

# BRANDING STRATEGIES



Branding your university or business school is the process of strategically communicating your values and selling points. Institutions of higher education are facing an increasingly competitive environment in which they must find ways to differentiate their institution and tell their story.



Ministry of Higher Education  
and Scientific Research



TECHNICAL COMMITTEE FOR UNIVERSITY PROGRAMS  
AND BYLAWS  
KING SALMAN INTERNATIONAL UNIVERSITY

January 2020

لم تكن مجرد حجارة ....  
إنما دليلاً على وجود أعظم حضارة عرفتها  
البشرية بناها العبقرى المصرى بالعلم والمعرفة

واليوم نستكمل البناء  
بعقول لم يضل النور اليها طريق  
وقلوب لا تعرف الياس أبداً  
نبنى هذه المنارة لتكون شاهداً على أن الحضارة  
المصرية لم تتوقف ولن تنتهى ..

بناها المصريون  
1441-2019



**KING  
SALMAN**  
INTERNATIONAL UNIVERSITY

S M A R T   G A T E  
T O   T H E   F U T U R E

Higher education Institutions are focusing on branding and marketing far more than in previous years. Many have hired marketing professionals from the corporate world and invested significant time and money to create strong institutional brands. After all, the fastest growing businesses are pushing users of social media, employing a range of tools to connect, engage, advertise, and advocate their products and services. Institutions are applying this market success in their own outreach, recognizing the importance of incorporating social media into their strategic planning and looking ahead to the potential of mobile social commerce this mentality has come to fruition through the development of Chief Marketing Officer (CMO) positions emphasizing brand creation and marketing campaigns as a core function of the institution. There is a growing interest and belief in the importance of defining and articulating your university brand, because it's important to be differentiating and compelling - not unlike a product in the consumer space."

## MARKET OVERVIEW

Egyptians in general, believe in the importance of providing the best possible educational level they can afford for their children, which reflects the urge to find more opportunities in universities, especially the ones that can offer an international education standard quality and reflect good reputation.

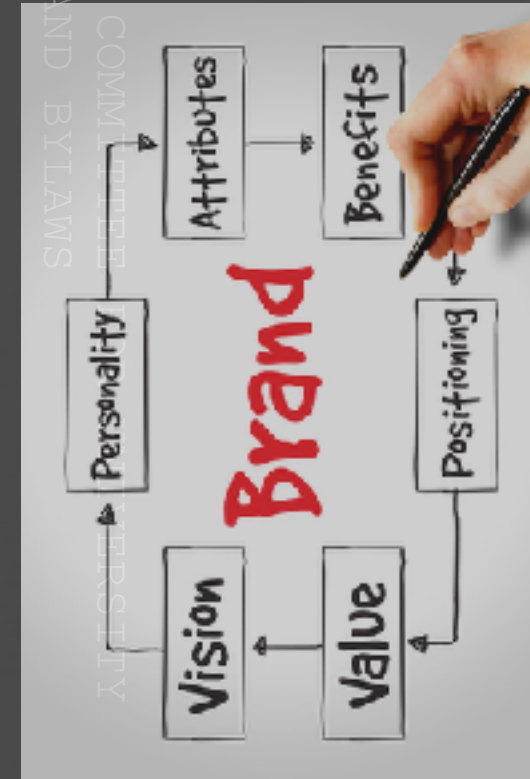
According to the Central Agency for Public Mobilization and Statistics, the total population of Egypt in 2019 reached 98 million 808 thousand 899 people, with an annual increase about 2.5 million.

A number of International universities and well-known private ones in addition to some public universities which are taking serious actions towards improving through establishing new credit hours programs or/and quality accreditation, that creates a positive competitive environment. This environment encourages establishing new universities and developing education in accordance with international standards.

# BRANDING STRATEGY

is a long-term plan for the development of a successful brand in order to achieve specific goals. A well-defined and executed brand strategy affects all aspects of a business and is the foundation for all marketing efforts. It defines what you stand for, a promise you make, and the personality you convey. And while it includes your logo, color palette and slogan, those are only creative elements that convey your brand. Instead, your brand lives in every day-to-day interaction you have with your market environments.

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It's the entire experience



Helps brand to stand out from competition  
Create strong institutional brands  
Build Brand Equity

# Objectives

- Increase Recognition Visibility and Awareness
- Build strong brand image
- Increase positive word of mouth
- Create loyalty
- Enhance reputation



# BRAND EQUITY = VALUE & POWER

- Awareness
- Loyalty
- Perceived Quality
- Brand associations

## MARKET OVERVIEW

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# SWOT ANALYSIS

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# STRENGTHS

governmental support

Affordable cost

Strategic place

Updated specializations





# OPPORTUNITIES

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Transportations  
accommodations  
Smart University  
Market need

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# WEAKNESSES

Distance  
National degree  
Unknown

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# THREATS

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Lack of awareness

Fierce competition

Lack financial support

# WHO WE ARE

King Salman International University is the first integrated university to be established in South Sinai in Egypt, with an area of about 300 acres spread over three cities (Al-Tur, Sharm El-Sheikh, and Ras Sidr).

The university accommodates about 20 thousand and 500 students every year.

The construction works for the establishment of the university began in 2017 and are scheduled to be completed by March 2020.

The university includes in its first phase a total of 10 colleges, in addition to other five colleges in the future, as well as a college for medicine, along with a university hospital, which will be established within the main university branch campus in El-Tur city.

Facts about KSIU in Brief:

- \* King Salman University is a smart university and has a pioneering role either locally, regionally or globally in facilitating education and scientific research, serving the community, achieving high quality, excellence, advancement and enhancing sustainable economic and social development.

- \* The university would provide distinguished academic and professional approaches to prepare highly qualified human cadres compatible with the needs of the local, regional and international labor market.

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# TARGET AUDIENCE

- Students
- Parents
- Labor market
- Community
- Educational and research institutions



TECHN  
PROGR  
KING

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IVERSITY





MISR UNIVERSITY  
FOR SCIENCE & TECHNOLOGY



University  
October University for  
Modern Sciences and Arts  
Established by Decree No. 109 of 1999



## COMPETITORS

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- Centralization
- Personalizing communication and Engagement
- Simple visual Language

# COMMUNICATION STRATEGIES

**Centralization** As new brands being endorser will be more benefit-able "An endorser brand architecture succeeds where it links a family of product brands by a shared high-level promise, which is valued by target customers. "Which means that a common brand values and promises should be posted for the four universities with keeping visual identities separate to achieve visibility and uniqueness.

**Personalizing** communication and Engagement Consider segmenting audience. Target should be specified clearly to be able to communicate through the most effective channels.

"Specifying the target audiences depends on positioning and defining competitors"

In a data age, **personalization** considered a strategic tool in communication and building strong brand loyalty through direct mail, social media, personal messages and phone calls. Communication and follow up with the students and parents could shape a positive perception towards the universities.

