

*NYIT:
The Future
is Ours*



nyit.edu

NYIT

NYIT's New Ad Campaign: "The Future is Ours"

Background:

NYIT has many great and inspiring stories, but market research shows that NYIT is not well known in the New York region or nationally. For many people, it is unclear whether NYIT is a university or some other kind of institution. In the academic world, NYIT has a slightly higher profile, but many people remained confused about our academic offerings and strengths.

To address these issues, the Communications & Marketing (C&M) Office set about creating an advertising and marketing campaign to showcase NYIT's strengths and boost the university's reputation among thought leaders, peers, and potential students and faculty.

Goal:

Create an integrated marketing campaign—across traditional, digital, and social media—to set the university apart from competitors, elevate awareness, boost reputation, and drive enrollment.

Research:

C&M, along with outside advertising and video agencies, queried numerous administrators and faculty in an effort to discover NYIT's best stories. We interviewed several dozen students—with different backgrounds, from different schools. And we learned that the most intriguing NYIT students appear to have a few things in common:

- **They are strivers.** These are students who are not complacent, not dreamers, and not waiting for someone else to give them a future. They know they have to work hard to achieve their goals, and most have a long-term goal in sight.
- **They are curious and unafraid.** Many have left families and homes thousands of miles away to study here. They know they have to make the most of this opportunity.
- **Like the rest of their generation, they are comfortable with technology.** But more than that, they understand that knowing how technology works impacts every field and career path.

Creative Concept:

Most universities advertise with scenic pictures of their quad, or happy multicultural kids throwing a frisbee. NYIT broke away from category-generic advertising and uplifted the brand by showcasing the university's reputation-building attributes: students, faculty, and alumni who embrace the power of technology in the 21st century.

Using the tagline “*The Future Is Ours*” (which NYIT has registered as a trademark), the campaign highlights NYIT community members who are coding, designing, prototyping, diagnosing, treating, and shaping the future of humanity.

Print Ad Campaign:

The ad copy's clever wordplay entices the audience to look more closely. For instance, “*Spends weekends with models*” by itself implies one thing, but coupled with the image of the architecture student working on a building model, implies something else entirely.

Students in the ads are identified by name and graduating class, reinforcing that they are real NYIT students. Framed by bold colors from NYIT's brand palette, these students appear happy, engaged, and focused. The strong black-and-white images highlight the hands-on experiential learning favored at NYIT.

Print ads have been placed in magazines that reach our target demographic audiences, including higher education and technology media.

Breana, B.P.S., Class of 2017

Minds her own business.
The one she founded.

NYIT New York Institute of Technology
THE FUTURE IS OURS[®] nyit.edu

Jake, D.O., Class of 2019

Some prescriptions
don't fit in a bottle.

NYIT New York Institute of Technology
THE FUTURE IS OURS[®] nyit.edu

Samira, B.S., Class of 2017

Sometimes homework
can be a lifesaver.

NYIT New York Institute of Technology
THE FUTURE IS OURS[®] nyit.edu



John, B.Arch., Class of 2018

Spends weekends with models.



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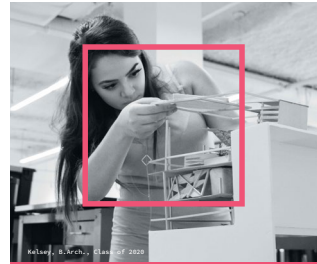
Janine, B.S., Class of 2018

Fights crime. Code is her weapon.



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Katelyn, B.Tech., Class of 2020

Told to play house. Now designs skyscrapers.



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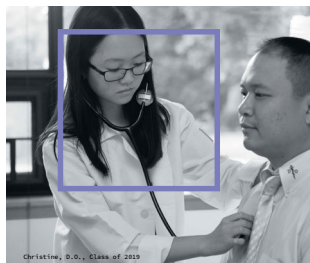
John, B.F.A., Class of 2018

Just sketching. A global brand identity.



THE FUTURE IS OURS™

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Christina, D.O., Class of 2019

She puts the "care" in health care.



