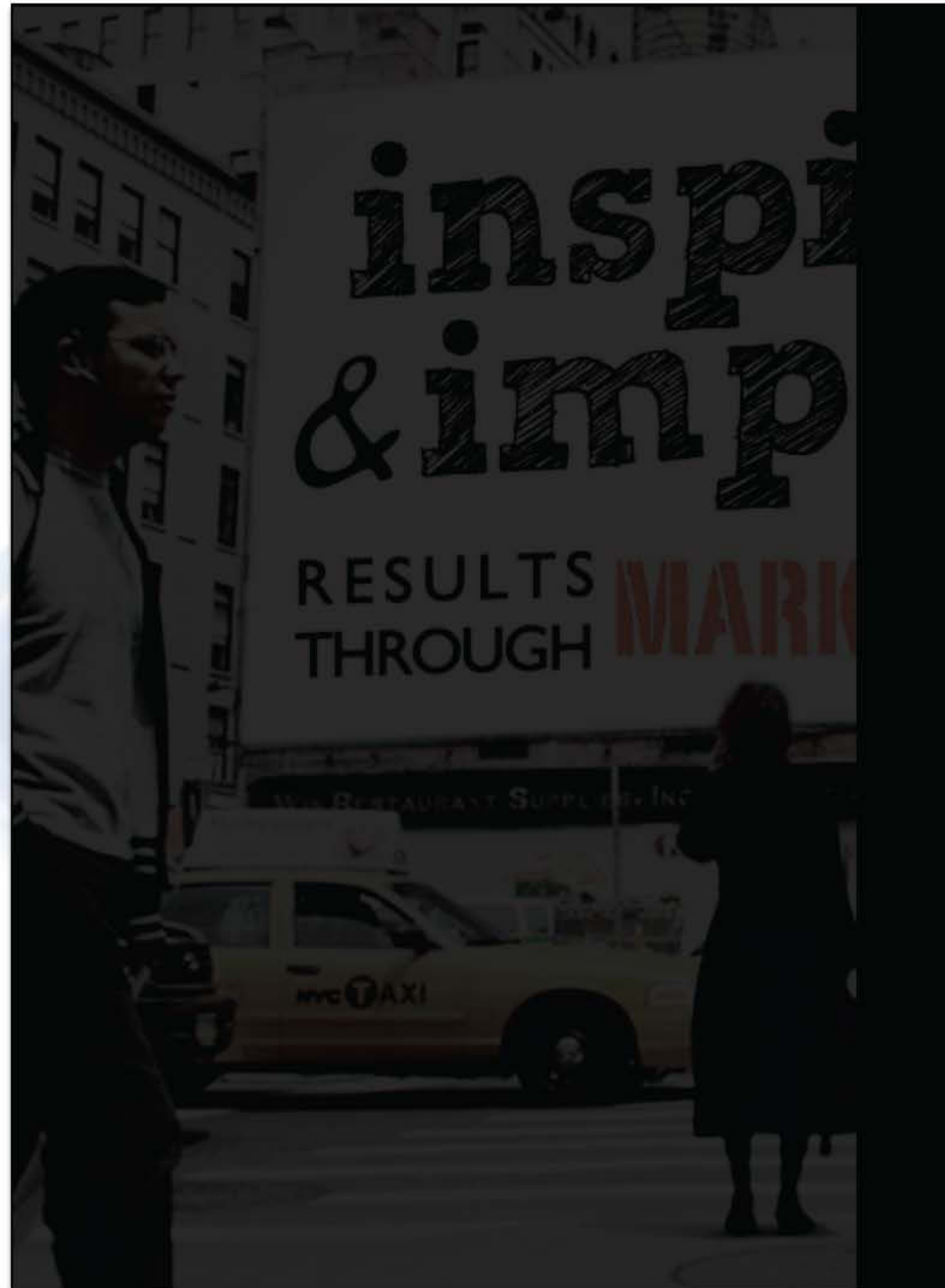
PBS



The Good News:

You don't have to connect with 500 million people to succeed.

You need to start a ripple effect.



MESSAGE
MATTERS
MOST!

to market
KENNEDY SPENCER
from mind



"This is your
brain on
drugs."

"Change you
can believe
in."

"I have
a dream."

"Expect more,
pay less."

"Think
different."

"Got milk?"

"Just do it."

Facts

- Emotions drive 85% of decisions (any decision!)
- Values sustain relationships
- Rationale attributes are important, BUT they don't trigger action.

Proof Every Day

- 10 proposals submitted
- 8 thought they followed directions

WHAT TRIGGERED THE DECISION?

- 6 really followed directions & met the “criteria”

- 2 received funding

- Why?

“I really believed in what they were doing. I saw the WOW.”