**Simple visual Language** Visual language summarizes values, messages, and promises to be delivered visually to be more comprehensive, effective and memorable. A simple visual language performs seamlessly across multiple platforms "To design and build the sophisticated brand tools you need to take your brand strategy to the marketplace – from a high-performance website to the online and offline collateral you need to communicate your competitive advantage."

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BE PREPARED

# PRE-CAMPAIGN STAGE

Duration: January 2020

DEFINE YOUR BRAND

## Steps :

- The structure: Vision, Mission, Core values, promises, personality and Identity
- Important information and messages
- Locations and environment
- Strategic Website
- Collecting Data
- Hiring representative people

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KING SAUD UNIVERSITY INTERNATIONAL UNIVERSITY



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PROGRAMS AND BYLAWS

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# TOWARDS A SMART FUTURE AND BEYOND

# BRANDING STRATEGY

IT HELPS BRAND TO STAND OUT FROM COMPETITION.

## KSIU VISION

To be a smart, pioneering university in teaching, learning, scientific research and community service locally, regionally and globally. The University will achieve quality, excellence and promotion and will be a catalyst for sustainable economic and social development.

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# BRANDING STRATEGY

IT HELPS BRAND TO STAND OUT FROM COMPETITION.

## KSIU MISSION

The University provides outstanding professional and academic programs to prepare qualified human resources who meet the needs of the local, regional and international labor market. The university encourages innovation and creativity and carries out applied scientific research through effective partnership with outstanding international universities and labor market institutions to provide local and international training and employment opportunities for its graduates. The University spreads knowledge to meet the needs of the society and sustainable development plans and links the same with industry in a flexible framework that allows continuous improvement and preserves societal values and ethics while keeping pace with scientific and technological development.

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# UNIVERSITY PERSONALITY

Just like humans, a brand has a personality and it refers to how it behaves. Brand personality is something customers can relate to. It is how a brand expresses itself.

Think of your brand as a person with a distinct personality. Describe him or her, then convey these brand personality traits in everything you do and create.

Choose colors, fonts and other visual elements that match your personality and create your corporate identity.

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# INNOVATION, OPPORTUNITIES AND SUCCESS

## UNIVERSITY PROMISES

Salman's promise is the message that speaks to target audience; Students, Parents, Staff and market. It tells them what to expect from purchasing your product.

## CORE VALUES

EXCELLENCE  
INTEGRITY  
AUTHENTICITY  
QUALITY  
RESPONSIBILITY

## CORPORATE TONE

CONFIDENT  
OFFICIAL  
CREDIBLE

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# THE GOLDEN CIRCLE JOIN..





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A grayscale photograph of a person performing a handstand on a wooden floor. The person is wearing a light-colored long-sleeved shirt and pants. The image is semi-transparent and serves as a background for the text.

# PATHWAY TO EXCELLENCE

**PERSONALITY**

**NETWORKED  
INNOVATIVE  
SMART UPDATED  
LEARNING FOR LIFE**

**BRAND TONE**

**FRIENDLY  
INSPIRING  
LIVELY**

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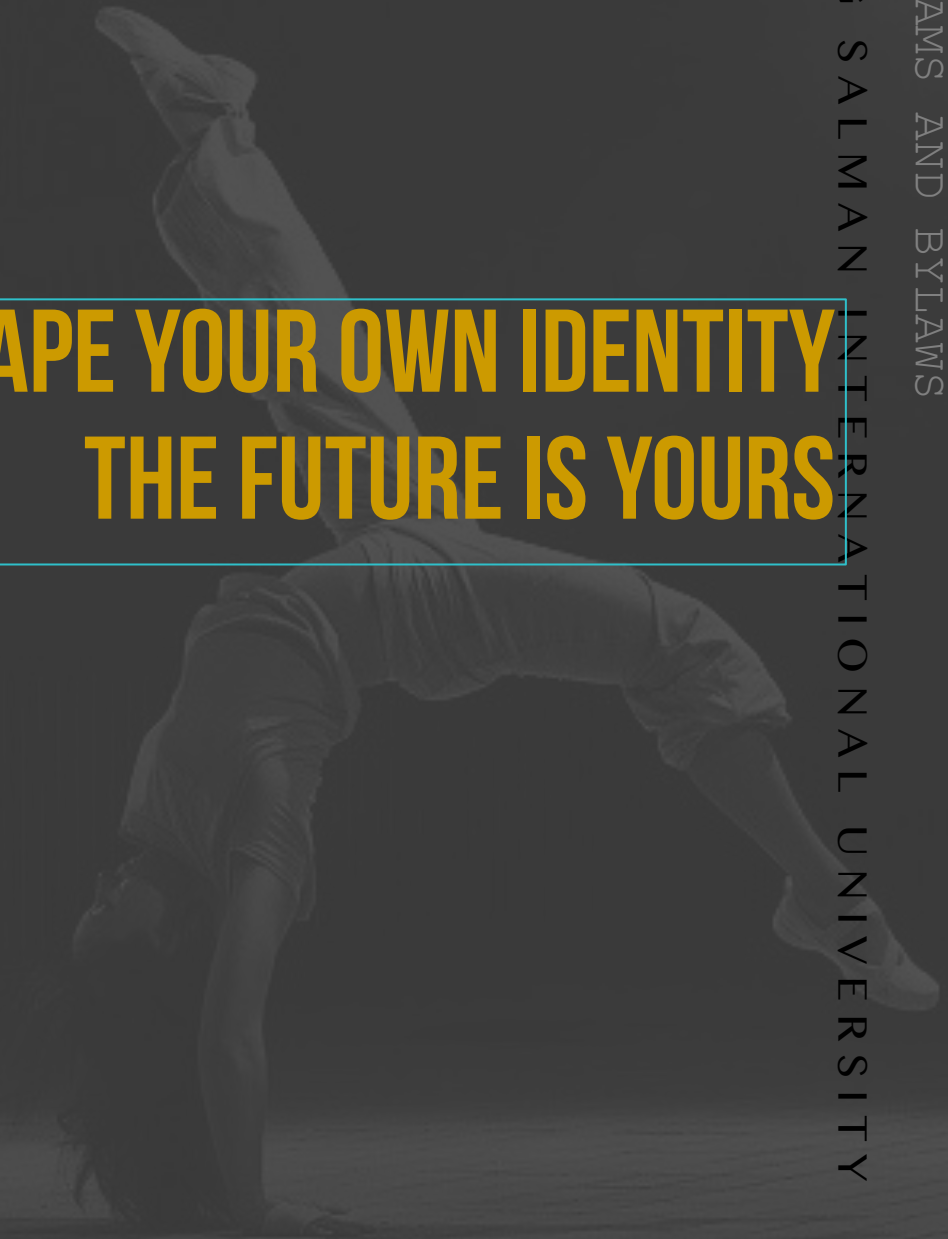
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**SHAPE YOUR OWN IDENTITY  
THE FUTURE IS YOURS**



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A grayscale photograph of a person performing a handstand on a brick floor. The person is wearing a light-colored long-sleeved shirt and pants. The background is a plain wall. The image is used as a background for the slide.