THE FUTURE IS OURS™

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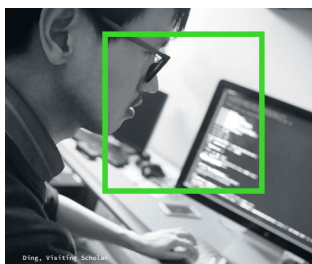
Brian, B.T.A., Class of 2017

Questioning the "fiction" in science fiction.



THE FUTURE IS OURS™

nyit.edu



Ding, Visiting Scholar

Guardian angel. Protecting your data.

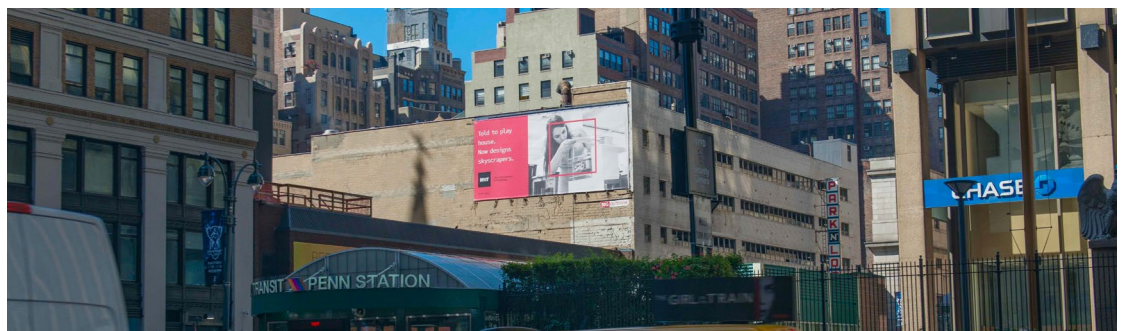
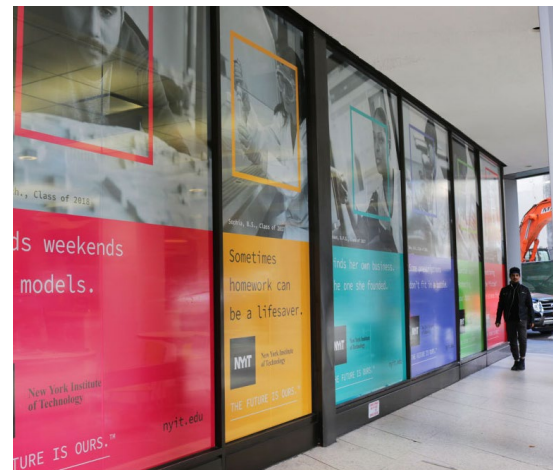


THE FUTURE IS OURS™

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Out of Home Campaign:

In order to reach the community that passes by NYIT's two main campuses every day, NYIT saturated the area with out-of-home ads, placed on newspaper kiosks, bus shelters, and ground-floor windows of the main NYIT building in NYC.



At NYIT's suburban campus in Long Island, we wrapped shuttle buses that travel around campus, and throughout Long Island and occasionally, to and from New York City.



Video Ad Campaign:

Today, because video content is king among our target demographics, it is an essential part of NYIT's marketing strategy. C&M worked with its ad agency and two film production companies to develop two different promotional video suites.

Student Profile Videos

Six domestic and three global student videos feature students telling their stories in their own words. These mini-documentaries (no more than two minutes each) showcase the kinds of students that attend NYIT and aim to help prospective students answer the question, "Will I fit in at NYIT?"