– National Charter School Foundation

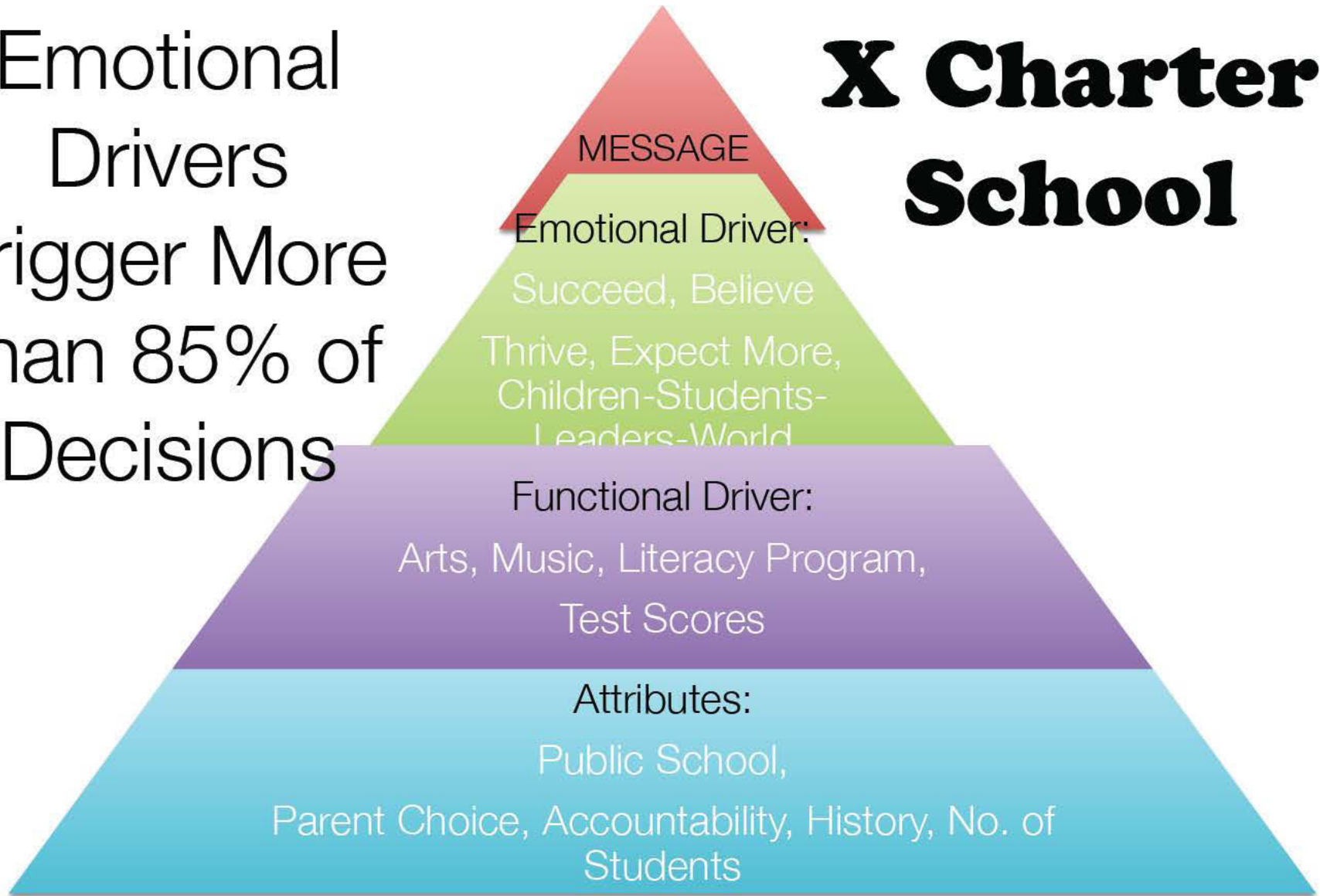
Foundation Example

- *“I BELIEVED in you....”*
- *“I review 10 proposals a week; this one had the facts that proved they could succeed and the **PASSION** that **MADE ME CONFIDENT** the program would work”*
- *“It was one thing to prove what happened because of the school, **QUITE ANOTHER TO SEE** what wouldn't have happened without them”*

Which of
YOUR
Messages
Matter
Most?

Emotional Drivers
Trigger More than 85% of Decisions

X Charter School

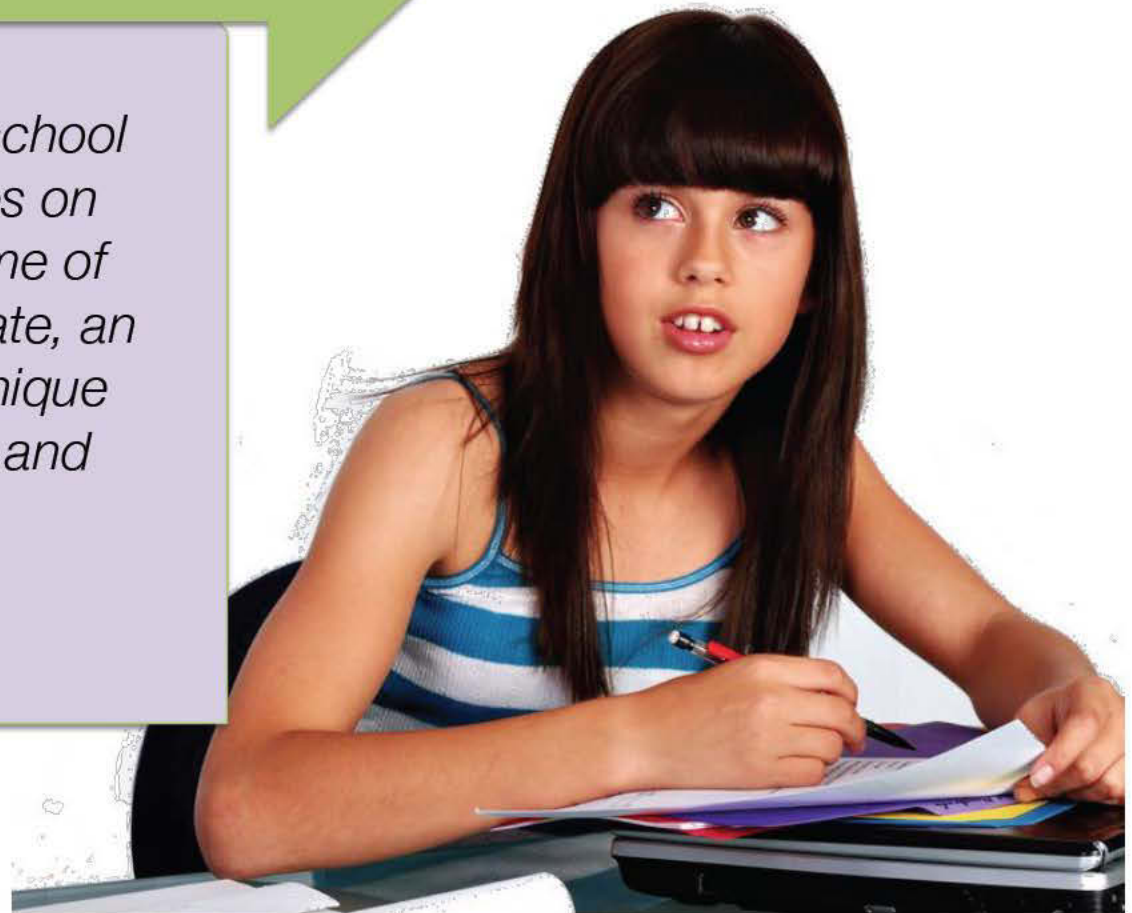


Connect Your Messages!