**BE SMART ALL THE WAY YOU GO**

# WHY IDENTITY IS IMPORTANT?

**Recognition**  
**memorability**  
**Visibility**  
**Loyalty**

- Design communicates
- Pursuing a more creative and open-minded approach to life.
- Good design tells a story.
- Design sells

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PROGRAMS AND RYAN'S  
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Brand identity is tangible and appeals to the senses. You can see it, touch it, hold it, hear it, watch it move. Brand identity fuels recognition, amplifies differentiation, and makes big ideas and meaning accessible. Brand identity takes disparate elements and unifies them into whole systems."

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TECHNICAL COMMITTEE FOR UNIVERSITY PROGRAMS AND BYLAWS

## Communicating through 2 different pathways

Introducing King Salman University as an organization, a higher education institution which is;

### New, smart, well established, has a vision:

- Through all corporate communications, the university will reflect the core values:

| Excellence | Quality | Responsibility | Authenticity | Integrity

Corporate Identity will be introduced through official channels

Introducing King Salman University as a brand, to build a direct connection with people

### Humane | Emotional | outstanding

- Through all brand communications, the university will reflect the brand personality:

| Innovative | Networked | Updated |  
learning for life

Brand personality will be introduced through interactive, face to face and social media channels:

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# KSIU LOGO DESIGN

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# KING SALMAN

INTERNATIONAL UNIVERSITY

The Logo form based on a uniform circle that add solidarity, containment and connectivity. The defined geometric circle conveys sharpness with a friendly and dynamic look

The shape represents the construction unit of the university building to add uniqueness and support identity throughout time.

The whole logo seems a bit traditional to add formality and appropriateness.

# KSIU COLORS SCHEME

KING  
SALMAN  
INTERNATIONAL UNIVERSITY

KING  
SALMAN  
INTERNATIONAL UNIVERSITY

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G O L D



G R E Y



B L U E



Y E L L O W

Corporate color scheme is a combination between dark greys and metallic gold. Gold reflect richness and Authenticity, while greys add formality and seriousness. The contrast between the two colors for more "Balance and integration"

Replacing the corporate gold with golden yellow and replacing dark grey with navy blue could provide the identity with some fun and add a younger and active look.

# TYPOGRAPHY

KING SALMAN INTERNATIONAL UNIVERSITY  
TECHNICAL COMMITTEE FOR UNIVERSITY  
PROGRAMS AND BYLAWS  
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KING SALMAN INTERNATIONAL UNIVERSITY

**King salman International University**

KING SALMAN INTERNATIONAL UNIVERSITY

King salman International University

King salman International University

BEBAS NEUE

**Impact**

**CARBON BLOCK**

Avenir

Courier New

The Fonts in General are Geometric, clean, regular to add confidence and strength

**KING SALMAN**

INTERNATIONAL UNIVERSITY

The Fonts in General are Geometric, clean,  
regular to add confidence and strength

KSIU

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# PATTERNS AND THEMES



Geometric dark Greys pattern with a touch of golden curves and circles for the look and feel of excellence



**KING SALMAN**  
INTERNATIONAL UNIVERSITY

**FACULTY OF  
ADMINISTRATIVE SCIENCES**  
RAS SEDR

Dear Professor,

Faculty of Administrative sciences  
Marketing Program  
Ras Sedr, B Building, 2004  
February 12, 2020

The faculty aims to provide graduates capable of applying managerial skills and experiences to effectively manage companies, institutions, and organizations in both the public and private sector to help society and contribute to the national economy development. In addition, the faculty aims to provide managerial and accounting experience necessary for maximizing the utility of the available resources.

To be a center, pioneering university in teaching, learning, scientific research and community service locally, regionally and globally, The University will achieve quality, excellence and promotion and will be a catalyst for sustainable economic and social development. The University provides outstanding professional and academic programs to prepare qualified human resources who meet the needs of the local, regional and international labor market. The university encourages innovation and creativity and carries out applied scientific research through effective partnership with outstanding international universities and labor market institutions to provide local and international training and employment opportunities for its graduates. The University spreads knowledge to meet the needs of the nation and sustainable development plans and links the same with industry in a flexible framework that allows continuous improvement and preserves societal values and ethics while keeping pace with scientific and technological development.

Faculty Dean

Professor: Mohamed Hisham

KSU/EDR/02



Business cards, letterheads, folders, certificates, branded office materials.



# ID'S



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PROGRAMS AND  
KING SALMAN

UNIVERSITY





# PAPER SYSTEM AND GIVEAWAYS

Formal | Elegant |

# PRINTED MATERIALS

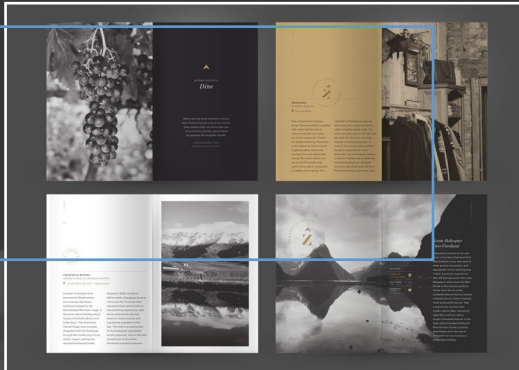
Official





# LAYOUTS

Dynamic | balanced  
Humane | Inspiring



EXCELLENCE | QUALITY  
LEARNING FOR LIFE



**KING  
SALMAN**  
INTERNATIONAL UNIVERSITY

K S I U . E D U . E G



K S I U . E D U . E G



K S I U . E D U . E G

# SOUNDS AND TONES

A person in a dynamic pose, possibly a dancer or athlete, is visible in the background. They are wearing a light-colored, short-sleeved top and dark shorts, and are captured in a low, wide stance with arms extended forward.

Corporate Slogans should sound:

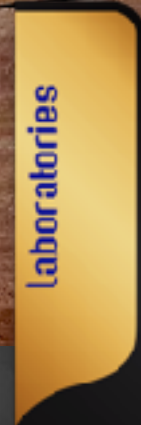
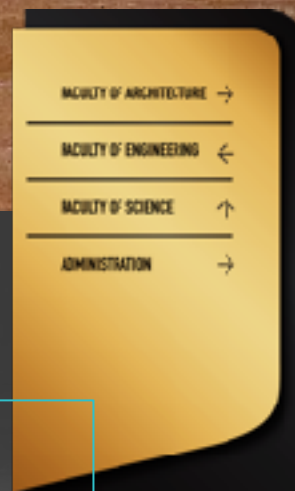
Official | Leading | Confident

Brand Slogans should sound:

Inspirational | Friendly | Lively



# SIGNAGE



TECHNICAL, COMM  
PROGRAMS AND B  
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# FACULTY OF ARCHITECTURE



Computer Labs  
Classrooms  
Studios

003-022  
019-034  
008-026



## 2

AF042



Mohamed Hisham  
Faculty Dean

AF042



Studio







TECHNICAL COMMITTEES  
PROGRAMS AND BUDGETS

The look and feel in the managerial offices, the staff and employees wear code, signage, the lighting and sounds

In addition to the corporate behavior; the communication language and attitude inside the university, emails and on phone.

