



University of Consortium Launch

Content Strategy—Audiences

September 29, 2021

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Our Audience Assignment

With any strategy, we start with goals and audiences. In laying the foundation for a powerful and effective Aegis brand and content strategy, we sought to better understand your audiences and establish key marketing goals for each.

We established a directional persona for each of your two core audiences—Thinkers and Doers—that includes demographics, psychographics, interests, and media habits. For each of your three supporting audiences—Donors, the University of Arizona Community, and Media/General Population—we provide high-level insights into who they are and how to engage them.

Our Audience Assignment

In the following pages:

1. We'll highlight the **key research areas** from which our data was derived.
2. We'll walk you through **Thinker and Doer personas**, your core audiences.
3. We'll then take you through our insights for your **supporting audiences**.

Research & Methodology

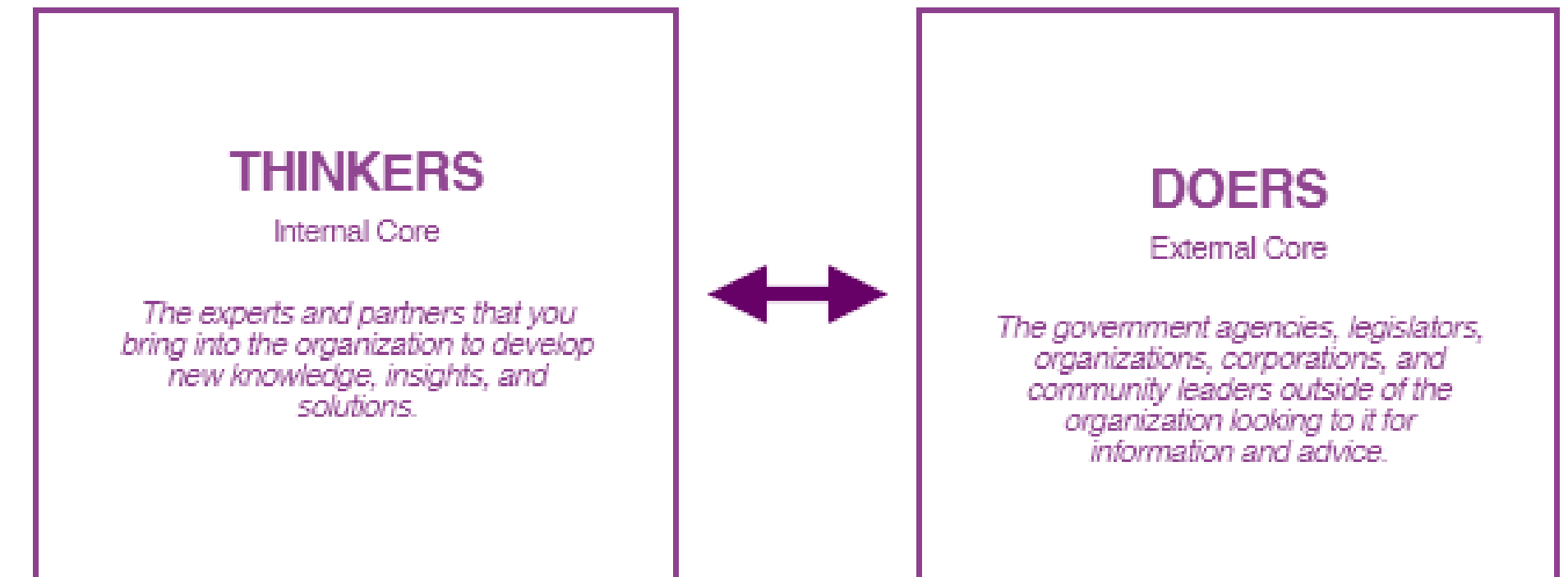
Our work is based on secondary research performed in these four key areas:

1. **Existing internal material.** We reviewed previous content and interviews for nuggets of stakeholder knowledge.
2. **Existing material from third parties.** We examined academic reports, media sources, information disclosed in social media profiles, and other public data.
3. **Lookalike audiences.** We identified audiences representative of the Aegis audience and analyzed their demographics, psychographics, and other behavior patterns using market research tools:
 1. For thinkers, we compiled a list of top 200 thinkers from published sources and for architects, health sciences, and natural sciences/biologists we added 20 each
 2. For doers, we compiled a list of one-third of the 2020 Davos audience
4. **Comparative and aspirational brands.** We took a close look at a few competitive and aspirational brands and analyzed their sites for audience insight.