The Original Message

X Charter School

Founded in 2005, X charter school is a public school that focuses on the whole child. We have some of the best test results in the state, an arts and music program, a unique literacy and reading program and high percentage of English language learners.



The Message

X Charter School

*What's Wrong With
That Message?*

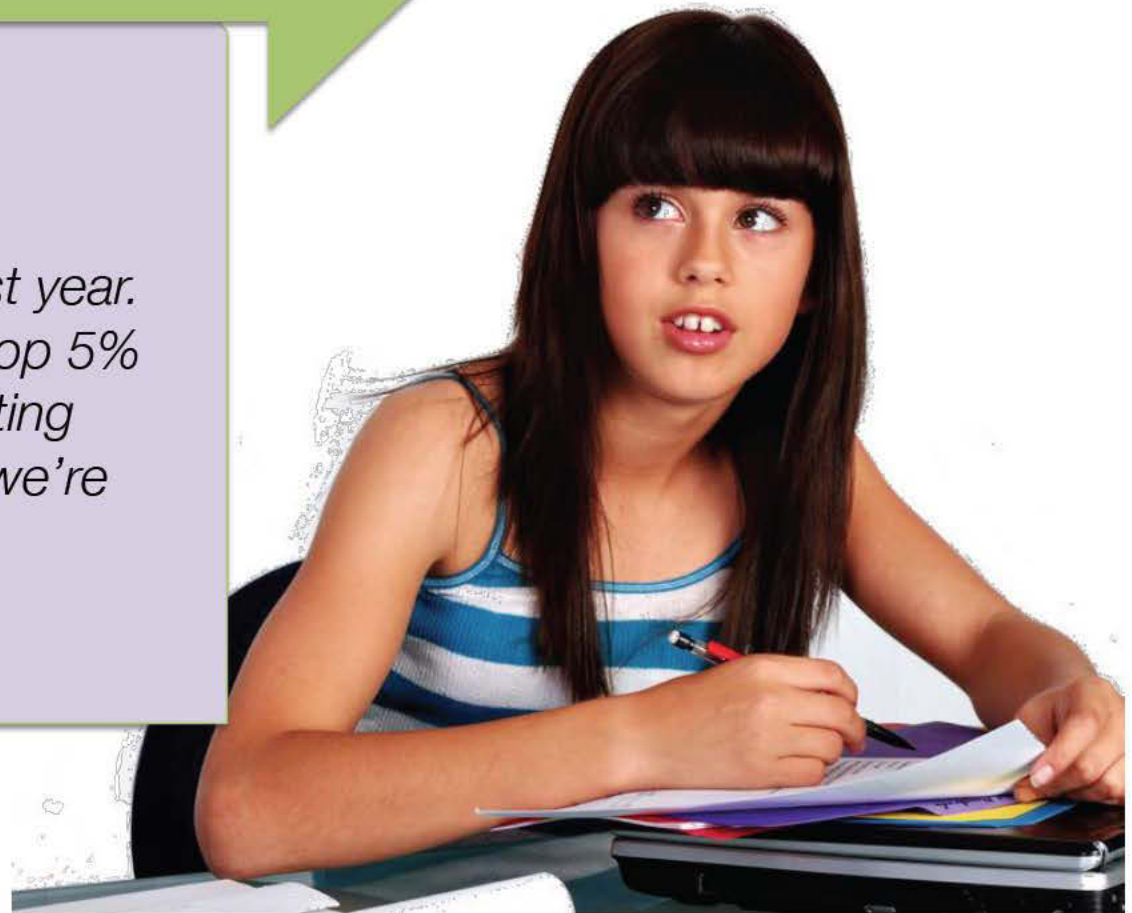


A Better Message

X Charter School

The Only Thing We Don't Respect? Status Quo.

Anna Lopez couldn't read last year. This year, she scored in the top 5% of the country. We're not betting Anna will change the world, we're making sure of it.



A Better Message

School+Students

*Meets the Needs
of the “World”*






We Believe

- Every child has the ability to succeed.
- Education is the creation of scholars for life.
- Great education is about the quality of learning – success is more than just the scores.
- We must have courage and confidence in everything we do.
- There isn't just one way to solve a problem.
- Every member of the BCSE family is responsible for its success.





"Education is not the filling of a pail, but the lighting of a fire."
- William Butler Yeats

- One of only three NYC charter schools to receive an "A" grade
- Test scores ranked among the top city and state-wide results
- Awarded Partnership for Innovation teacher incentive grant
- Ranked NYC's #1 Performing 5th Grade Class

We believe...

Education is teaching students to be "scholars of life."
 Every child has the ability to succeed.
 Great education is about the quality of learning.
 There isn't just one way to solve a problem.
 We can't be afraid to fail.
 Every member of the BCSE family is responsible for its success.





**BRONX CHARTER
SCHOOL FOR EXCELLENCE**
EXPECTING EXCELLENCE FROM OUR CHILDREN

Main Office
1960 Benedict Avenue
Bronx, NY 10462
Tel: (718) 828-7301
info@bronxexcellence.org