Meet Ben, a medical student at NYIT College of Osteopathic Medicine.
<http://www.nyit.edu/videos?v=7767>



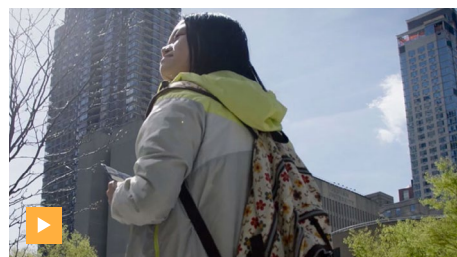
Meet Rachel, a communication arts student at NYIT-Old Westbury..
<http://www.nyit.edu/videos?v=7765>



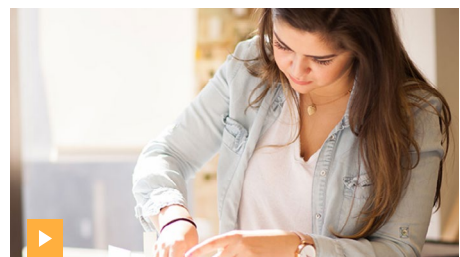
Meet Sharifa, a student of Occupational Therapy on NYIT's Old Westbury campus.
<http://www.nyit.edu/videos?v=7763>



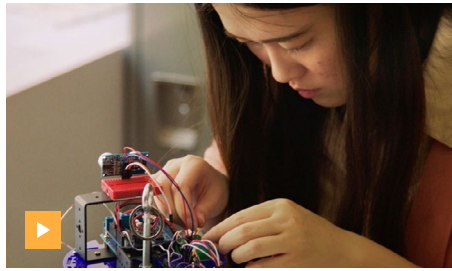
Meet Will, an NYIT Engineering student on the Old Westbury campus.
<http://www.nyit.edu/videos?v=7766>



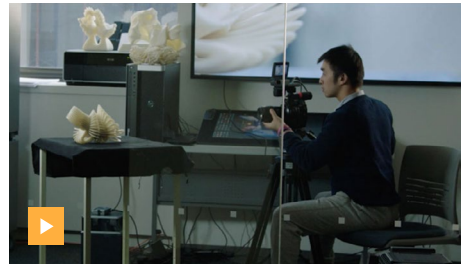
Meet Lychee, a marketing major at NYIT-Manhattan.
<http://www.nyit.edu/videos?v=7761>



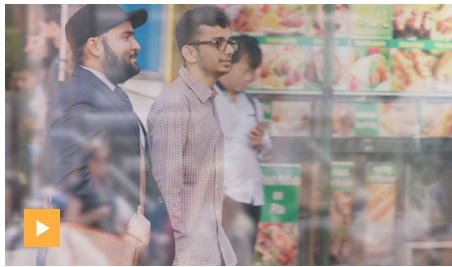
Meet Aynaz, an NYIT architecture student in New York City
<http://www.nyit.edu/videos?v=7764>.



Meet Lina, an engineering major at NYIT-Manhattan.
English/Chinese subtitles
<http://www.nyit.edu/videos?v=5540>



Meet Yifeng, a digital art and design major.
English/Chinese subtitles
<http://www.nyit.edu/videos?v=5539>



Meet AJ, a student from India studying at NYIT-Manhattan.
English/Chinese subtitles
<http://www.nyit.edu/videos?v=5538>

Using footage from these student profiles, we created something we call the *anthem video*, which in a quick 30 seconds, gives an overview of NYIT's students. It is used both as a recruitment tool and to inform the public (who knows little about us) about what kind of students go to NYIT.



NYIT students are the curious, inventive, geeky—and the ones who determine their own destiny.
<http://nyit.edu/videos?v=6483>

Reputation-building Stories

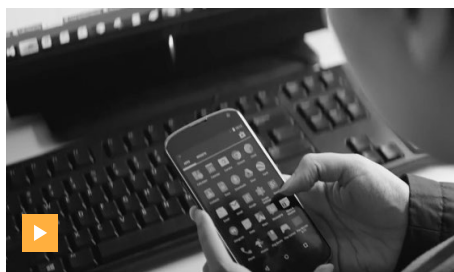
This suite has four (soon to be six) videos that focus on experiential learning and groundbreaking, human-centered research. In this campaign, 90-second videos were made to reside on key pages of the NYIT website, while 30- and 15-second videos will be distributed digitally as advertising leading visitors to our site. These videos are different from and complement the other student-profile videos. Shot in a widescreen format and using more formal narrative voiceover instead of the students' "in their own words" voices, we created edgier, more cinematic segments.



