

**PROSPECTIVE HS STUDENT**

*RASHEL*

**REGIONAL TRANSFER STUDENT**

*AMIR*

**GRADUATE STUDENT**

*CARLEE*

**INTERNATIONAL STUDENT**

*VIRAJ*

**ADULT LEARNER**

*BRIAN*



## "I'M NOT COMPROMISING IN HOW I WANT TO PRESENT MYSELF. I WANT YOU TO ACCEPT ME AS I AM."

I am scouting colleges across the region with my parents, eager to start the next chapter of my life. My parents and I are very close, and they just want to see me succeed. I'm not sure what my future holds other than the fact that I want to make a real, positive impact. I don't see older generations doing enough to save our world, which is why it's so important for young people, including myself, to get involved now. I'm not your A++ student, but I work hard at everything I do. I crave new experiences and am passionate about knowing different realities, points of view and stories because I hate feeling trapped in a single cycle.

### CRITICAL TOUCHPOINTS

- High school fair
- Online/web content
- Community activities
- Campus visit

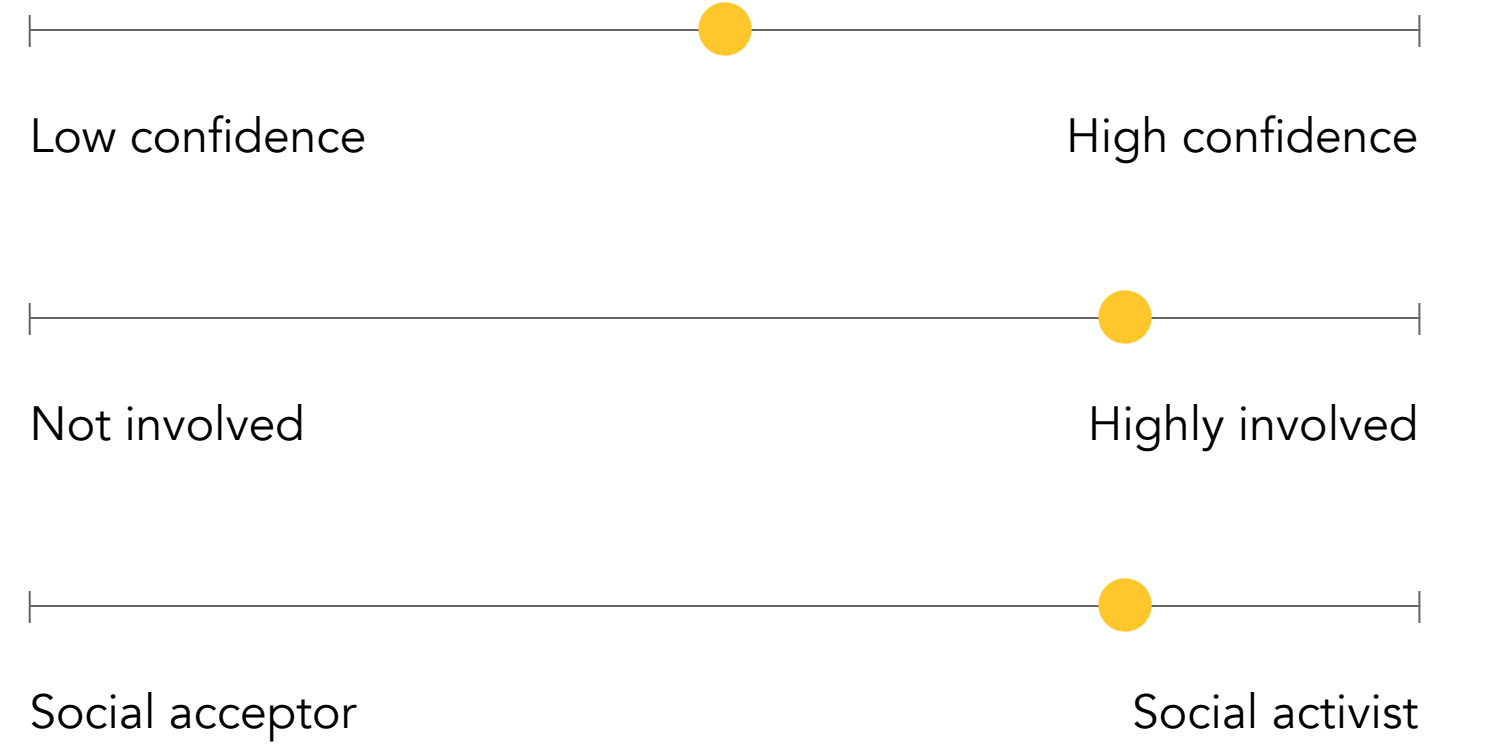
### TACTIC OPTIONS

- Shadow a student
- Alumni success stories
- Financial aid
- Social media push

### PERSONAL & EDUCATIONAL GOALS

- **Constant state of learning**, creativity, and growth
- Graduate with **little debt, job security, and confidence in my future**—ideally finding a job that aligns with my values

### MY EDUCATIONAL JOURNEY



### MY BRAND LOYALTIES



**WE'RE NOT REALLY STRANGERS**  
 "Feelings may arise"  
*Meaningful connections*



**DUNKIN**  
 "Your delightful start"  
*Promising beginnings*



**TIKTOK**  
 "Make creativity and joy"  
*Fluid self-expression*

#### PROSPECTIVE HS STUDENT

**RASHEL**

#### KEY MESSAGING

- Holistic student wellbeing is our top priority.
- Affordability without compromising quality education and industry-leading standards.
- Access to a dynamic, inspiring and thriving city culture.