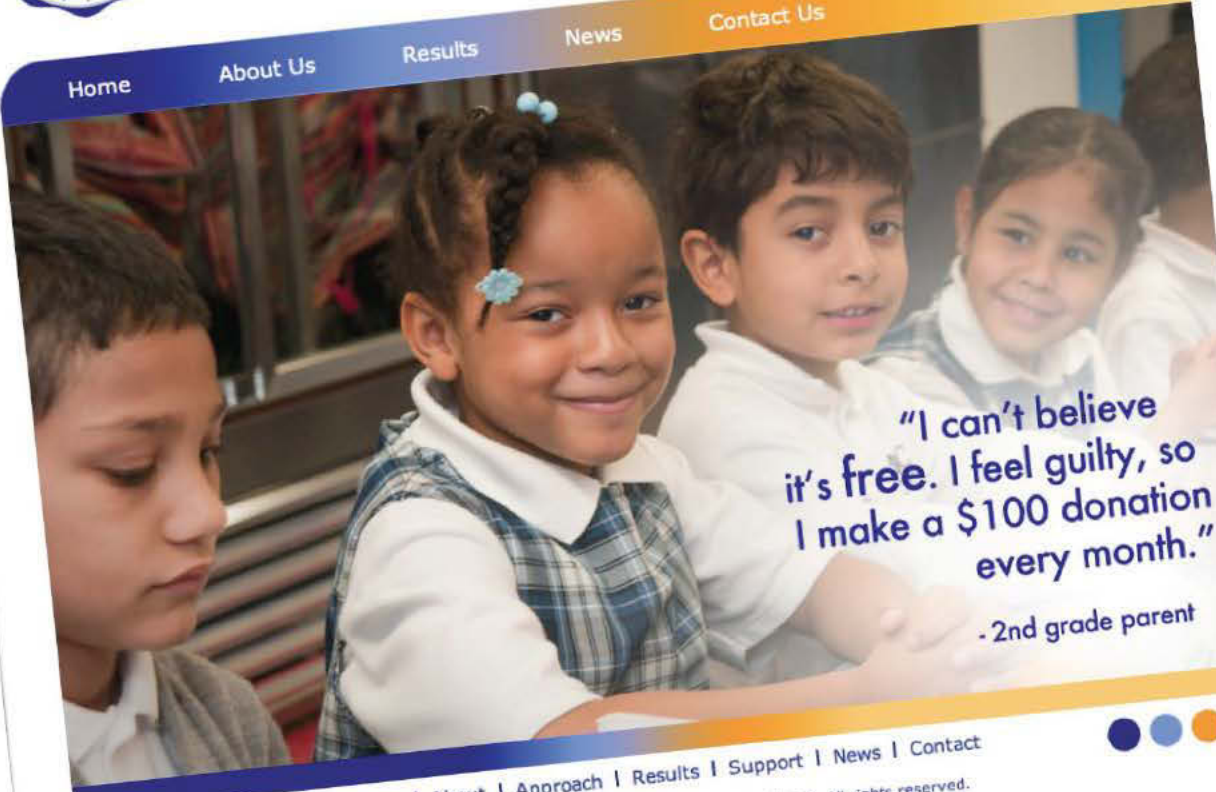
Home

About Us

Results

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**"I can't believe
it's free. I feel guilty, so
I make a \$100 donation
every month."**

- 2nd grade parent

Home | About | Approach | Results | Support | News | Contact

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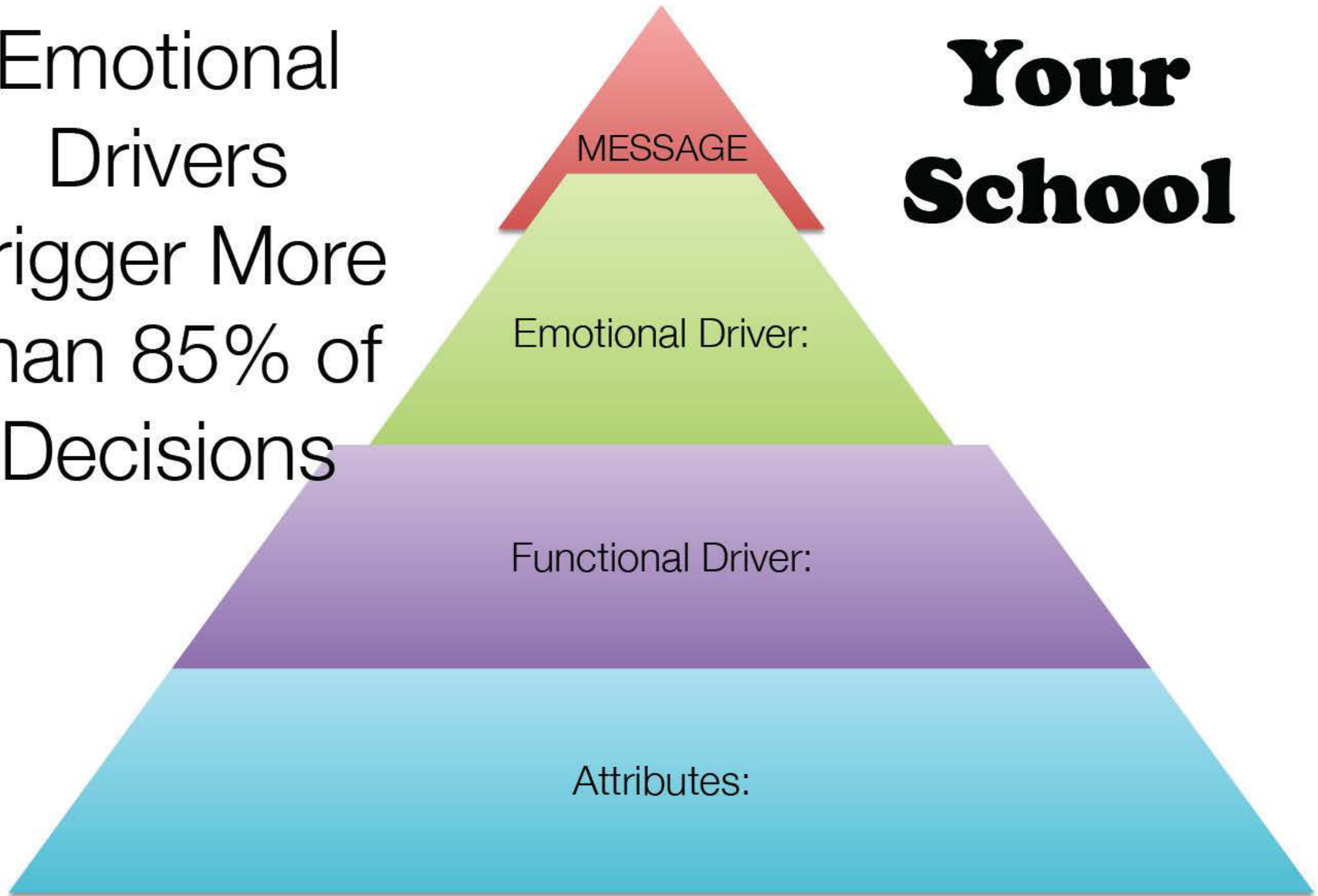