This should be applied also in the representative offices.



ENVIRONMENT



# UNIVERSITY OF SOUTH CAROLINA: BEST TOTAL MARKETING PROGRAM

The University of South Carolina is one of the few schools that can boast a gold for their total marketing program.

What makes this one of the best higher ed marketing campaigns?

Go big or go home—that's how the University of South Carolina approached the complete overhaul of its marketing program. In addition to the usual navigation buttons at the top of the home page, the @UofSC tab is unique, compiling interesting information from all departments across campus, including:

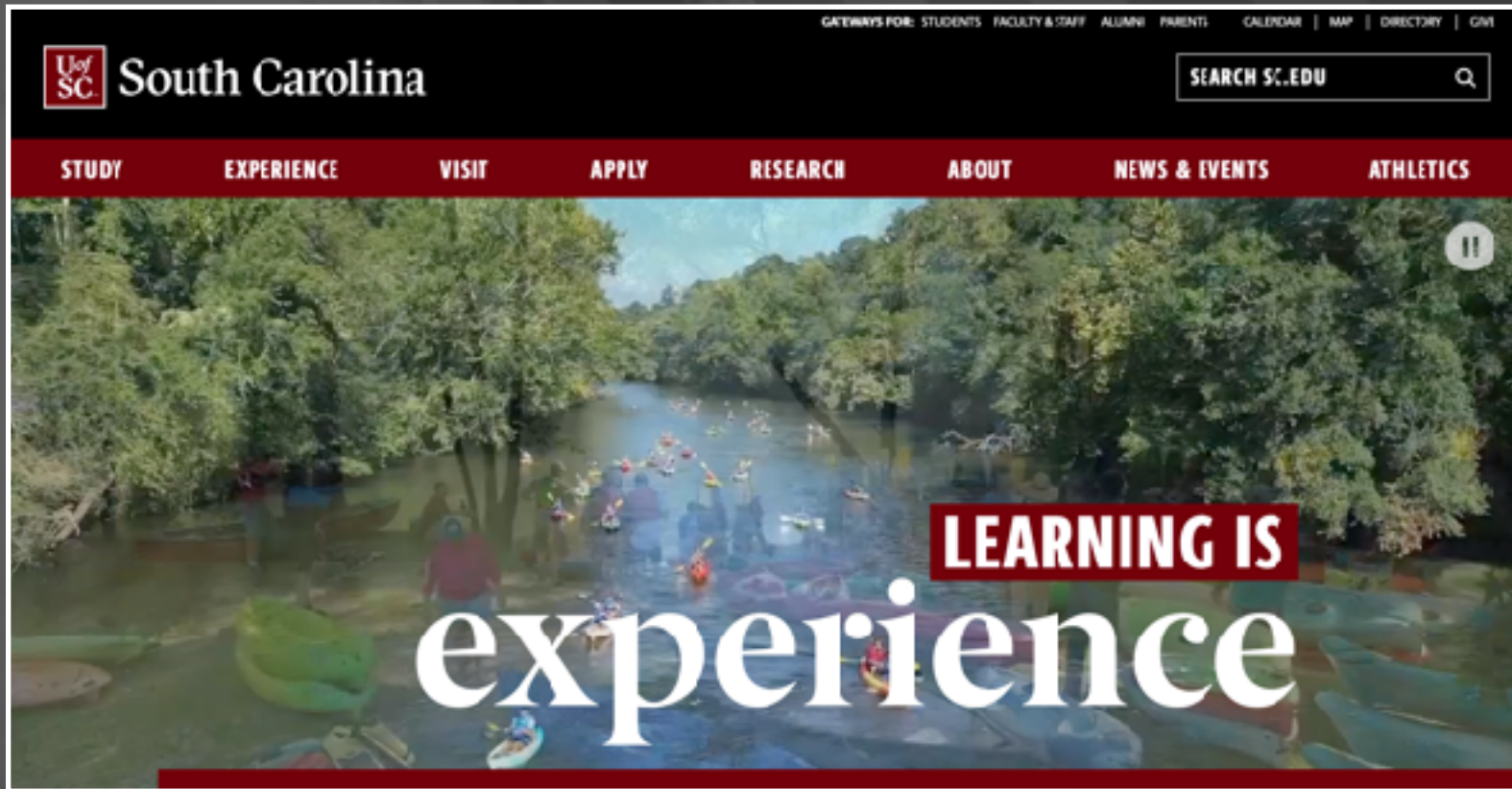
- Internship announcements both at home and abroad
- The latest research on campus
- Summer camp calendars

The University of South Carolina's award-winning higher ed marketing campaign is proof that a diverse mix of news and features creates engagement with and interest in a school's brand.



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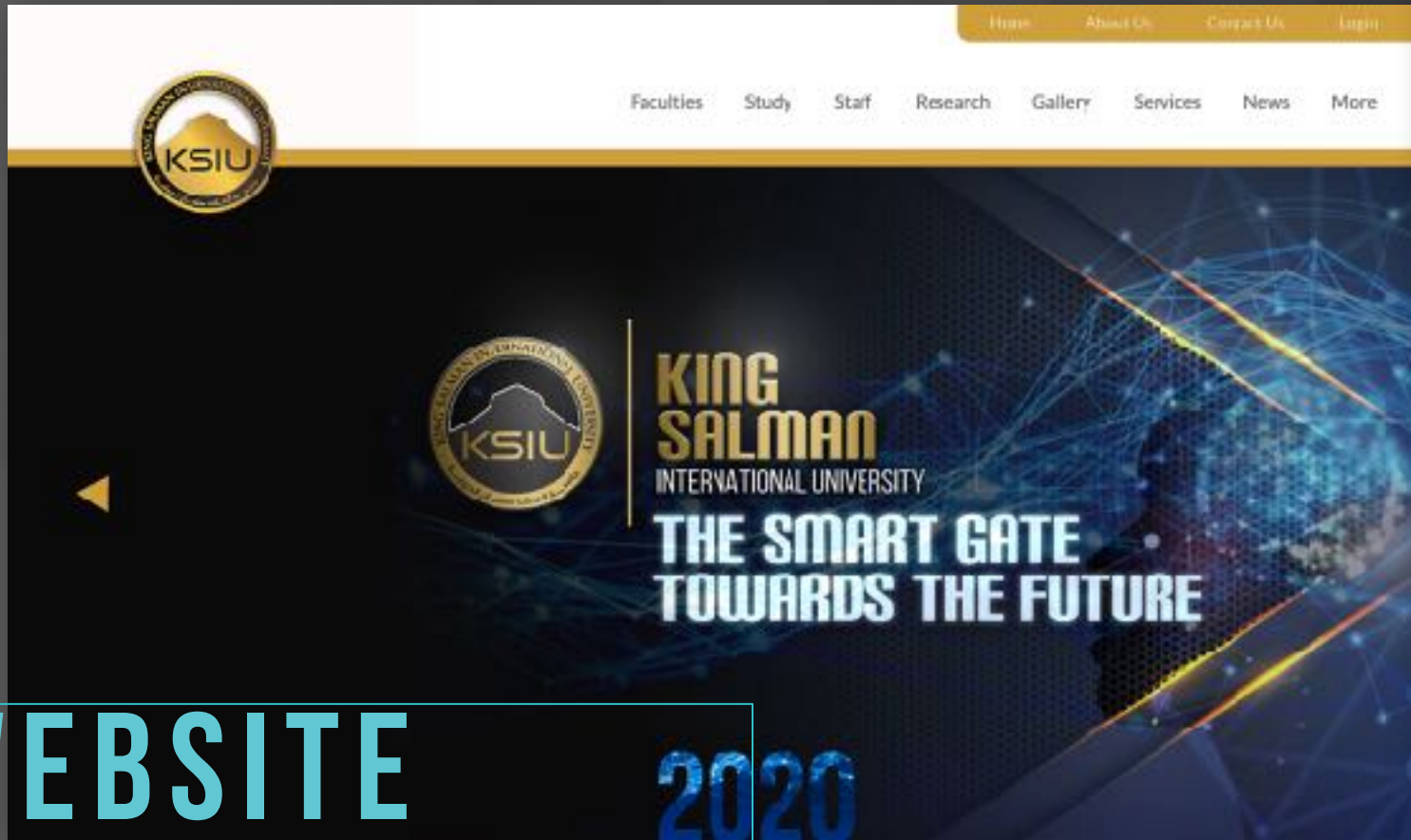
# UNIVERSITY OF SOUTH CAROLINA: WEBSITE