Brand Audience Hierarchy

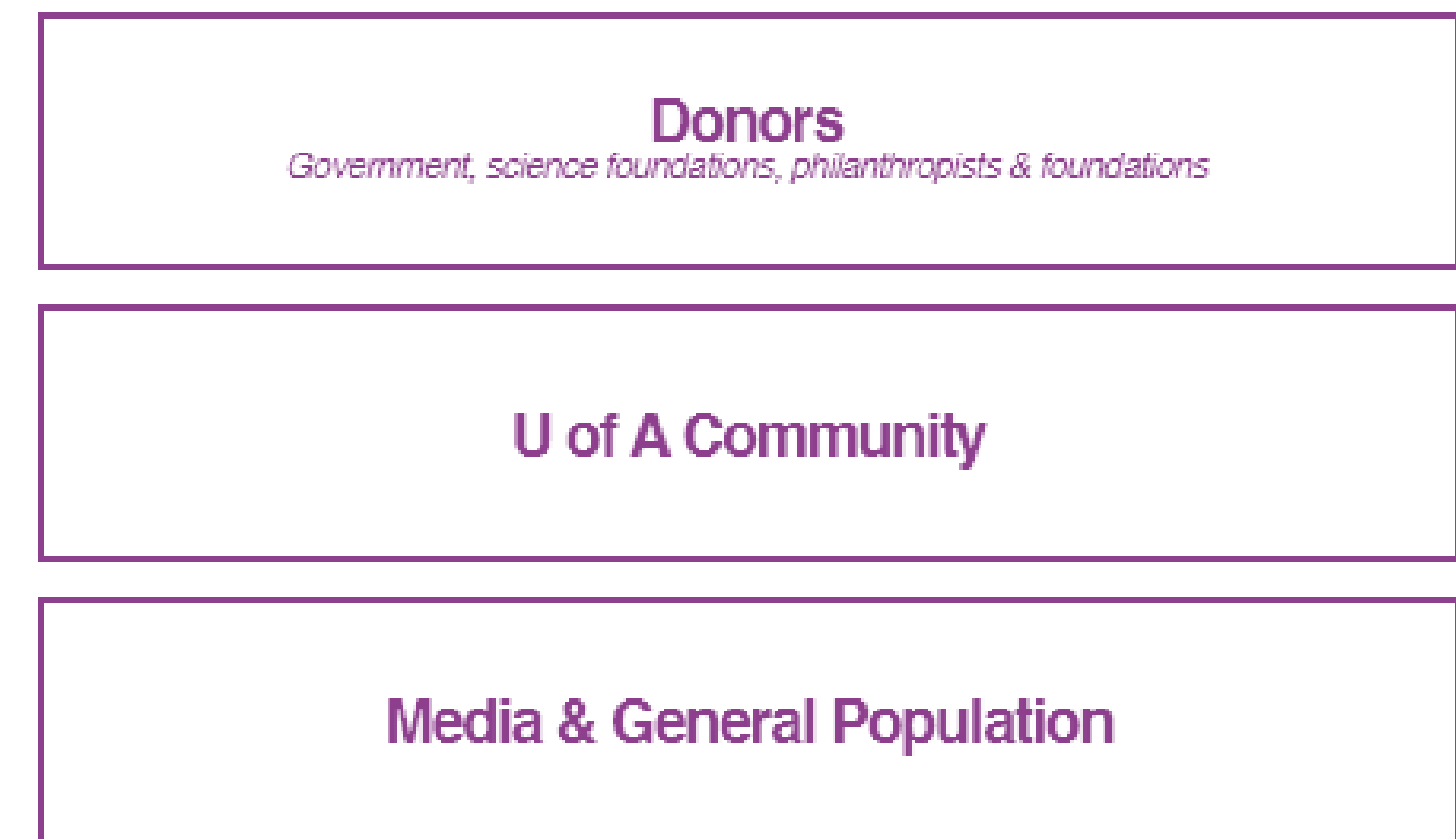
Two Core Audiences

- Thinkers and Doers are balanced and related audiences.
- Thinkers are inside your organization, and Doers are those outside the organization who bring your knowledge to action.
- Our aim is to build a brand that will resonate with both groups.



Three Supporting Audiences

- These audiences are also important and essential.
- Our task here is to translate and amplify the brand for these audiences.



CORE AUDIENCES

1

Thinkers

2

Doers

The Thinker

Individuals who engage in critical thinking, research, and reflection to advance discussions of academic subjects. This work involves publishing material for consumption by other thinkers, inspiring their ideas with the goal of building momentum together, and adding depth for the general public on issues that affect society at large.

Goal: Inspire and engage superstar academic experts and researchers to become part of the Aegis Consortium.

Directional Demographics

- Age: 83% between 36 and 55; weighted average 40
- Location: Metropolitan
- Education: Specialty niche to micro-niche; Ph.D.
- Employment: Largely connected to universities



The Thinker

Psychographics

- Positive outlook
- Curious with a flexible mindset
- Comfortable disagreeing/believe criticism is an act kindness
- Effective storytellers and communicators; highly cited
- Persistent and adaptive perfectionists
- Don't care if they are being watched; transparent and authentic
- Care about people

How they define themselves

- Ph.D.; Post Doctoral; Fellow
- Niche topic researcher; hyper-niche topics