Movement of the People: Parkinson's Research at NYIT focuses on improving quality of life.
<http://nyit.edu/videos?v=7900>



The Stomach Whisperers: Bioengineering Innovation
Bioengineers at NYIT are developing an implantable wireless system to study the body's gastric system.
<http://nyit.edu/videos?v=7901>



Defenders of Data: Cybersecurity for Smartphones
NYIT's cybersecurity research is breaking new ground in authentication of smartphone users.
<http://nyit.edu/videos?v=7898>



Designed for Humans: Resilient Architecture
Students and faculty at NYIT are designing green solutions to the challenges of climate change.
<http://nyit.edu/videos?v=7899>

(Note: Only four are finalized and ready for sharing at this time. The remaining two will be completed in January 2017.)

Online Advertising: Retargeting

Retargeting refers to online ads served to people after they visit a website. It can be an effective way to keep prospective students engaged and to interact with people who show an interest in NYIT.

The image displays five horizontal banners, each representing a different retargeting advertisement for NYIT. Each banner consists of a colored background, a headline, a 'LEARN MORE' button, and the NYIT logo.

- Banner 1 (Red):** "We turn blueprints into green solutions." Button: LEARN MORE. Logo: NYIT New York Institute of Technology.
- Banner 2 (Green):** "We are crime fighters. Our weapon is code." Button: LEARN MORE. Logo: NYIT New York Institute of Technology.
- Banner 3 (Orange):** "We're trilingual. C++, HTML, PHP." Button: LEARN MORE. Logo: NYIT New York Institute of Technology.
- Banner 4 (Teal):** "We don't teach business. We incubate it." Button: LEARN MORE. Logo: NYIT New York Institute of Technology.
- Banner 5 (Purple):** "We put the 'care' back in health care." Button: LEARN MORE. Logo: NYIT New York Institute of Technology.

How It Works

A piece of JavaScript (referred to as a pixel) is placed on a website visitor's browser, making that browser "cookie'd." When the visitor leaves nyit.edu to surf the web, that cookie notifies retargeting platforms to serve specific ads based on specific pages visited on the NYIT website.

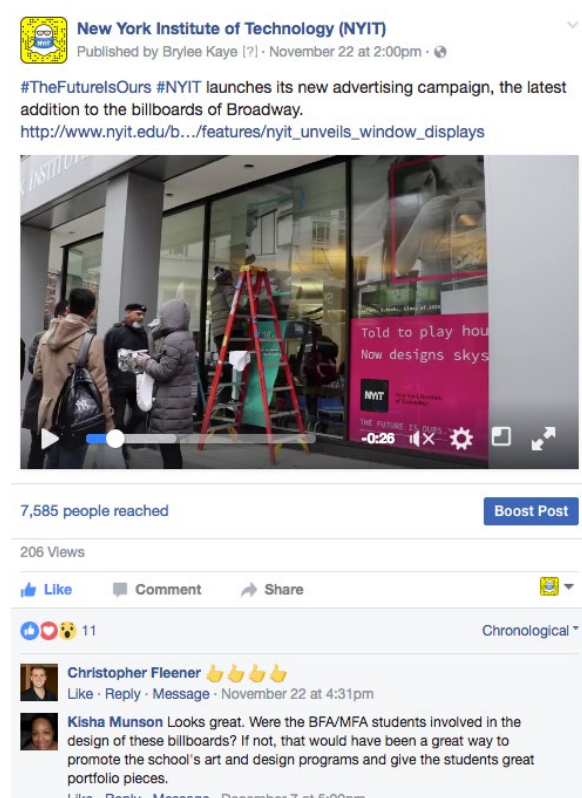
Social Media Activation:

NYIT's Social Media Strategy is two-fold:

1. By sharing narratives in the print and video advertising campaign, it serves as a storytelling platform for building reputation.
2. Through innovative use of various social media platforms, it serves as an engagement tool for increased engagement.