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Informative | organized | comprehensive



# WEBSITE

More than ever, a universities website is its primarily calling card. Most students start their search for schools online and your website is probably the first time they will come in contact with your brand. Be data driven in your approach as you design your website and make sure you have people on your team that are familiar with effective UX design. Now is not the time to be cheap. With the pivotal role university websites play in student research, you'll want to make sure your website is effective and optimized for conversions.



# S O C I A L M E D I A C A M P A I G N S

Harness the power of social media using a planned, creative approach. Facebook, Instagram, LinkedIn and youtube

A great University Advertising Campaign needs to be creative and act as a functional recruitment tool. The content can inspire and innovate, broadly capturing attention, but must also feel relatable and user-friendly to hopefully generate interest and enrollments. This can involve elaborate multichannel campaigns reaching prospective students and parents throughout the University application process, or it can be a single channel effort, such as a smaller-scale social media Campaign campaign offering a more personal connection.

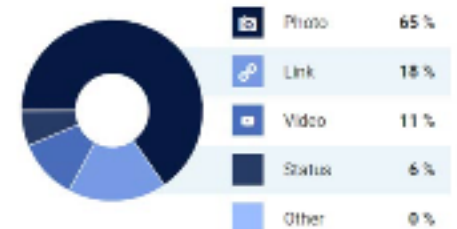
More than any other reason, a social media marketing strategy gets you face time with your target audience. Because most prospective students get their information digitally, you can meet them where they are with a strategic online marketing campaign across all social media platforms.

