

## IOWA COLLEGE STUDENT AID COMMISSION

### Amperage Marketing Iowa College Aid FAFSA Media Campaign September 2016

#### **RECOMMENDED ACTION:**

***Authorize the Executive Director to contract with Amperage Marketing for the production and media placement of a targeted FAFSA media campaign to run prior to October 1, 2016.***

#### Overview

The College Access Challenge Grant (CACG) is a formula grant program through the U.S. Department of Education aimed at increasing the number of low-income students who are prepared to enter and succeed in postsecondary education. A core component of Iowa College Aid's CACG-funded programming focuses upon outreach activities around the Free Application for Federal Student Aid (FAFSA). FAFSA completion is an important indicator for college enrollment, particularly for low-income students, and is the essential application necessary to access federal and state scholarships and grants. FAFSA Completion is one of the three essential steps to college enrollment and Iowa College Aid works directly with partner districts to share data and promote the importance of FAFSA filing each year.

For the 2017-2018 academic year, families may file the FAFSA on October 1, 2016 and are able to utilize tax information from the 2015 tax year in order to file earlier. These changes are significant and provide a unique opportunity to conduct broad outreach around the state about the FAFSA and the importance of filing early. Iowa College Aid has identified a targeted outreach campaign through a variety of media to raise awareness about the FAFSA and these new changes. Amperage Marketing has a master contract with Iowa College Aid to assist with the Commission's marketing strategy and branding.

#### Scope of Work

Amperage will work with Iowa College Aid to:

- Develop a 30 second graphic television spot, including pre-production, production and post-production
- Develop a digital ad campaign, integrating with the television advertising
- Statewide television spots on both broadcast and cable television
- Movie theatre spots on 315 screens at 41 theatres before every movie and throughout the lobby
- Social media search engine marketing and social media campaign.

This media plan incorporates the best media mix to reach our target demographic. Utilizing multiple mediums will increase the total reach and offer repeat exposure or frequency of the message, which will result in top-of-mind awareness. This plan uses consistent imagery, branding and messages in order to create the greatest impact.

Amperage will monitor each media outlet and platform to assess the success of the campaign and ensure proper placement.

#### Timing of Campaign

Television/Digital – September 12-30; Theater – September 16-29

#### Cost:

\$97,961.14 – paid through the federal, CACG Grant funds