#### CONSUMER DEMOGRAPHIC

**Age:**  
 17 (Generation Z)

**Hometown:**  
 Walnut Hills, OH

**Degree:**  
 Undecided

**Employment:**  
 Part-time employee



**PROSPECTIVE HS STUDENT**

**RASHEL**

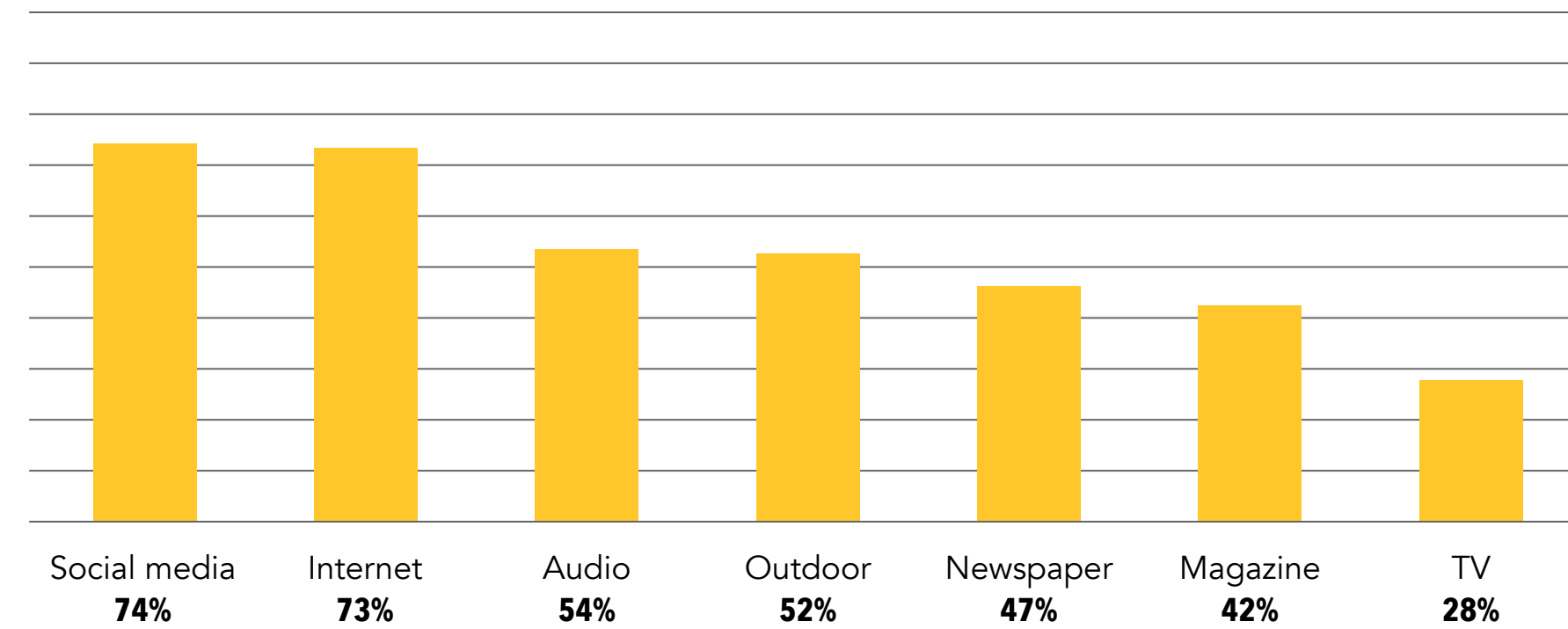
**PERSONAL & EDUCATIONAL GOALS**

- **Constant state of learning, creativity and growth.**
- Graduate with **little debt, job security and confidence in my future**—ideally finding a job that aligns with my values.

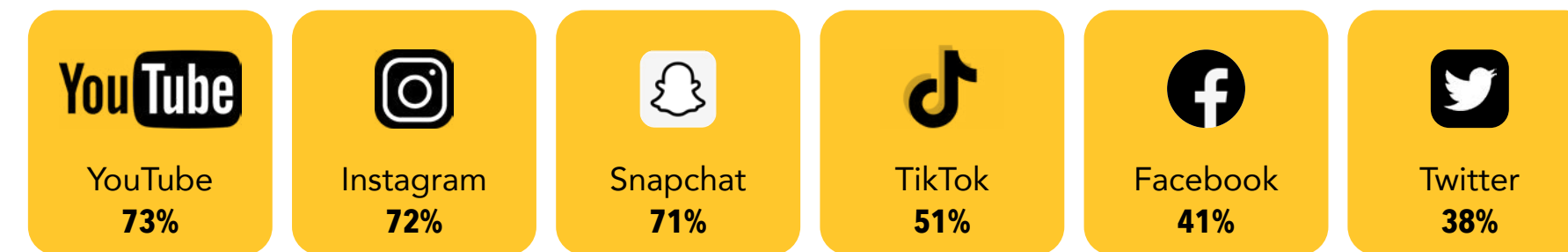
**LIFESTYLE & ATTITUDES**

- **How they see themselves:**
  - **73%** Reserved
  - **72%** Creative
  - **67%** Stubborn
  - **61%** Awkward
  - **48%** Tense/nervous
- **Personal values:**
  - Ambition
  - Adventure
  - Creativity
  - Preserving the environment
- **Highly selective,** they only give their attention to content they deem deserving of their time
- Their favorite brands have sustainable practices
- Heavy daily activities include learning new things or expanding their knowledge

**RASHEL'S MEDIA USAGE SNAPSHOT**



**RASHEL'S SOCIAL MEDIA HABITS**



**On social media, they...**

- 64%** Watch videos
- 52%** Visit a friend's profile
- 50%** Send messages
- 47%** Post pictures
- 41%** Follow/become a fan of something/someone
- 31%** Play games

**DEVICE ADOPTION**

- 91%** Smartphone
- 76%** Laptop
- 42%** TV
- 39%** Desktop
- 36%** Tablet
- 30%** Video game console