BREAK-IN

- Key attributes
- Functional drivers
- Emotional drivers
- Key message



Emotional Drivers
Trigger More than 85% of
Decisions

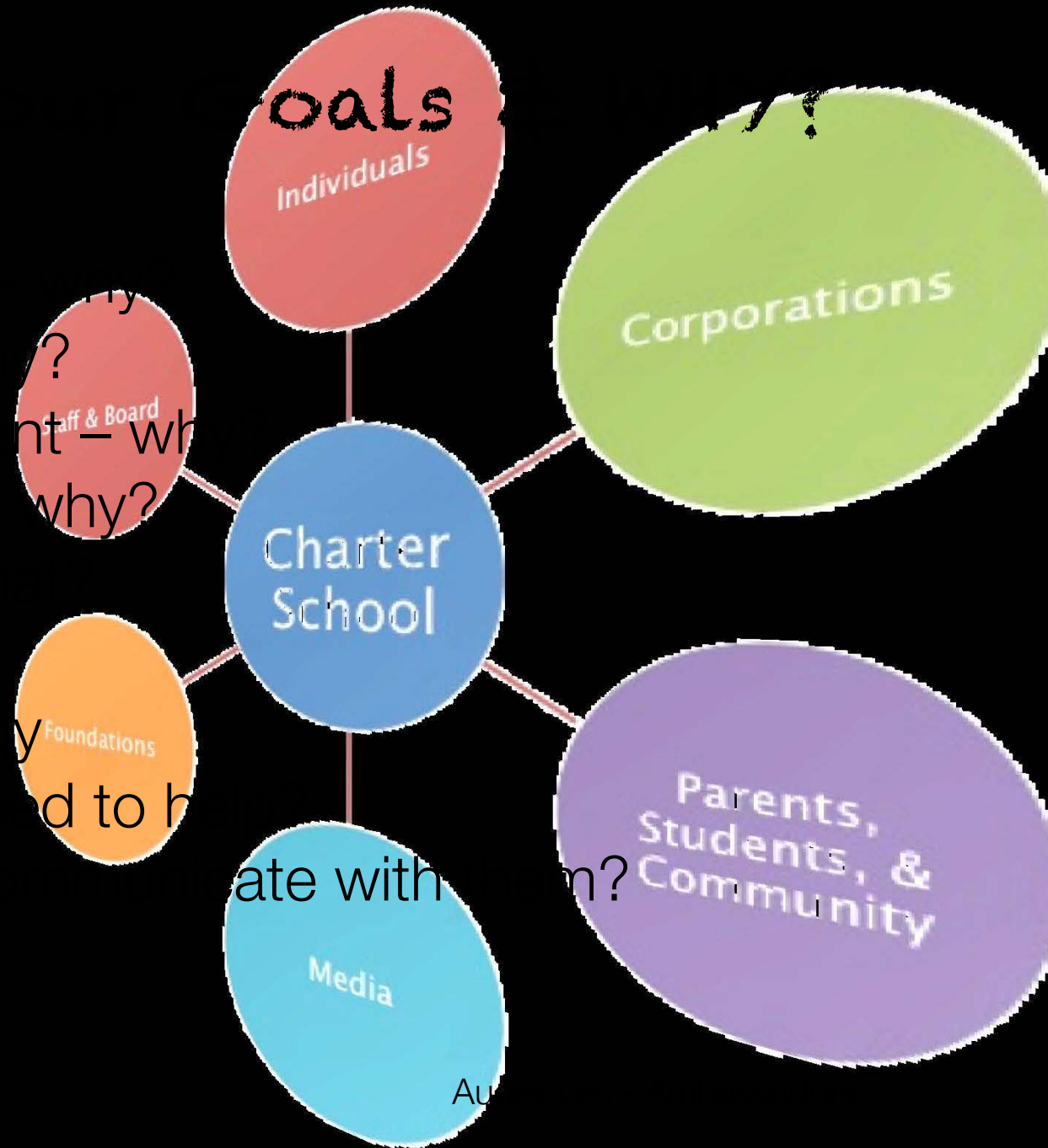


**Your
School**

What Are

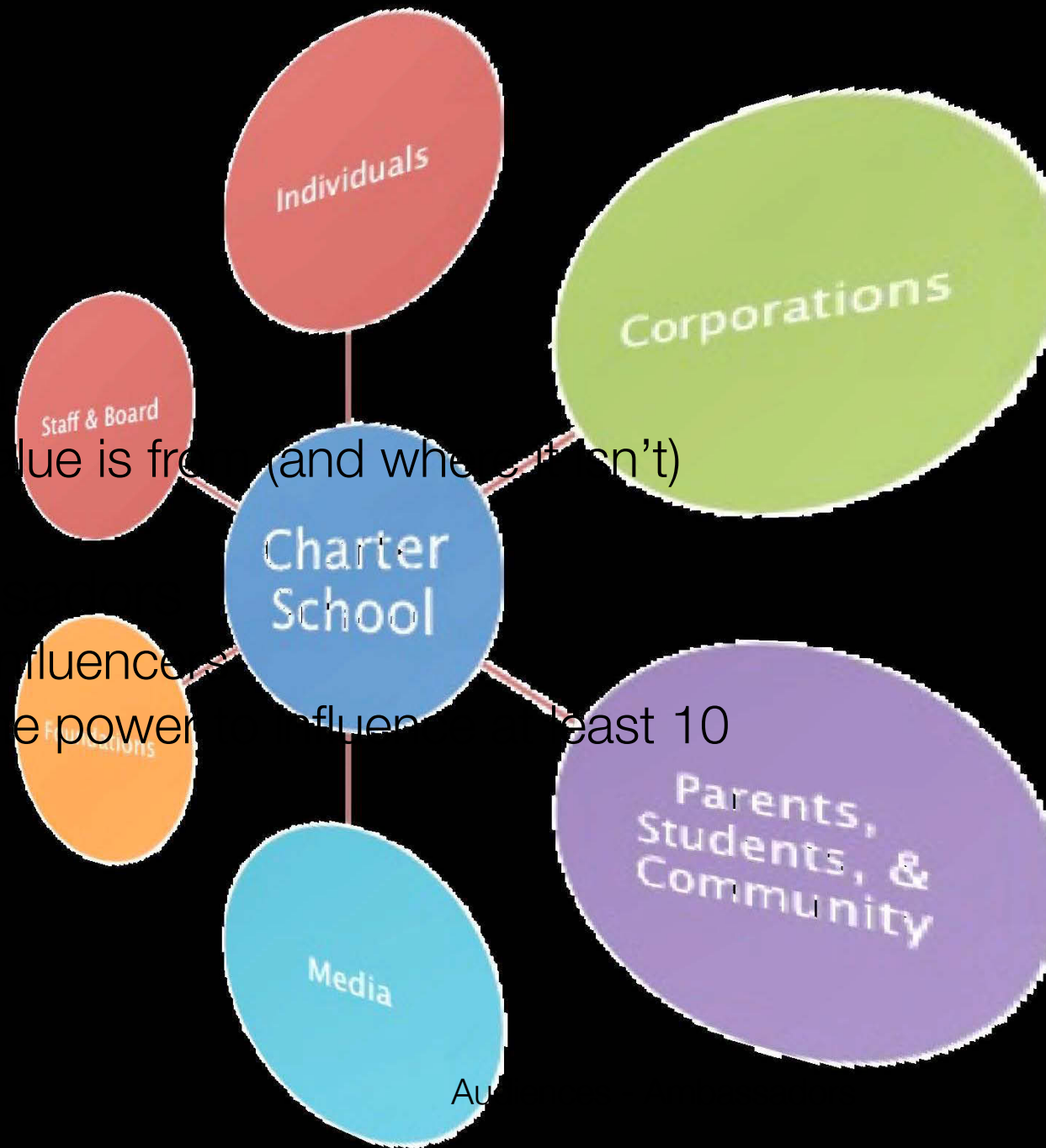
- Raise awareness
- Raise money
- Increase recruitment
- Solve a problem
- Solve a crisis







- Determine strategy
 - Who do you need to help?
 - How will you communicate with them?




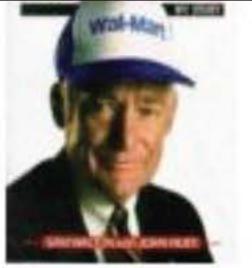





- Goals
- 80/20 rule
- Prioritize audience
 - ✓ Know where the value is from (and where it isn't)
- Identify your arm
 - ✓ Online and offline influence
 - ✓ Those who have the power to influence at least 10 others
- Determine strategy



	Foundation (25%)	Individuals (25%)	Media (5%)	Parents & Staff (25%)	Company (5%)	Elected Official & Community (15%)
Triggers & Values	<h1>Audience Analysis</h1>					
Vehicles						
Poster "Person"						

Insights Example: Values of the Affluent

	Unmistakable Affluent (14%)	Understated Affluent (20%)	Tasteful Affluent (8%)	Dependable Affluent (14%)	Economical Affluent (21%)	Practical Affluent (19%)
Key Personal Driver	Suit my personality	Avoid unnecessary attention	Won't cause me discomfort	Perform as intended	Value	Practical
Values	Bragging rights to everything except value	No one notices I have really good stuff	I feel best when I have the best	I feel best when I am doing the "right" thing	Bragging rights to the best value	I feel best when things work
Poster Person						Millionaires next door.

Consumption Patterns

30.0

22.5

15.0

7.5

Media Consumption % of Executives	
Online media	75%
Industry trade journal	43%

National & local newspaper	31%
