

[Leah] Hello everyone this is our team pitch for the ROC 2025 campaign. We really appreciate you taking the time to watch a video and wanna start out by introducing ourselves.

[Lauren] Hello everyone, my name is Lauren Tompkins. I'm project manager and videographer. My major is graphic design and I'm minoring in advertising publications. I'm a 3rd year...and I'm also from Hamden, Connecticut.

[Max] Hey guys my name is Max Gloskey I'm the team researcher. Um, I'm a 4th year packaging science student with an immersion in advertising and public relations. And I'm originally from Webster, New York.

[Mary] Hi I'm Mary...uh I'm the Copywriter. My major...I'm a 4th-year advertising and public relations major. My minor is Psychology and I'm from Long Island, New York.

[Leah] And my name is Leah Kramer I am our team's art director. My major is new media design. I have a minor in advertising and public relations. I'm a fourth-year and I'm originally from Syracuse, New York.

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[Leah] So Roc 2025 is an organization that focuses on the economical growth of the Rochester area which is why they came to us because they're having the problem that with so many graduates from the Rochester area every year very few of them stay in the area there's 19,000 graduates from 19 different colleges and with only 34% of them staying that's not really a statistic we like. So the question this had us ask ourselves is how do we convince college students to stay in the greater Rochester area after they graduate. Rochester has so much to offer so it's really just a matter of convincing people and informing them that it's there. So with all this in mind, we decided to focus on current college students as well as recent graduates because they're the ones most likely to have some sort of connection to Rochester and will be convinced to stay.

[Max] we um began conducting research on the key publics um with primary search and secondary research um the primary search in the form of a survey. As well as conducting numerous interviews to kinda get a feel for the thoughts and opinions of students in the Greater Rochester area. And most importantly we wanted to find out what kind of draws recent graduates to and from certain areas. So um the most important factors that was stated with 84% of people um in influencing their future plans was job opportunities. Um, this was really no surprise for us. We come to school trying to get a job. So obviously we don't wanna go somewhere that we won't be able to get a job...that will play us well and um give us good careers.

So it's important to note that 47% of people weren't aware of what's available for jobs in Rochester. Um so this could lead people to believe that Rochester is lacking in opportunities for them. And staying here could potentially inhibit their professional development. Um so as I

kinda mentioned briefly earlier um job pay was important to 65% of respondents in our survey we don't wanna be living paycheck to paycheck in job paying quality of life and job pay and quality of living kind of go together.

So following closely behind job pay was the cost of living is not expected that we're gonna make a ton of money when you get right out. So luckily for us, Rochester has a low cost of living so we can have a high quality of life for less pay...as recent graduates. Um so lastly weather was kind of high importance to people. 56% of respondents said it would influence them and where they go. This is kind of important because it is something we can't change but it's important to address because it is important to so many people so we can probably kind of skew this and show what Rochester has that might not be available in other areas.

What kind of comes after pay and professional development would be pay and social area in entertainment. Um, Rochester has plenty to do so there's really no shortage of it um 31% of people said they weren't aware of activities that are going on. Um and although that this isn't as big of a factor is it still important to be for people to know these activities because 40% of people said that it would influence them and where they stay. So it's worthwhile for us to promote what's here.

So only 25% of people um said they didn't explore the Rochester area all and then the other 75% were varying degrees of exploration. So some had explored a lot but the vast majority other 75% um explored a fair amount but not too much. Um, so there's always more to see and do here. There's a lot of opportunities there and not surprisingly when asked 66% of respondents said they'd be interested in learning more about what's here in Rochester for them. Um, this kind of encouraging because people aren't necessarily counting out Rochester as an option... they just don't know it's here so they don't wanna commit too too much. As for secondary research, it really just backed up the primary research that we found out in our surveys and interviews. They really went right together and kind of showed the exact same data. So that is reassuring to us.

[Mary] So for our campaign, we had our position be "The city for any lifestyle" This is to emphasize that we have a small-town feeling even though we are a city because of all the community from all the colleges in the area. Our task goal is to increase awareness and participation with local activities within the Greater Rochester area. Our reputation goal is to increase knowledge of resources available from Roc2025. And our relationship goal is to raise awareness of entry-level jobs in Rochester.