- Hyper location-orientation
- Author/published
- University/University name
- Internationally recognized

What they talk about & where

- Hashtags: Ph.D, Ph.Dchat, SarsCov2, Vaccine, AcademicTwitter, Nhs, niche topics (ie. #cell)
- Keywords: Justice, Women in Stem, published, public health, climate crisis, panel discussion, mental health
- Social Sites: Twitter, Facebook

What they follow and read

- Social Media: NY Times, Higher Education, Inside Higher Ed, Academic Chatter, Science Magazine, NYT Science, Nature, PsychToday
- Websites: link.springer.com, tandfonline.com, journals.sagepub.com, timeshighereducation.com, academic.oup.com, researchgate.net, osf.io
- Press: The New York Times, BBC Breaking News, The Washington Post, The Economist, The Guardian, Science Magazine, WHO

Motivators

Intrinsic

- Work that is daunting is thrilling
- Stimulated by making new discoveries and seekers of new information
- Taking time to explore, experiment, discover, and create
- Awareness of a social responsibility, impact on scientific community and society as a whole
- Personally setting clear, realistic, but also ambitious goals

The Doer

Global changemakers; world leaders and emerging professionals who represent diverse cultures, professions, and interests who influence the broad spectrum of pandemic decisions. They include legislators, government agencies, organizations, corporations, and community leaders.

Goal: To trust and rely on Aegis for evidence-based information and real-world solutions to address gaps in pandemic preparedness, management, and adaptation.

