

MILTON
HERSHEY
SCHOOL®

FOUNDED 1909

MILTON HERSHEY SCHOOL BE YOUR GREATEST SELF

MARKETING CAMPAIGN 2020

SUMMARY

DEVELOP AND MARKET AN ASPIRATIONAL NARRATIVE

GOALS/OBJECTIVES

- Showcase industry expertise
- Elevate brand awareness
- Infuse positive messaging across Mid-Atlantic region

AUDIENCES

- Thought leaders and decision makers within the education, nonprofit, government, and social services industries

MEASURES (SEE APPENDIX FOR DETAILED RESULTS)

- Impressions
- Engagement performance metrics

CHALLENGES TO OVERCOME

- Staff turnover at agency
- Staff turnover in-house

METHODOLOGY AND STRATEGY

BE YOUR GREATEST SELF

- Milton Hershey School hired 160over90, a creative agency specializing in transforming education brands through deep audience research. For MHS, they used discovery questionnaires, reviewed existing brand assets, and conducted on-campus interviews. With learnings from this research, they developed a new tagline to represent MHS in the modern day: Be Your Greatest Self.

BIG RISK FOR BIG RESULTS

- MHS sought to capture the mission of the school and its promise of opportunity through an anthem video showcasing the new tagline. 160over90 conducted a two-day video shoot and produced the video's first draft. Concurrently, both companies experienced significant personnel changes, a stressful situation that resulted in an under-delivered draft video.
- To better manage resources and create a product aligned with the school's brand identity, MHS made the bold choice to pivot—and complete the video in-house through its own Communications Office. The team reworked several key aspects of the video to ultimately, create a final product that received leadership approval.

CREATIVITY AND INNOVATION: ANTHEM VIDEO



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WHERE
EVERY KID
CAN BE GREAT

[Click the image to watch the video online.](#)

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MESSAGE / CONTENT DEVELOPMENT

INTEGRATED MARKETING CAMPAIGN

- MHS then worked to bring the brand and new tagline to life through a new integrated marketing campaign. The campaign was centered on the Harrisburg/Lebanon/Lancaster/York (HLLY) DMA and extended its footprint east to Philadelphia and south to Washington, D.C. MHS targeted regional thought leaders and decision makers within the education, nonprofit, government, and social services industries with this message.
- MHS staff followed a synchronized approach to content development: the visual media specialists re-cut the anthem video into ad-ready lengths; the marketing specialists drew inspiration from video copy to draft radio advertisements; and design agency, JPL Creative, partnered with MHS to create a series of display ads.

CREATIVITY AND INNOVATION: DISPLAY ADS



300 x 600



160 x 600



970 x 250



620 x 250



300 x 60



300 x 250

MARKETING STRATEGIES

IN-HOUSE CAMPAIGN EXECUTION

- MHS did not use an agency to plan this campaign, but rather, charged its in-house marketing specialists with the task. The team built a diverse, integrated campaign utilizing top-notch distribution vendors for key buy components. Vendors were chosen because of their ability to serve ads to the target audience, either through digital targeting or by virtue of a vendor's known organic readership/viewership audience data.
- Although anchored by the compelling anthem video, this campaign used a variety of complementary mediums to extend the reach and saturation of the message. MHS employed seven media vendors and purchased 14 digital/traditional products to construct the campaign. Full details on methodology and strategy for each shared area, including media vendors and specific placements, can be found in the attached supporting materials and appendix documentation.

RESULTS AND IMPACT

IMPRESSIONS AND ENGAGEMENT

- 15 million total impressions across seven vendors and 24 channels
- Performed more like an action-driven campaign due to strong creative assets
- Most ads surpassed industry standard performance metrics

COST SAVINGS

- Saved hundreds of thousands of dollars by:
 - Creating most of the creative assets in-house
 - Negotiating media buys directly rather than working through an agency

ORGANIZATIONAL LEARNINGS

- One of the more distinctive elements to this campaign returns to the situation that drove the school to pivot its approach—staff turn-over. This project easily could have been set aside because of a challenging time. But, MHS leadership made the bold decision to forge ahead and determine how to achieve the goals of the project using its own in-house staff, half of whom were new hires.
- With the support of the longer-tenured teammates who remained with the MHS Communications Office, the three newest MHS Communications staff employees were tasked with leading the Be Your Greatest Self campaign development forward. And, this brilliant mix of “old meets new” quickly demonstrated a team with incredible problem-solving skills and synergy—that resulted in a beautiful, compelling, and results-driving campaign that far-surpassed anyone’s expectations.
- In short, external agencies add value to an organization; but MHS learned that it pays—literally—to hire the right people and have the best in the business working on your own team.

THE MILTON HERSHEY SCHOOL STORY



Milton Hershey School is a cost-free, private school for boys and girls in Hershey, Pennsylvania. Milton and Catherine Hershey founded the school in 1909 with money they earned from the chocolate company. Since then, the lives of more than 10,000 children from lower-income families have been transformed through high-quality education and structured home life.