Platforms like Instagram, Twitter, Snapchat, YouTube, and Facebook provide an amplification of the videos that can be distributed to a wide audience and also have the potential for viral growth. Included in the distribution is the hashtag *#TheFuturesOurs*, further branding the concepts among current students, prospective students, faculty, staff, and influencers.

Furthermore, using the hashtag *#TheFuturesOurs*, students will be invited to share their own aspirations for the future via video contributions on social media. The user-generated content can be used in future campaigns and reinforces NYIT's positive brand attributes by enlisting actual student stories and testimonials



New York Institute of Technology (NYIT)
Published by Brylee Kaye [?] · November 22 at 2:00pm · 🌐

#TheFuturesOurs *#NYIT* launches its new advertising campaign, the latest addition to the billboards of Broadway.
http://www.nyit.edu/b.../features/nyit_unveils_window_displays



7,585 people reached Boost Post

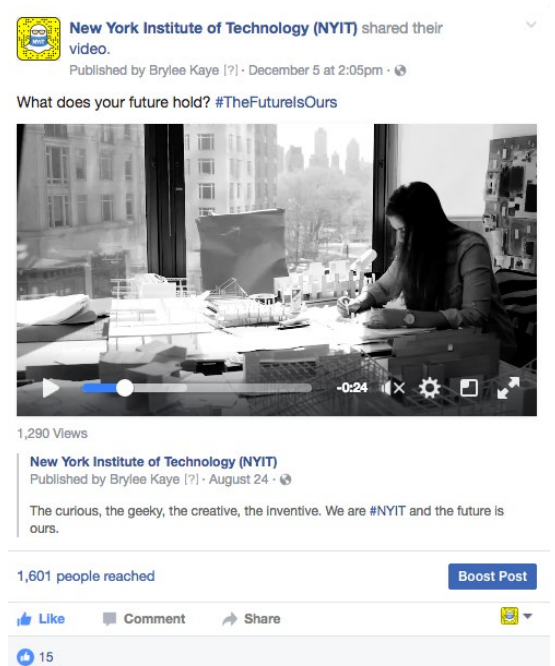
206 Views

Like Comment Share

👍👍👍 11 Chronological ▾


Christopher Fleener 🙌🙌🙌
Like · Reply · Message · November 22 at 4:31pm

Kisha Munson Looks great. Were the BFA/MFA students involved in the design of these billboards? If not, that would have been a great way to promote the school's art and design programs and give the students great portfolio pieces.
Like · Reply · Message · December 7 at 5:00pm



New York Institute of Technology (NYIT) shared their video.
Published by Brylee Kaye [?] · December 5 at 2:05pm · 🌐

What does your future hold? *#TheFuturesOurs*



1,290 Views

New York Institute of Technology (NYIT)
Published by Brylee Kaye [?] · August 24 · 🌐

The curious, the geeky, the creative, the inventive. We are *#NYIT* and the future is ours.

1,601 people reached Boost Post

Like Comment Share

👍 15

Strategy:

The overarching marketing campaign focuses on two distinct audiences to drive increased awareness for reputation building:

1. Communities where NYIT lives, works and recruits. Advertising is best done locally at first—in local New York communities for NYIT’s New York campuses, Beijing for the Beijing campus, etc. It’s critical to be well-known in our own backyard, before reaching out too far afield.

2. Academic peer set who will be most influential in ratings and driving reputation in key topic areas. This can be achieved by creating a sustained presence in media channels such as the *Chronicle of Higher Education*.

The integrated mix of videos, print and digital ads, and social media activation has been selected to yield the best results within NYIT’s current marketing budget. When targeted to the right audiences, and reinforced by content on the NYIT website and in print collateral materials, “The Future is Ours” campaign will resonate with prospective students and their parents, prospective employees, donors, and alumni.

C&M will measure the success of the reputation-building campaign by assessing growth of aided awareness of NYIT and unaided awareness of NYIT against baseline measurements established in a brand perception study completed in fall 2016 by IPSOS. We will also analyze gross organic searches over the course of the campaign as a measure of effectiveness.

Learn More

For more information about the marketing campaign or to get high-resolution images or videos to use in presentations at your campus, email creative@nyit.edu.