## Facebook trends in Egypt

Interaction types on Facebook



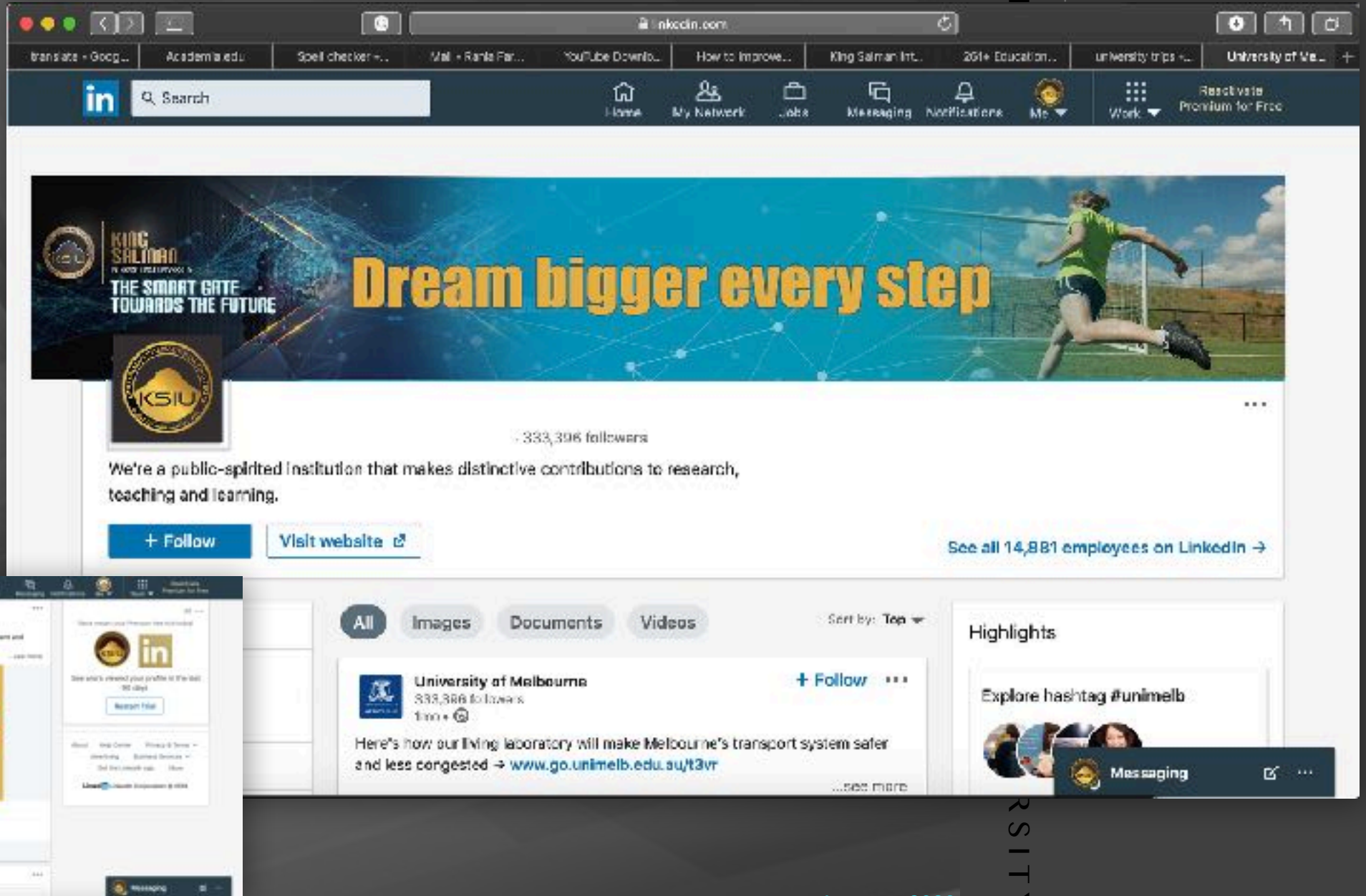
Facebook Post Types





# LINKEDIN

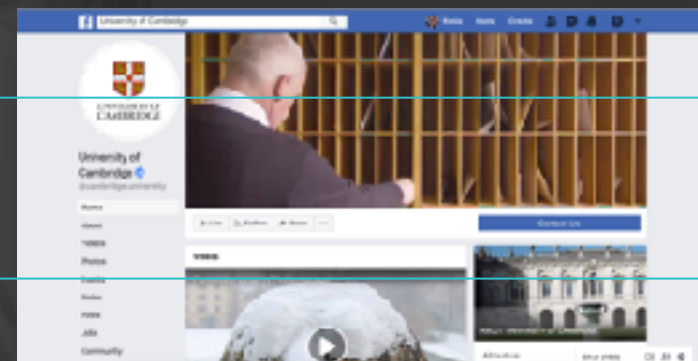
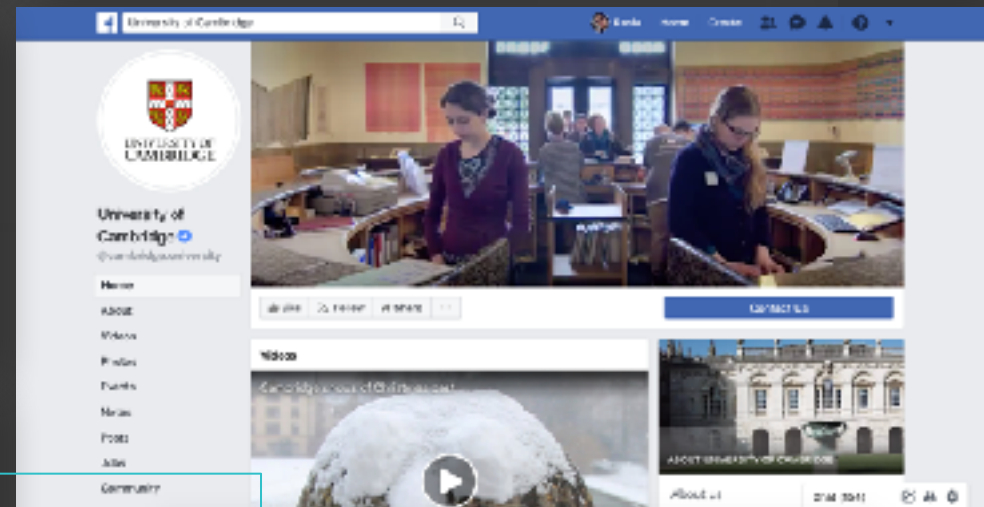
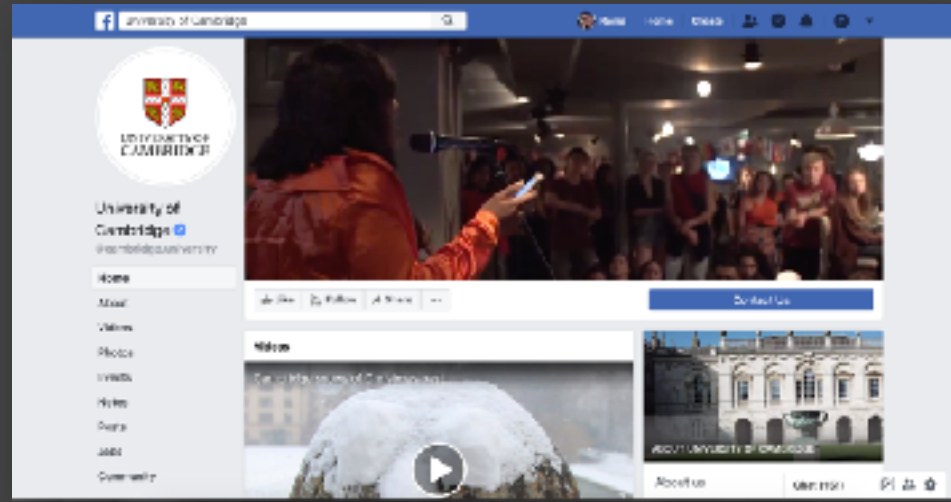
The Professional  
Look



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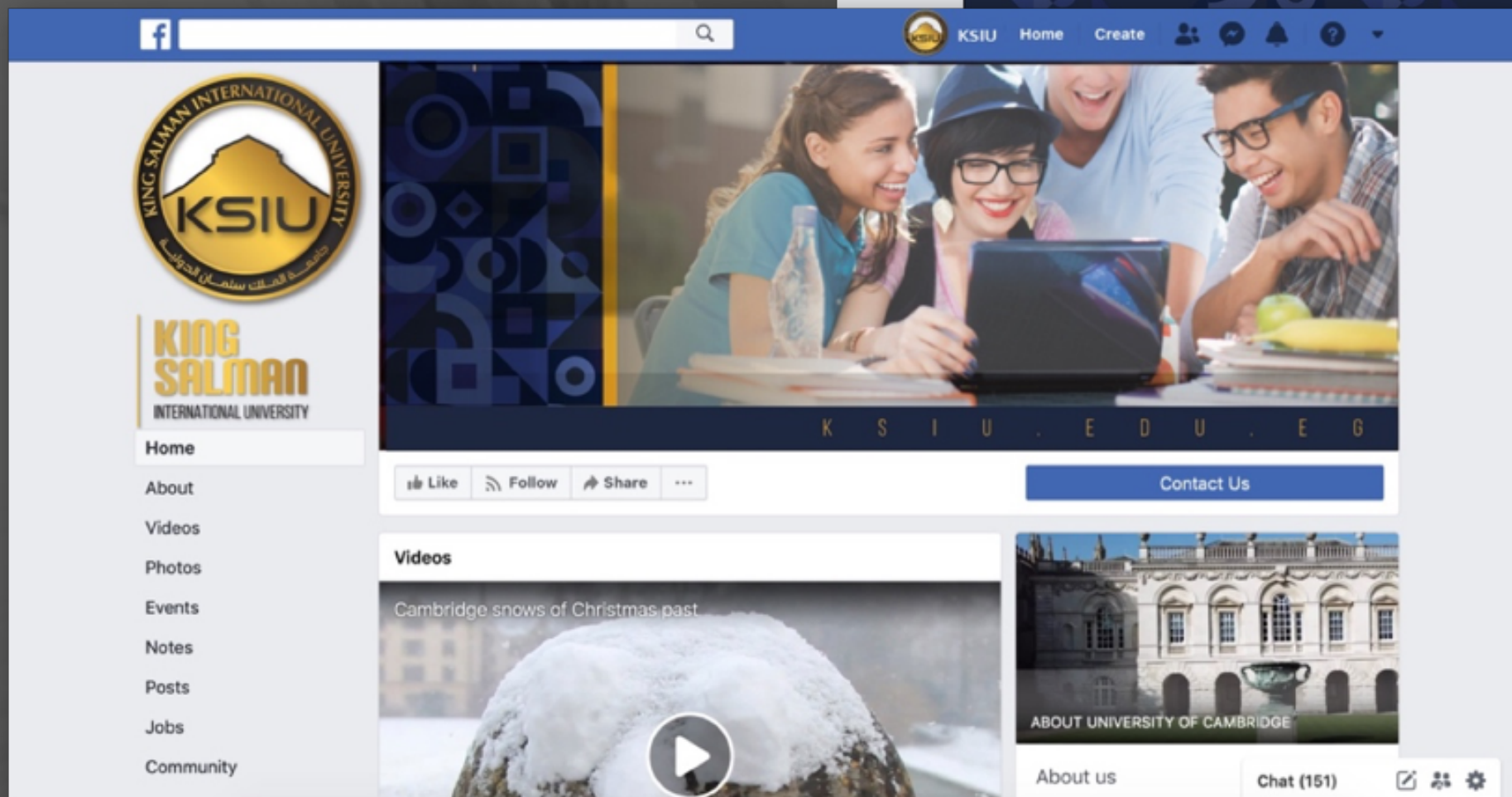
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FACEBOOK