Our objectives are to sell 100 tickets to a ROC 2025 college event. To increase visitation to ROC 2025 platforms to 20 monthly visitors by 2021. And increase impressions of entry-level job postings by 20% over the course of 6 months.

And our tactics are, our interpersonal uh interpersonal communications tactics are special events and information exchange. Information exchange would be like to have a pop-up table on a college campus. And providing information. Media tactics would be social media and electronic media. This would be over Instagram, Facebook, and LinkedIn. Our new media tactics we have event listings, email release social media release. We know that on LinkedIn we have the most activity. But we do want to improve Instagram and Facebook and release more stuff on those platforms as well. And for our advertising and promotional media tactics, we have electronic media and promotional media so promotional items could mean things like water bottles, tee shirts, you like all those fun stuff that students really like to have.

[Lauren] So based off of everything our group just said we decided that we wanted to make a campaign and have a special event so college students could get involved with what Rochester has to offer. So our plan is for Roc 2025 to um sponsor a Explorer Rochester fair. It would be a 3-day event to show college students, we know, all the opportunities Rochester has to offer. The first day we would want to do a scavenger hunt. This event would take place on a Friday afternoon when most students are out of school. Roc 2025 would partner with the 19 colleges we had mentioned before to provide transportation. We found that college students sometimes don't have cars so um that would be our goal for providing transportation and especially how this event would go is students would come together with their friends and create their own group and the goal would be for students...would go around on finding different checkpoints that are within the Rochester city. And wanted to place this around a 10 block radius so students wouldn't have to travel very far.

The objective of the game would be to complete all the tasks and find all the items in the different checkpoints. The first 2 teams to win would get a prize at the end. And our goal would be to use the itinerary um for the um event and post them on the Roc 2025 Instagram and so that way participants would have to follow um that platform and then that would entail more engagement over time. And our goal would be to have students explore the Rochester area and what the nightlife is like and be engaged with other college students. So here's just like a general map of where our 8 different locations would be on a couple of long would be on Dinosaur Barbecue...which is in the far left corner. As well as places like the Strong Museum of Play. Which is very popular with college students. Um, also the Little Theater. Um I mean not if not...some college students know about the Little Theater. But it's one of those local gems that you know we want to let other college students to know about. So on day two, we want to do a business fair. I know that plenty of colleges um have their own career fairs but we wanted to do something more of an informal, low pressure, job fair. So we would have um local business, big small and cooperate come in and have tables where this can give away free giveaways, t-shirts, and water bottles. We want them to introduce students to who they are and what they stand for. And all the job opportunities we have to offer in the greater Rochester area. So here's just a small list of the businesses that could be there. Everyone knows Wegmans, um Paychex is also a founded un business in Rochester. Of course, we know Kodak, University of Rochester. Truth

Collective is also another really great business that is an ad agency in the Rochester area. And the last one is Datto.

So for our final day, which would be on Sunday, we want to do a communitywide entertainment event where we have speakers, comedians, music performances, by local bands. And also just some fun little things...so we wanna do give more giveaways. One being like reduced admission tickets to for example The Strong Museum of Play. As well as the science museum has a pit area which is also cool. So we just wanna get more and more engagement with college students so they can picture themselves living here, having a job and you know having a social life, just not related to you know...you go to work, you have a stable income, but you also have something else in that added emotional element. So here are just a couple pictures um for all 3 days we want to have food trucks where students can you know get some local eatery. We have a really good food scene in the greater Rochester area. And the picture in the top right corner is just you know maybe what the Sunday event you could look like. You know people basically laughing and having a really good time with the community.

[Leah] And to, you know, really summarize as Lauren said, people would be having fun, having a great time in the community at these events. They are learning more about what Rochester has to offer and they are able to picture themselves here not just for their career but for their lifestyle for, you know, it to be an enjoyable life for themselves beyond college. Thank You!