**DIGITAL HABITS**

**Digital natives,** they average **42 hours online** each week and the majority are heavy internet users.

**Education**

Nearly 4x more likely to have taken an **online class or course** in the last month.

**Mobile first**

Start their morning by checking their phone (68%) and use apps to navigate their daily life (77%).

**Top Apps:**

- Education
- Short video
- Food delivery
- Digital payment
- Music apps



**REGIONAL  
TRANSFER STUDENT**

**AMIR**

**KEY MESSAGING**

- We invest in you. Experience one-on-one connection and a community for life.
- Personalized guide for a seamless, simple transition.
- Upending conventions and breaking barriers together.

**CONSUMER  
DEMOGRAPHIC**

**Age:**  
20 (Generation Z)

**Hometown:**  
Covington, KY

**Degree:**  
Entrepreneurship

**Employment:**  
Intern

**“REPRESENTATION MATTERS.  
I WANT PROFESSORS AND A  
COMMUNITY I CAN RELATE TO  
OR SEE MYSELF IN.”**

I am entering my second year at the University of Kentucky and I came here because of their strong reputation and wanted to get away. This past summer, I was reunited with a couple of my Holmes High School friends who go to NKU, and they all couldn't stop talking about wanting to go back. I had the opposite feeling. UK is so large that it has been really hard to connect with anyone. Not to mention the number of people in my classes make it more overwhelming to try and get involved. I don't know how to turn to or where to start. I want to transfer schools, but the process itself sounds like a headache, especially since I already have a year under my belt.