Directional Demographics

- Age: 30% under 35
- Location: Global, Local Focus
- Education: Econ, Law, Philosophy, Political Science, Business, Computer Science
- Employment: Government, non-profit, business, education



The Doer

Psychographics

- Self-determined
- Effective storytellers and communicators
- Resilient
- Intensity and passion
- Care about people
- Effective on social media

How they define themselves

- Author (10%)
- Foundation President; Founder
- World; Global
- Chairman; Chief Executive; VP
- Advocate
- Member
- Leader

What they talk about & where

- Hashtags: climate action, vaccine, parisagreement, sdgs, unga
- Keywords: Science, technology, poverty alleviation, economic empowerment, environment, civil right, risks
- Key Phrases: climate crisis, clinical trials, mental health, net zero, delta variant, public health economic recovery

What they follow and read

- Social Media: Nicholas Kristof, WEF, Kara Swisher, Marc Benioff, Greta Thunberg, Melinda Gates, Fareed Zakaria
- Websites: project-syndicate.org, statenews.com, foreignpolicy.com, msnbc.com, who.int, science.sciencemag.org
- Press: The New York Times, The Economist, Washington Post, Wall Street Journal, BBC Breaking News, 22 other publications that 20% or more read

Motivators

- Dedication to impact the represented community
- Human stories
- Readily available, readable, groundbreaking data
- Recognition and appreciation based on community satisfaction
- Recognition by peers
- Ideology

SUPPORTING AUDIENCES

1

Donors

2

**University of Arizona
Community**

3

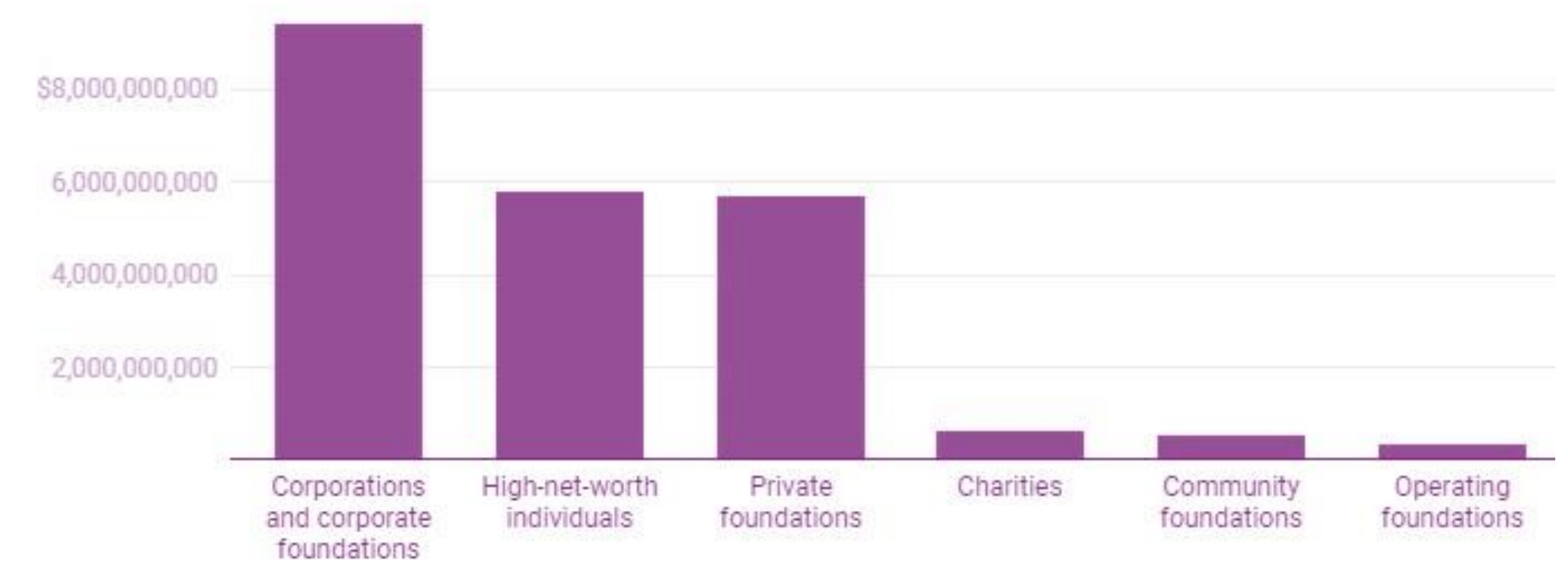
**Media &
General Population**

Donors

Scientific foundations that advance the progress of science by funding proposals for research from fields of science and engineering to advance health, prosperity, and welfare. Donors may also includes government, philanthropic organizations, other foundations with aligned with the Aegis mission, and individuals.