General-business publication	25%

Digital Media Consumption % of Executives	
Use cellphones	91%
Use wireless internet connection	59%
Use digital cable	29%
Listen to webcasts	77%
Read blogs	55%
Watch streaming video	56%
Listen to podcasts	41%
Contribute to blogs	25%
Belong to social networking sites	20%
Participate in virtual worlds	12%
Own a blog	9%

Example: C-level Executives

- Heavy consumers of Print and Online Business and Lifestyle Media

Example: C-level executives

Executing Success







- Goals & Budget
- Three Audiences
 - What triggers them to act?
 - Where do they readily (and credibly!) consume information?
- Theme & Messages
- 3 to 5 tactical executions
 - Bring the audience to the school & school to the audience



BREAK-IN

- Message
- Strategic priority (ies)
- Two key audiences
- Triggers & values
- Two key vehicles (how will you reach them?)



	Foundation (25%)	Individuals (25%)	Media (5%)	Parents & Staff (25%)	Company (5%)	Elected Official & Community (15%)
Triggers & Values	<h1>Audience Analysis</h1>					
Vehicles						
Poster "Person"						

The Big "Bang"

- Start with a Big "Bang" Idea
- Generate momentum around your campaign
- Excite audiences; ready audiences for information
- Video, school event, website, viral video
- Follow-up is critical!



Executing Success

- Physical environment is often most important!
- Communicate message visually
- Does it feel ALIVE?
- Student tours, performances
- Does the school represent your message?

*"I want to see for myself the feel of the school;
its success."*

- Tiger Foundation representative





Five horizontal banners
10 ft. x 2 ft.

One banner for each of the school's messages



Six vertical banners
2 ft. x 7 ft.