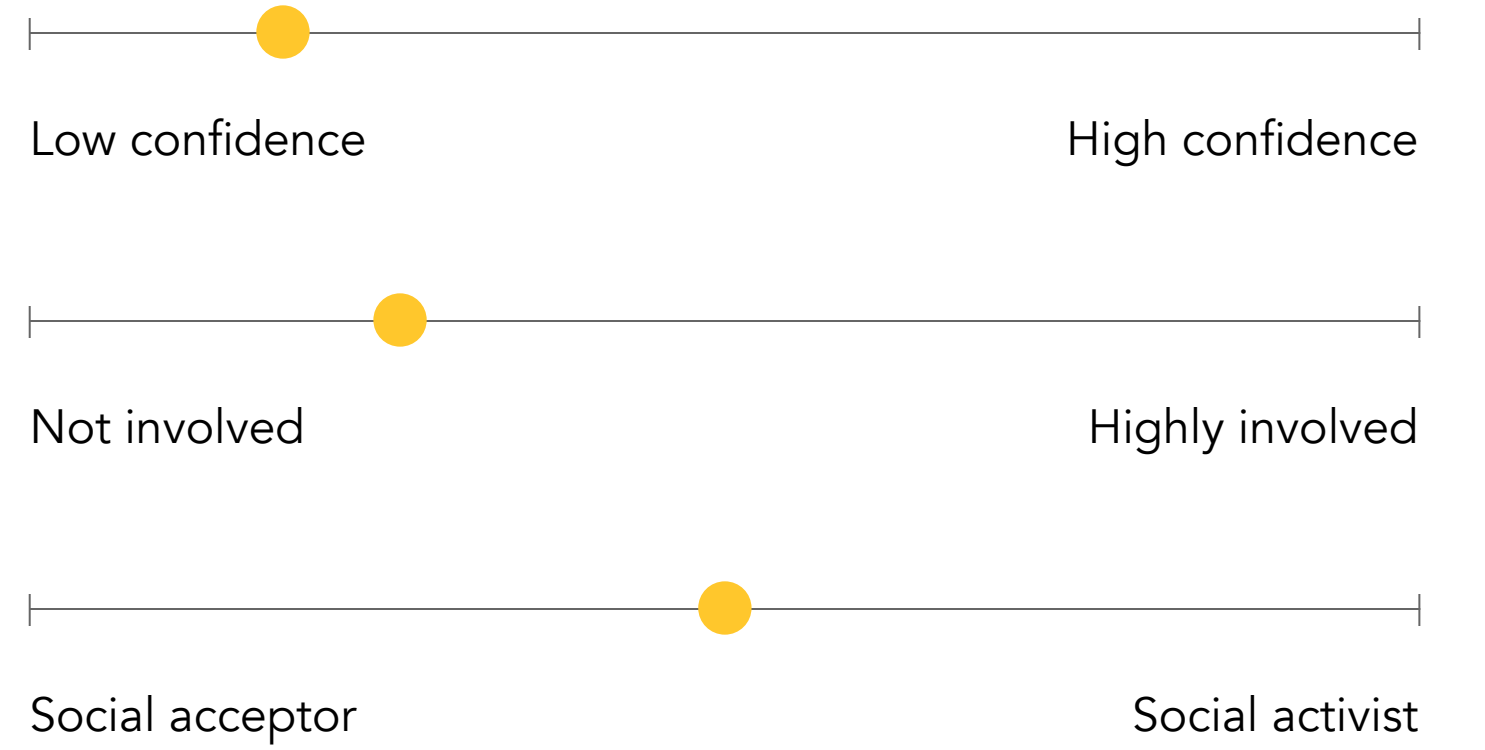
**CRITICAL  
TOUCHPOINTS**

- Campus visit
- Online/web content
- Word of mouth
- Regional awareness

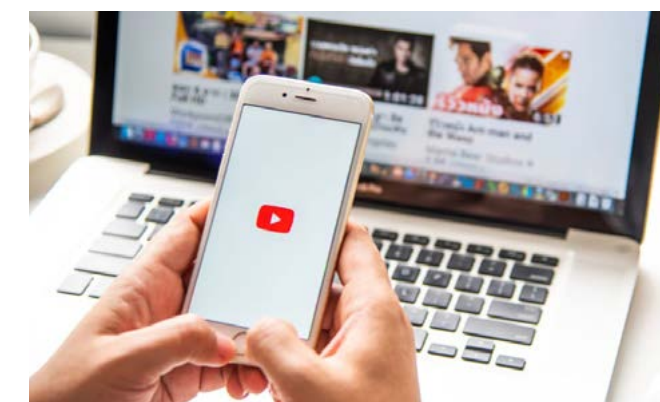
**TACTIC  
OPTIONS**

- College student mentor
- Signage
- Emails
- Social media push

**MY EDUCATIONAL JOURNEY**



**MY BRAND LOYALTIES**



**YOUTUBE**

“Give everyone a voice”  
Be your own creator