Goal: To build a reputation of credibility and inspired impact that drives commitment and sponsorship from science-focused foundations, government R&D investments, philanthropic organizations, and individuals.

Sources of Covid Grants



Data includes pledges, grants, and contributions of products and services recorded as of January 20, 2021. Excludes awards to unknown recipients.

Source: Candid, Center for Disaster Philanthropy • Get the data • Created with Datawrapper

Donors

Top Corporate Giving for Covid

	Dollars awarded	Number of gifts
Google	\$1,157,750,000	17
ByteDance	\$436,840,000	10
Wells Fargo	\$400,000,000	1
Mastercard	\$275,300,000	3
StartSmall	\$256,366,996	106
Itau Unibanco Holdings	\$239,826,923	1
Cisco Systems	\$220,000,000	4
Visa Foundation	\$210,000,000	2
Al Mada	\$197,912,028	1
Wells Fargo Foundation	\$175,000,000	1

Chart: Candid, Center for Disaster Philanthropy •

Source: Data includes pledges, grants, and contributions of products and services recorded as of January 20, 2021. Excludes awards to unknown recipients.

• [Get the data](#) • Created with [Datawrapper](#)

Top Private-Foundation Giving for Covid

	Dollars awarded	Number of gifts
Bill & Melinda Gates Foundation	\$1,327,529,040	398
Rockefeller Foundation	\$1,111,490,484	86
Andrew W. Mellon Foundation	\$215,510,000	11
Open Society Foundations	\$200,000,000	2
Bloomberg Philanthropies	\$166,300,000	7
Ford Foundation	\$141,464,495	191
Lilly Endowment	\$134,625,000	18
Robert Wood Johnson Foundation	\$119,593,314	230
Minderoo Foundation	\$100,537,600	1
Michael & Susan Dell Foundation	\$100,000,000	2

Data includes pledges, grants, and contributions of products and services recorded as of January 20, 2021. Excludes awards to unknown recipients.

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University of Arizona Community

The faculty and staff at the various relative University of Arizona Colleges, Schools and Centers including the University of Arizona Health Sciences, alumni, donors, students, parents and prospective students.

Goal: To elevate brand awareness about Aegis and its leadership from the colleges, schools, and centers throughout the university.

- 26% of the frequent visitors to University of AZ and UAHS websites are associated with the school
- ~ 2% overlap between frequent visitors to UAZ and UAHS
- Social overlap: @arizonawildcatreport, #Arizona, #Tuscon
- Website overlap: Tuscon.com, azcentral.com, news.arizona.edu
- Press overlap: CNN breaking news, The New York Times, NPR

