

## Paper 2022 Brand Campaign

### Background

Paper is a company that provides various forms of academic support to students K-12, from tutoring to homework help.

Paper understands that we have a profound equity gap in education, and the consequences for our children are huge. The most effective intervention for struggling students is tutoring, but most students can't afford it - until now. Through their brand campaign, Paper wants to introduce hope and explain their solution - that Paper offers school districts the ability to provide 1x1 tutoring anytime, anywhere, to all students.

Paper's only marketing tactics prior to this brand campaign were aggressive B2B marketing/sales outreach to decision makers - including email marketing, sales calls, meetings, conference presentations, trade shows, demos, etc.

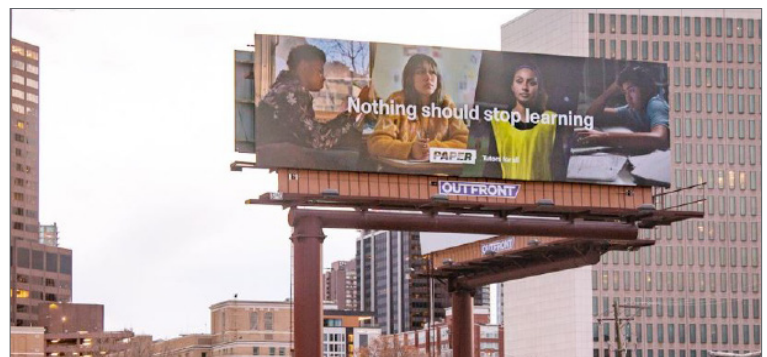
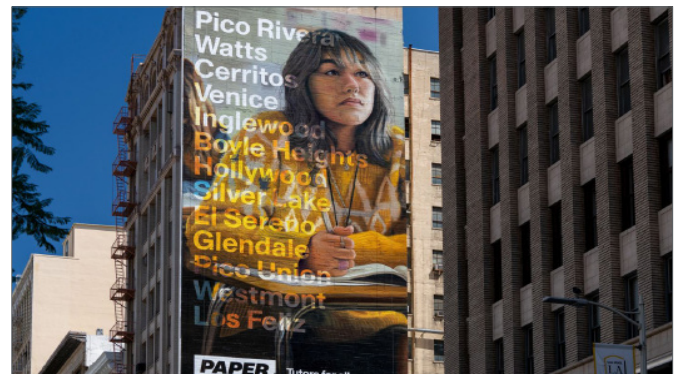
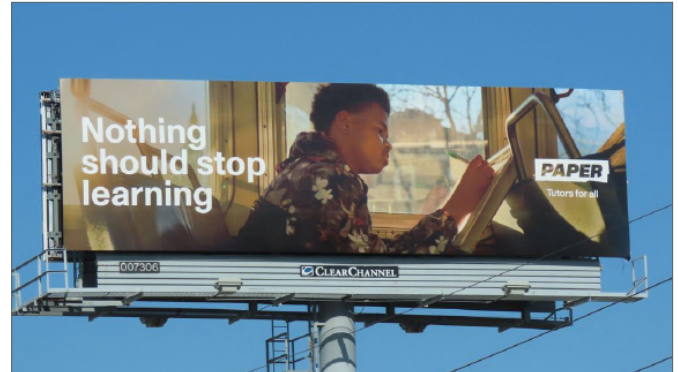
Mediahub and Rapport were tasked with producing a strategic media plan that put Paper on the map, validated the company in the eyes of educators, and put equity in education on the public's mind and part of everyday conversations. Advocacy was a big part of the campaign - making educators and parents aware of Paper's benefits and advocate for it to their school board.

### Objective

The overall objective of the campaign was to drive awareness, usage & advocacy of Paper by connecting with their target audience on a community level, reaching multicultural and underrepresented audiences, and reinforcing Paper's equity values through accessible mediums.

Ultimately, Paper wants to advocate for underrepresented communities and offer hope through their product. Their communications hierarchy was as follows:

1. Show the problem: Paper understands that we have a profound equity gap in education, and the consequences for our children are huge.
2. Identify the need: The most effective intervention for struggling students is tutoring, but most students can't afford it. Introduce hope: Until now.
3. Explain the solution: Paper offers school districts the ability to provide 1x1 tutoring anytime, anywhere, to all students.
4. Validate it: through evidence & stories that validate Paper's approach



The target audience was twofold - public school educators & the community.

Public school educators (K-12 Schools, Teachers and Administrators) – They are public servants. They know there’s an equity gap. They live it every day. The challenge for them is raising and aligning financial resources to help close that gap. They know that tutoring support makes the difference. They assume their district can’t afford tutoring support or that any support they could afford wouldn’t be effective. While there may be a theoretical solution, there isn’t a realistic one. Partnering with Paper gives teachers, who are especially struggling right now, extra resources. By partnering with paper, you’re not only helping students you are also supporting teachers.