**NIKE**

“Just do it”  
You get what you put in



**AMAZON**

“Convenience culture”  
Simplify my life



REGIONAL TRANSFER STUDENT

AMIR

PERSONAL & EDUCATIONAL GOALS

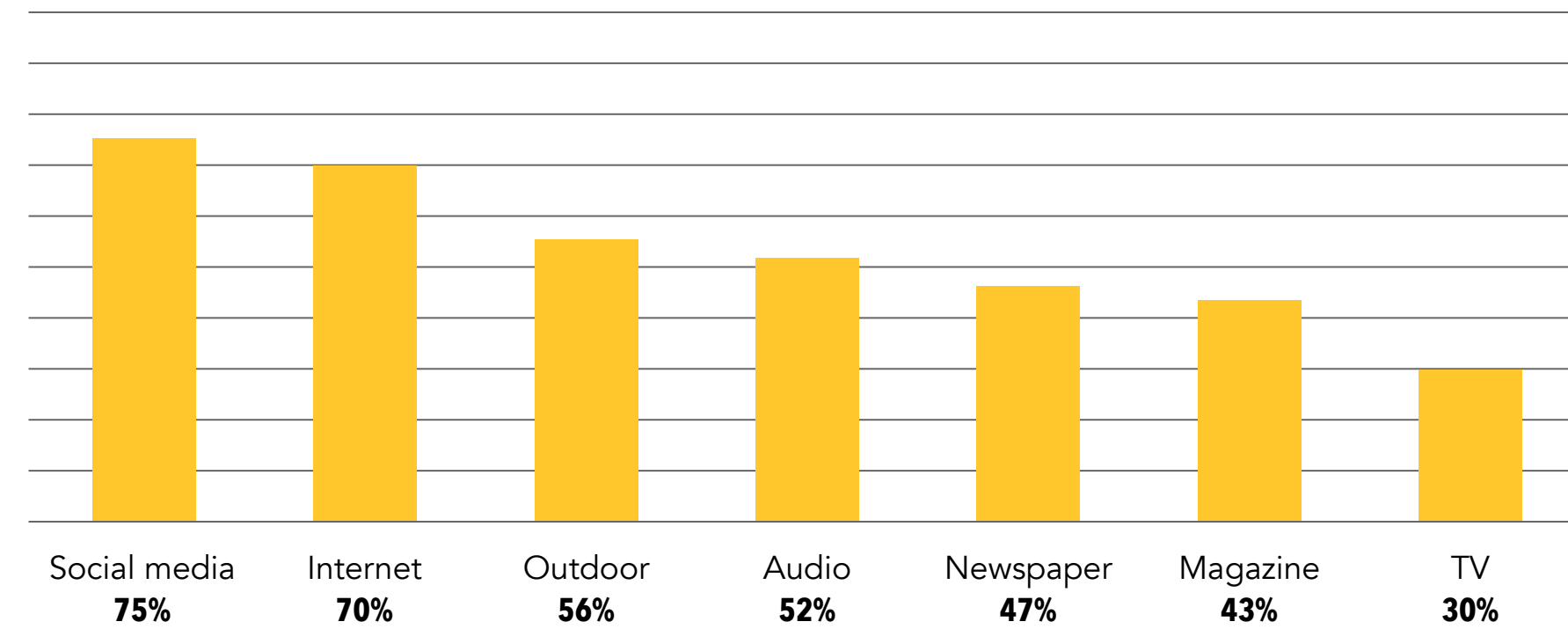
- **Hybrid learning** is my preference because **flexibility** is important for me and the life I live.
- I have nothing to prove to anyone but myself; **I will be my own boss** one day.