One banner for each character pillar





Photos can be in either B&W to highlight the artwork/pillar or be in full-color





SBCCS Logo with student photo



SBCCS Logo with collage of student photos

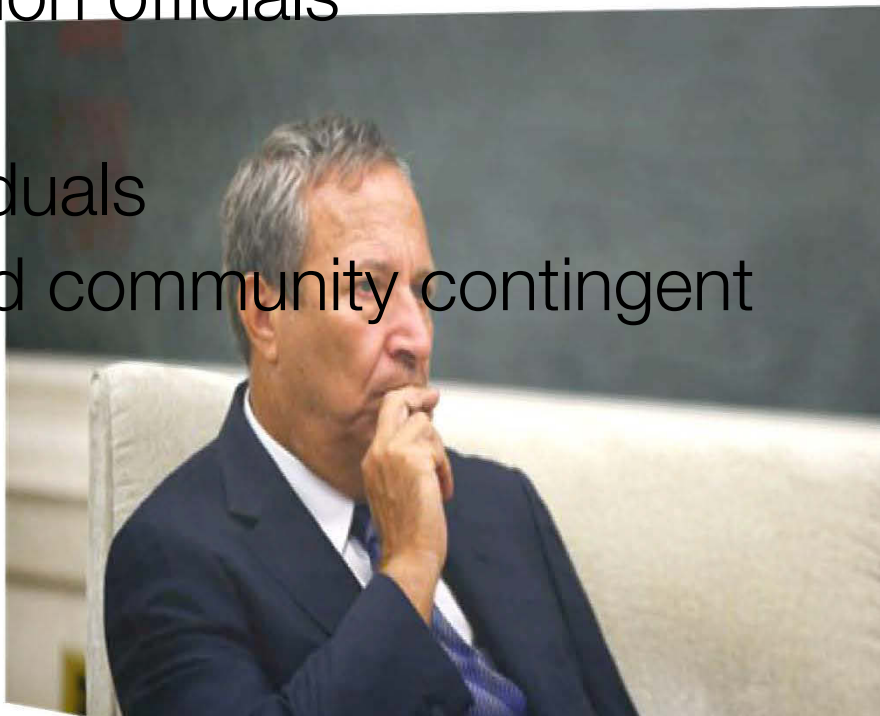
Ambassadors

- Board, staff, parents & community are your most effective ambassadors
- Create value & community for them to help ensure they help market the school
 - “Six degrees campaign”
 - Develop “tool kits” that highlight information & key messages
 - Cross-functional parent/teacher/staff communities
 - Public speaking – formal and informal
 - Social networking



Media Ambassadors

- Simple, engaging press kits; video
- Create “news”
- Ensure events include news & media-worthy partners
 - Elected & education officials
 - Artists
 - Celebrated individuals
 - Strong parent and community contingent
- Consistent



Social Media Strategy

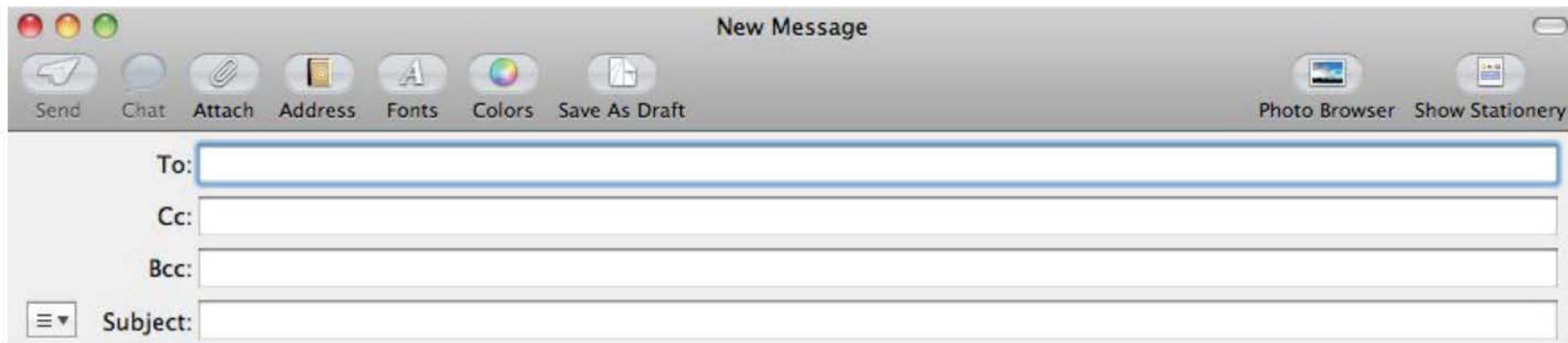
- Consider your approach
 - WHY social media?
 - Tell one story
 - Contests work!
- Engage, Engage, Engage!
- Connecting to links and other sites will raise your “popularity”
- Fansite vs. non-profit site
- Student blog



Simple, Consistent Contact

- Constant Contact is a great resource
- Very simple, monthly updates
- Look & feel must be consistent
- A picture is worth a million words
- Video clips are even stronger, but be careful of size requirements



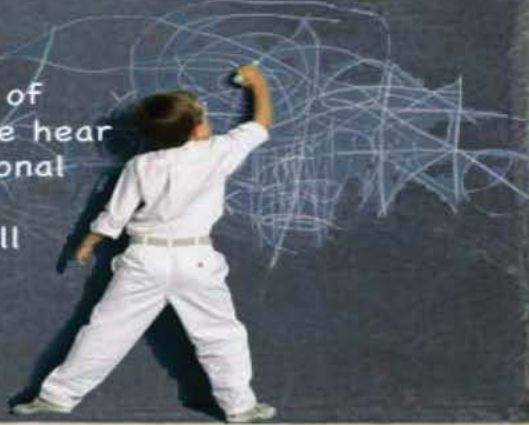


Lavelle Prep Charter School

Email Communication

Wednesday, Nov 12 from 6:00 – 8:00pm
SI Community Board 2, Sea View Hospital
460 Brielle Avenue
Staten Island

We hope you can join supporters of Lavelle Prep Charter School as we hear Ed Knight's personal and inspirational journey of recovery from mental illness. Ed serves as a model to all those affected by mental and emotional disabilities, as well as those who stand by them. An evening not to be missed.