The community (Guardians of K-12 Students, Students themselves) – They are focused on their family’s experience. They don’t necessarily think about everyone else’s experience. Most can’t afford tutoring. Even those who can view it as a luxury and a limited resource. They think that either there are no solutions or that there is no real appetite for a solution.

OOH was specifically used to target underrepresented & multicultural communities with formats that felt endemic to them where they lived & frequented. This included the following demographics: Hispanic, Black, Asian, and HHI < \$25K.

## Strategy

The OOH strategy was to leverage a mix of local frequency and large format OOH to drive awareness usage and advocacy of Paper in targeted areas of key markets.

- Local Frequency- Integrate into multicultural and underserved communities through localized poster and bus shelter packages that reach Paper’s audience throughout their daily routine. Hyper target placements to relevant points of interest, including schools and other community gathering places.
- Large Format- Complement frequency packages with large-format, surface street units to create additional impact and aid awareness in key pockets of each market. Ensure placements are targeted to Paper’s audience.
- Tactic Considerations
  - Favor formats that feel endemic to local communities to connect with Paper’s audience where they feel at home and are receptive to messaging
  - Leverage audience heat maps and Geopath indexes to help determine the areas, formats, and units that best reach the target audience

### Flighting Strategy

- Flight market new markets (where Paper did not currently have a presence & was being introduced) for longer, 8 weeks, to increase awareness
- Flight existing markets for 6 weeks

### Reach Goal Strategy

- Aim for a +50% reach threshold against priority multicultural + low HHI audiences in each market to drive awareness

## Plan Details

Markets: Chicago, Chicago, Cleveland, Denver, Houston, Los Angeles, San Francisco, Miami, Atlanta, Tampa, Columbus

Flight Dates: New markets (those where Paper was new & was being introduced): 8 weeks, 3/14-5/18



- Chicago, Cleveland, Denver, Houston
- Existing markets (Paper already had a presence): 6 weeks, 3/14-4/24

■ Los Angeles, San Francisco, Miami, Atlanta, Tampa, Columbus

OOH Formats Used: Posters, Bus shelters, Surface-Street Billboards, Wildpostings, Wallscapes, Painted Murals

Budget: \$1.6M



## Results

Overall, the OOH campaign contributed to a significant increase in nearly all key brand metrics. Aided Awareness (+18.7%), Ad Awareness (+21.8%), Brand Favorability Top Box (+19.9%), Consideration Intent Top Box (+27.7%).\*

● Adults 25-54, Females, Households with Children Under 18, and Females with Children Under 18 demonstrated the strongest increases among exposed groups.

- Households with Children Under 18 showed a statistically significant increase of at least 24% or more across each metric.
- Females showed a statistically significant increase of at least 23% or more across each metric.
- “Provides a personalized learning experience” (+19.5%), “Is student-friendly” (+20.4%), “Supports student’s academic achievement” (+22.9%), and “Has a positive impact on students” (+20.1%) showed substantial increases in perception following exposure to the OOH campaign.

Source: RADARproof study

## Additional Information

### Testimonials

“Parents are not aware that these resources are there. They want to help, but they don’t have time. We need to be more creative about giving them the information,” says Irene Preciado, an administrator and teacher with the Sonoma Valley Unified School District in California, where the students are an almost equal mix of the children of affluent winery owners and their working-class employees.

“Students with limited resources enter school behind grade level and the gap quickly increases because many enter schools with limited resources. For students with ample resources, they struggle with lack of challenging opportunities to expand their learning and grow their sense of service to others,” she says, noting that exposure is crucial to access. “Diverse learning methods allow students to experience success and develop an understanding of their own strengths while strengthening their areas of growth or finding different approaches to find the same desired results,” says Irene Preciado, whose district began using Paper in early 2022.

## Audience Metrics

### Target Audience

■ Public school educators: K-12 Schools, Teachers and Administrators ■ The community: Guardians of K-12 Students, Students themselves

- OOH audience demographics: 25+ Hispanics, 25+ Blacks, 21+ Asians, and A18+ HHI<\$25K Budget \$1.6M

### Target Audience TRPs

Metrics vary by market across the 4 key demographics: 25+ Hispanics, 25+ Blacks, 25+ Asians, and A18+ HHI<\$25K

### Target Audience Reach

Metrics vary by market across the 4 key demographics: 25+ Hispanics, 25+ Blacks, 25+ Asians, and A18+ HHI<\$25K

- Reach: the reach goal for each market was 50%+ - most all markets achieved this reach for the 4 demographics Target Audience Frequency
- Freq: varies by market, generally between 8-10 per demo/market