LIFESTYLE & ATTITUDES

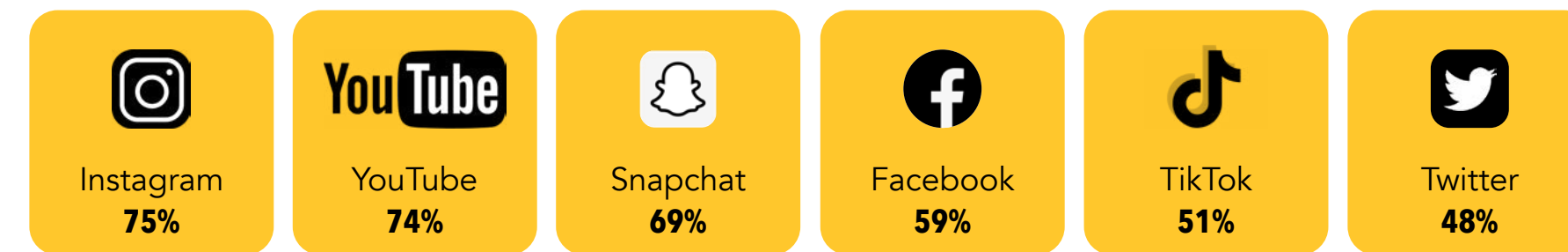
- **How they see themselves:**
  - **89%** Broad-minded
  - **80%** Passionate
  - **79%** Efficient
  - **73%** Creative
  - **65%** Frank
- **Personal values:**
  - Social recognition
  - Ambition
  - Adventure
  - Wealth
  - Creativity

- **Driven** individuals who would like to **be their own boss** someday
- Prefer to engage in **smaller, meaningful communities** than with large groups
- Heavy daily activities include **learning** something new and doing **fun and exciting** things

AMIR'S MEDIA USAGE SNAPSHOT



AMIR'S SOCIAL MEDIA HABITS



On social media, they...

- 66%** Watch videos
- 63%** Connect with like-minded people
- 57%** Support causes they care about
- 53%** Send messages
- 44%** Follow actors
- 39%** Follow music groups
- 27%** Follow school groups
- 39%** Post life updates

DEVICE ADOPTION

- 93%** Smartphone
- 82%** Laptop
- 43%** Desktop
- 37%** TV
- 33%** Tablet
- 26%** Video game console

DIGITAL HABITS

**Digital natives**, they average **39 hours online** each week and the majority are heavy internet users.

Education

Over 4.5x more likely to have taken an **online class or course** in the last month, and are likely to listen to podcasts on education.

Mobile First

Start the day by checking their phone (74%), use it during their daily commute (69%) and use it to stay connected to their social communities (79%).

Top Apps:

- Education
- Movies
- Rideshare
- Video chat
- Short videos
- Music
- Dating



## “MY FAMILY IS MY ROCK AND WITHOUT THEIR FULLY SUPPORT I WOULD NOT RETURN TO SCHOOL CONFIDENTLY.”

First and foremost I am a mother and a partner. My family means the world to me, and I will always put them first. Recently I began questioning being a stay at home mom; I love my child, but I miss being in the workforce and felt like part of my identity had disappeared. I’m both nervous and excited to return to school. I am nervous because I know I will be older, the “odd man out”, and it’s been forever since I touched a textbook. I know it’s going to add double to my plate. Despite how nervous I may be, I am more excited than anything. I can’t wait to take my future into my own hands.

### CRITICAL TOUCHPOINTS

- Online/web content
- Regional awareness
- Campus visit

### TACTIC OPTIONS

- Accelerated programs
- Online or hybrid learning
- Emails
- Success stories

### GRADUATE STUDENT

**CARLEE**

### KEY MESSAGING

- Accelerated programs that are skill focused with quicker paths to success.
- Flexible, online learning tailored to you.
- Your success is our success, make the leap.