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# FACEBOOK



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# ANNONCEMENT

# LAUNCH STAGE

Duration: February 2020

## OFFICIALLY INTRODUCING THE BRAND

### Steps :

- Events (Edu Gate, Conference,... )
- Bill boards and printed materials
- News via official Website
- Public relations (Public figures and board of trustees)

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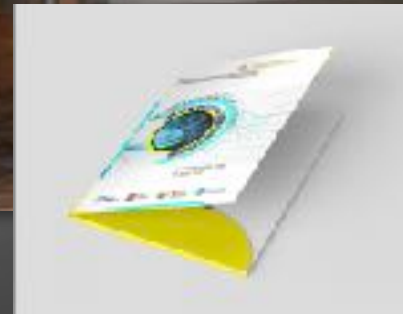


Sponsorships and participations in social and educational events to reflect social responsibility and deliver the university promises.



THE FIRST CONFERENCE  
FOR LAUNCHING NEW  
EGYPTIAN SMART  
UNIVERSITIES

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# BILLBOARDS AND PRINTED MATERIALS



# BILLBOARDS AND PRINTED MATERIALS



Successful branding is about communicating your values and vision to your target markets to attract, maintain and grow a loyal customer base. Consider using a branded link on your print materials, such as posters (indoors and/or billboards) and brochures help track the success of your offline marketing strategies. Outdoor poster campaigns and leafleting can be effective forms of repeated visual presentation for your brand, and all advertisers know that you have to repeat your message frequently and consistently before it starts to take effect.







OR UNIVERSITY  
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# EXISTENCE AND RECOGNITION AWARENESS STAGE

Duration: March-June 2020

## ADVERTISE TO GAIN OPTIMAL VISIBILITY

### Steps :

- Digital Video Advertising
- Social Media Campaigns (second stage)
- Offline:
  - Bill boards and printed materials
  - Events and activations

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# OFFLINE TOOLS

- Advertising Campaigns
- Media Relations
- Conferences and Workshops
- Scholarships
- On-campus events
- Off- campus events
- Publications and printed materials

Despite digital activity, a recent survey found that the most effective marketing strategies for colleges and universities are events-based and involve direct interaction.

## REACH OUT IN PERSON

BEST WAY FOR COLLEGES TO GET BACK TO STUDENTS AFTER SUBMITTING A FORM				
DESIRED RESPONSE	OVERALL	SENIORS	JUNIORS	SOPHOMORES
Send brochures in the mail	63%	43%	65%	86%
Send an email with recommendations for next steps and links to other online resources	61%	52%	72%	61%
Have an admissions counselor email me	56%	50%	61%	57%
Text me	46%	54%	44%	38%
Show me confirmation screen with recommendations for next steps and links to other online resources	29%	31%	26%	29%
Call me	17%	25%	18%	5%
Message me through an app	11%	7%	7%	18%
Connect me with someone on campus through a live chat tool	7%	7%	5%	7%





## SCHOOLS VISITS AND TRIPS





## IN CAMPUS EVENTS

Whatever type of business you're in, holding a live event is a great way to get the attention of clients and prospects. Holding a live event gives you valuable 'face time' with potential customers and offers the opportunity for them to experience the look, feel and personality of your brand. You could even run a workshop to share your professional expertise.

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Gaining press coverage is essentially like getting free advertising. But it's actually better than that because editorial has more credibility and is more likely to convince potential new customers to check you out. The hard part is coming up with a newsworthy angle, and this will depend on whether you're targeting local or national media, print, TV or radio.

