Roc2025 Campaign Pitch

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The Problem

19,000 people graduate from Rochester
area colleges every year. However, only
34% of them stay in the area.

There are 19 different colleges and universities in the greater Rochester area.

The Problem

How do we **convince** college students to stay in the Greater Rochester area after they **graduate**?

Key Publics

Current College Students
Recent Graduates

Research

What influences your future plans?

84%

65%

56%

said job opportunities

said job pay

said weather

only 47% of people know where to find full time job postings in Rochester



Many people choose to find jobs in bigger cities Ex. New York Clty

Research

Do you know what there is to do in Rochester?

31%

25%

aren't aware of activities

rarely explore



The most common locations people have visited are parks!

Our Campaign Strategy

Position: "The city for any lifestyle"

Goals:

Task: Increasing awareness and participation with local activities within the Greater Rochester area.

Reputation: Increase knowledge of resources available from Roc2025.

Relationship: Raise awareness of entry level jobs in Rochester.

Objectives:

- 1) Sell 100 tickets to a ROC 2025 college event.
- 2) Increase visitation to ROC 2025 platforms to 20 monthly visitors by 2021.
- 3) Increase impressions of entry level job postings by 20% over the course of 6 months



Our Tactics

Interpersonal communication

- Special events
- Information exchange

Media tactics

- Social media
- Electronic Media

News media tactics

- Direct Information Subsidy
 - Event Listing
 - Email release
 - Social Media release

Advertising and promotional media tactics

- Electronic media
- Promotional items



Special Event

Roc 2025 Explore Rochester Fair

Explore Rochester Fair

A three day **event** to show college students all the **opportunities**Rochester has to offer.

Sponsored by ROC 2025



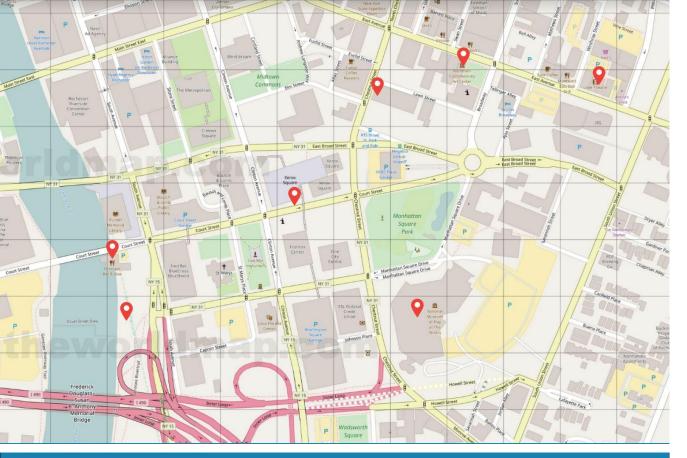
Day 1: Scavenger Hunt

- The event would take place on Friday afternoon when most students are out of school.
- Roc 2025 would partner with colleges to provide transportation.
- Checkpoints would be places around a 10 block radius so student would not have to travel far.

Objective of the game: Complete all the tasks/find the items. The first 2 team wins a prize.

Goal: Have student explore what Rochester has to offer and to be engaged with other college students.

If the itinerary is posted on the ROC 2025 Instagram, participants will have to follow it to participate!



1) Promenade At Erie Harbo

e Center

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- The Montage Music Hall
- 8) Rochester Contemporary Art Center

Day 2: Business Fair

- Lower pressure than a job fair
- Free giveaways from local businesses
- Introduce students to new job opportunities

This is a great opportunity to involve local restaurants and food trucks!

Potential Businesses

- Wegmans Food Markets
- Paychex
- Eastman Kodak
- University of Rochester
- Truth Collective
- Datto

Day 3: Entertainment

- Speakers / Comedians
 - Danny Liberto, Moody McCarthy, Tammy Pescatelli
- Music Performances
 - Ex.Dennis Winge/The Way Band
- Reduced admission to select locations
 - Ex. Strong museum, RMCS Planetarium

Show what a great social life Rochester has!



Intended Outcome

Students **learn** more about what Rochester has to offer, and are able to **picture** themselves living here.