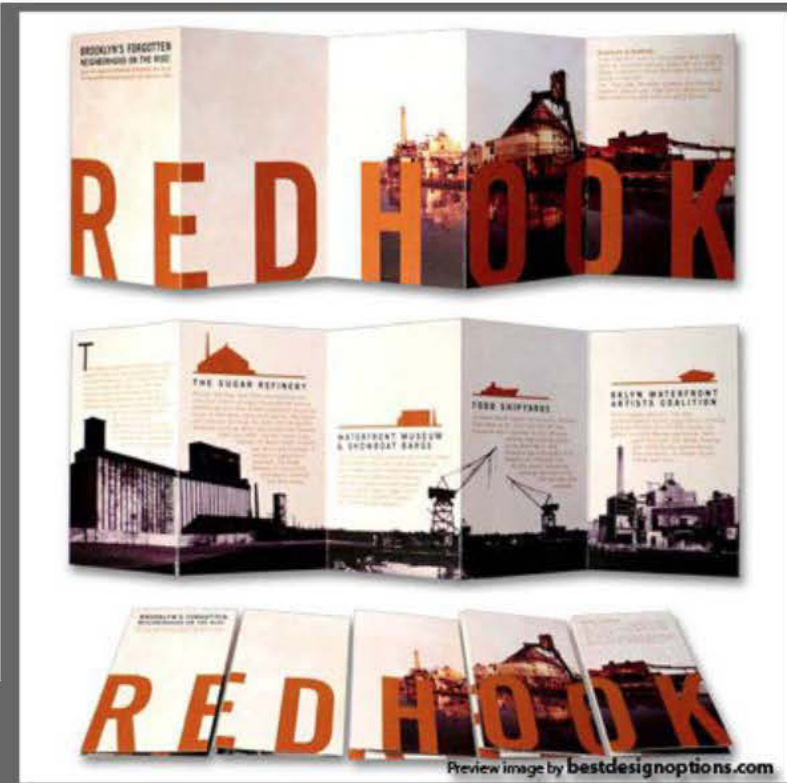


Fulfilling the College Promise

Website & Online

- Home and team page most viewed
- Clear, simple, “mobile-ready”
- Very simple video on home page
- Easy to navigate, support, give & engage
- Rule of thumb: 2 clicks away
- Where’s the WOW?!





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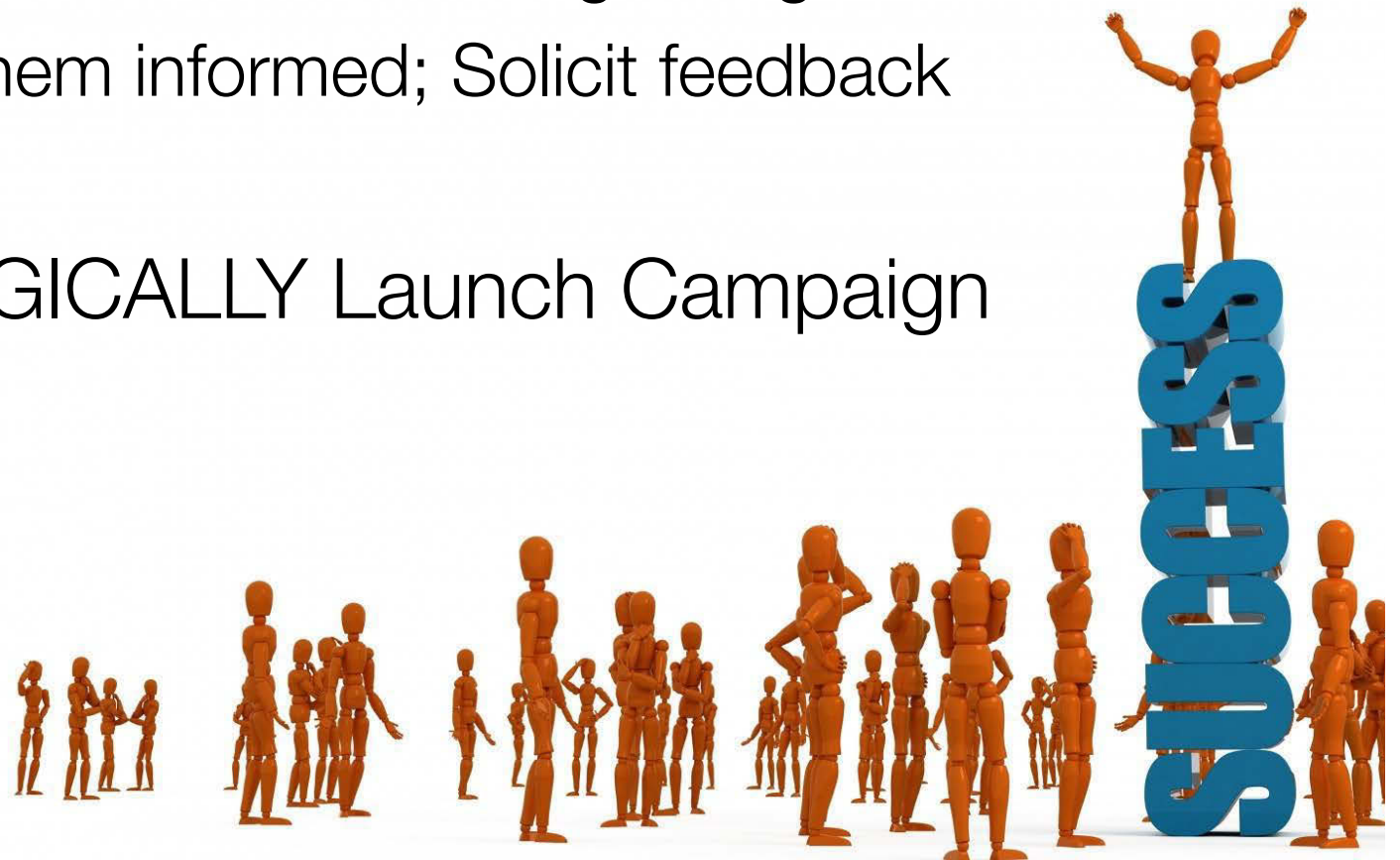
Review image by bestdesignoptions.com



Review image by bestdesignoptions.com

Executing Success

- Ambassadors
 - Arm them with the messages & goals
 - Keep them informed; Solicit feedback
- STRATEGICALLY Launch Campaign



REMEMBER

- Message Matters Most
- Determine Goals
- Identify & Analyze Audiences
- Start with The “Big Bang”
 - Trigger the Emotion
- Follow-up is Critical
 - Build and Sustain the Value

THANK
YOU!

Kennedy Spencer

to market
KENNEDY SPENCER
from mind



to market™

KENNEDY SPENCER

from mind...

contact@kennedyspencer.net

646 290 8242

<http://www.kennedyspencer.net/>

381 Park Ave. South Suite 1119 New York, NY