**PUBLIC FIGURES**



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# ENGAGEMENT

# ADVERTISING STAGE

Duration: July–September 2020

# INTEGRATED ADVERTISING COMMUNICATION

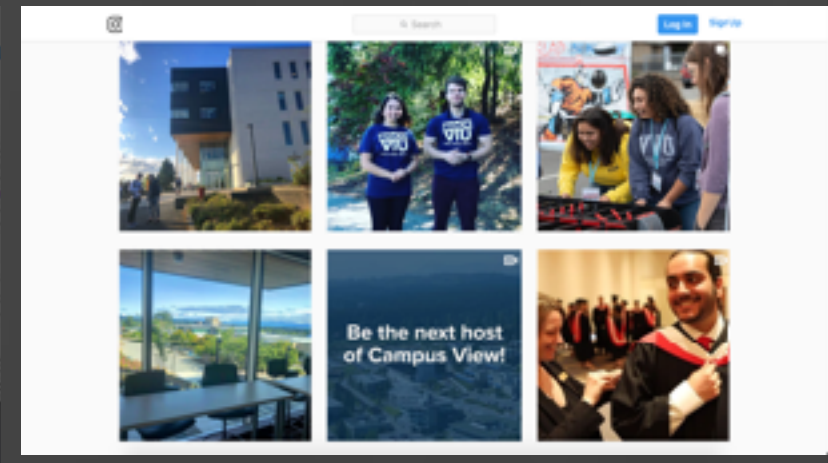
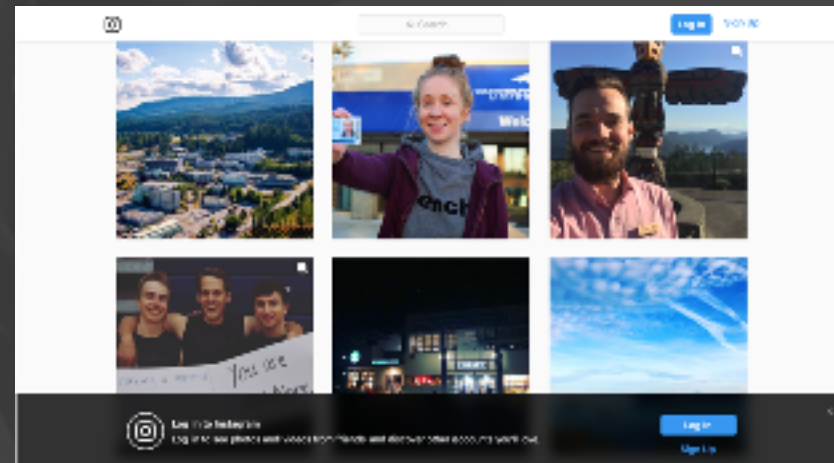
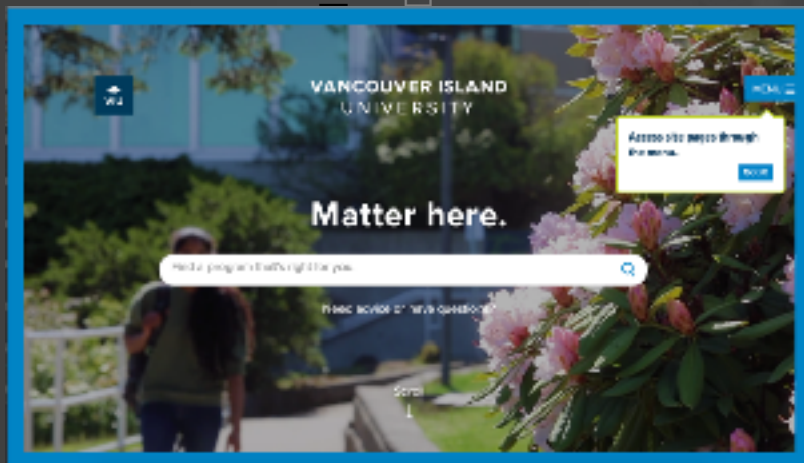
## Steps :

- Digital Video Advertising (second stage)
- User-Generated Contents
- Offline:
  - Bill boards and printed materials
- In Campus Events and activations

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KING SALADIN INTERNATIONAL UNIVERSITY

# USER-GENERATED CONTENT INSTAGRAM

This past year, to tout the beauty of Vancouver Island and bring together nature lovers, VIU encouraged their students to submit photographs to Instagram of their outdoor lives at the university and tag them with #ilearnhere. The best shots are chosen for Instagram, creating a cheerful, student-influenced social media campaign, powered by user-generated content, a useful tool for college ad campaigns. The hashtag is aligned with similar online collateral that uses "Matter Here" and "Future Students Matter Here."





# FACEBOOK

Second level

TECHNICAL  
PROGRAMS  
KING SA



January 2020

# DIGITAL VIDEO ADVERTISING

Video advertising has continued to rise in popularity, with Facebook Live video now reportedly at 8 billion daily views, outstripping even YouTube's massive 5 billion views, they're giving more prominence to video as a format on their platforms.

This means if you can great video content for your brand, there's a good chance that

a) you'll have an audience that wants to watch it

b) The social networks will be happier to show it to their users.



# DIGITAL VIDEO ADVERTISING

TECHNICAL COMMITTEE FOR UNIVERSITY  
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January 2020



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# DIGITAL VIDEO ADVERTISING

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# UTAH STATE UNIVERSITY: BEST IN MULTIPLE CATEGORIES

The Utah State decided to hit it hard across several online mediums, including its blog, website, online magazine, and social media platforms.

What makes this one of the best higher ed marketing campaigns?

Utah State capitalized on digital video to explain its new differential tuition proposal. When used for this purpose, this medium is ideal because it:

- Integrates different ways of learning into one cohesive piece of media
- Enhances images with supporting content
- Provides a quick and easy way to educate your audience

The use of video simplifies the already complex differential tuition proposal, making it understandable to all viewers.

January 2020

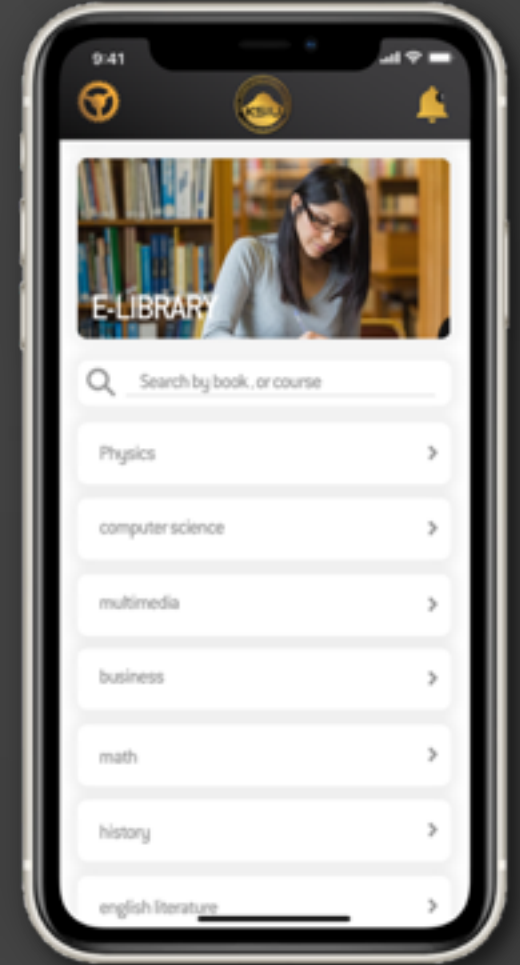
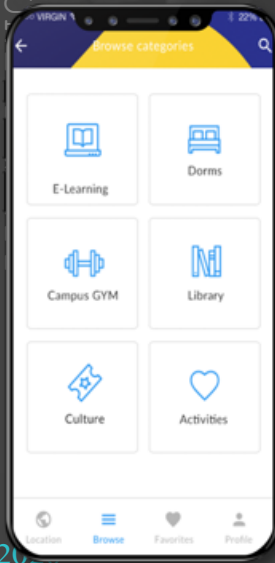
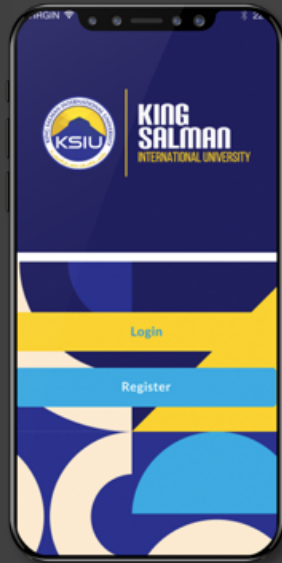
VERSITY

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# MOBILE APP

TECHNICAL COMMITTEE FOR  
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January 2025





# THANK YOU

DINA ABBOUD  
RANIA NAKKIL  
MERAL AHMED

December 2019