* Comparison of frequent visitors to the University of Arizona and UAHS websites

University of Arizona Community

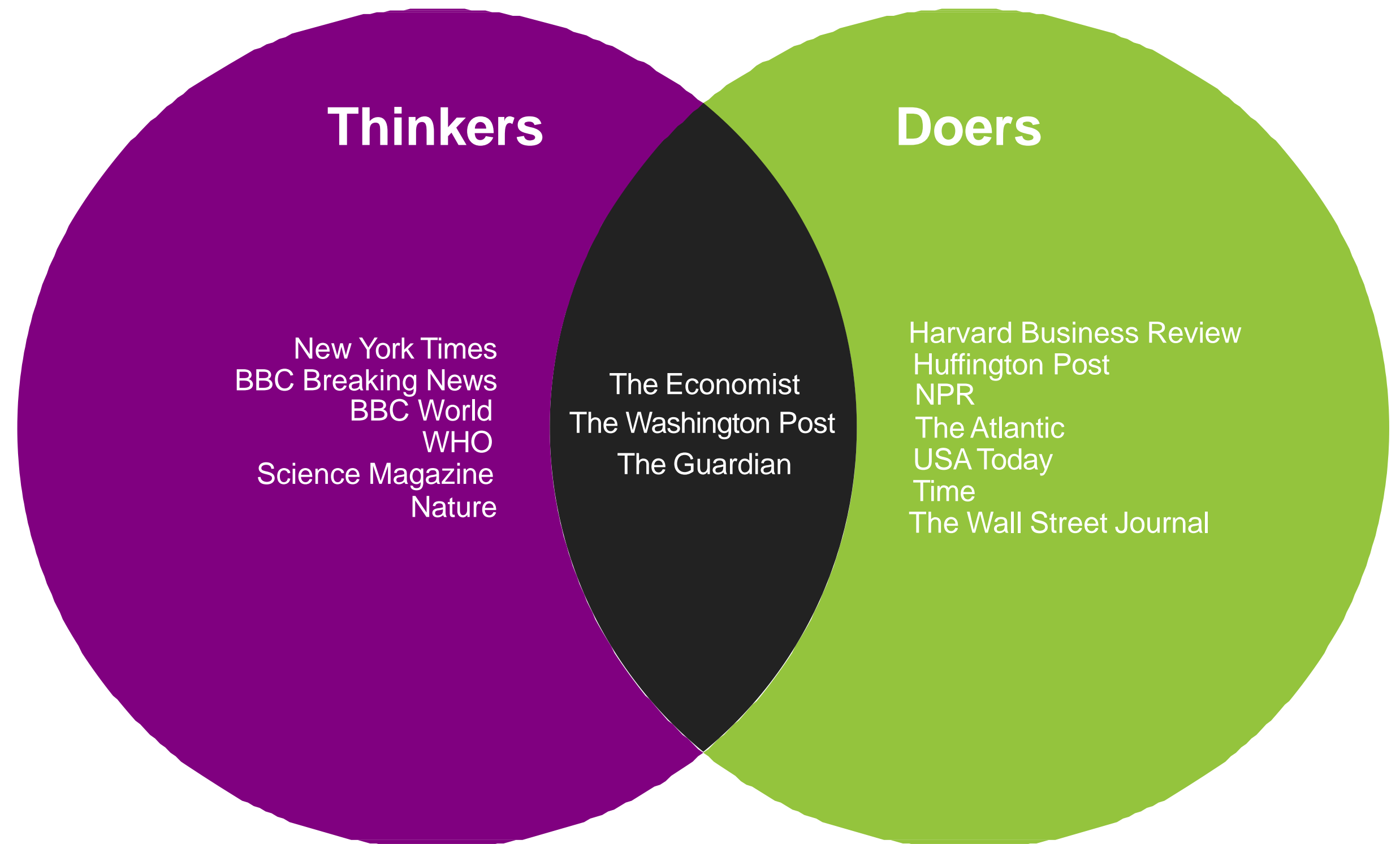
	University of Arizona	University of Arizona Health Sciences
Position	Research, education	Health, health sciences
Degree	Political science, economics, psychology, law	Medicine, public health, nursing, biology
Keywords	Science, earth, climate, women in stem	Public health, medicine, patients, impact, risks, nasa
Interests	Science, human rights, civil rights, and economic empowerment, children	Health, arts and culture, animal welfare
News	Washington Post, Scientific American	WHO, CDC, Wall Street Journal

* Comparison of frequent visitors to the University of Arizona and UAHS websites

Media & General Public

General news media focused on delivering news to the general public via print, broadcast, and the internet and specialty sources that may include scientific magazines, video programs, and documentaries.

Goal: Raise brand awareness and drive engagement with Thinkers and Doers.



Next Steps

Next Steps

Now, with a deep understanding of our audiences, we'll move forward with mapping the Aegis cross-platform content ecosystem: website, social media, email, PR, etc.

THIS WILL INCLUDE:

- The purpose and goals for each channel
- How each audience moves through the ecosystem on its own path