### CONSUMER DEMOGRAPHIC

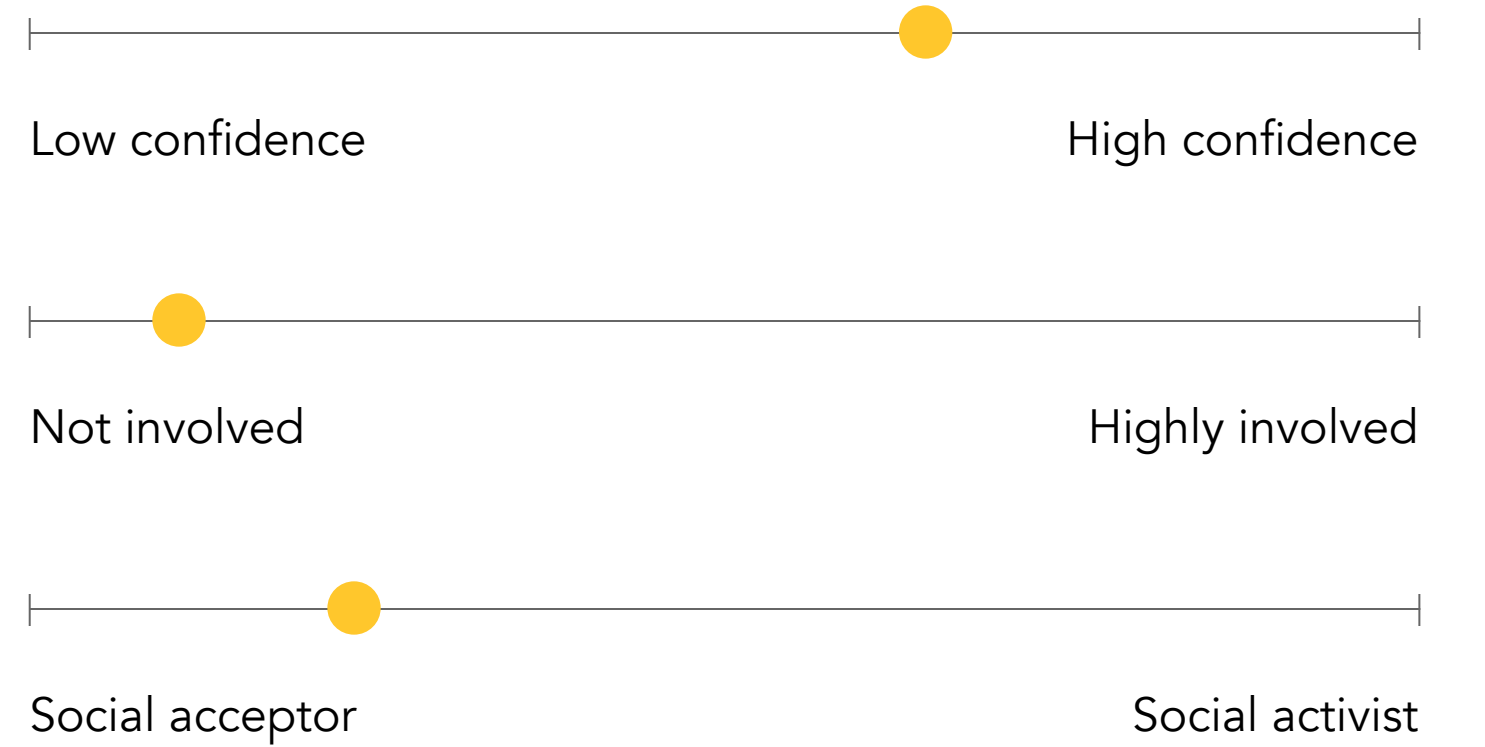
**Age:**  
29 (Millennial)

**Hometown:**  
Westchester, OH

**Degree:**  
Graduate nursing program

**Employment:**  
Full-time mom

### MY EDUCATIONAL JOURNEY



### MY BRAND LOYALTIES



#### COSTCO

“Value meets quality”  
*Reliable quality and service*



#### PELOTON

“Empowered wellness”  
*Everyday health and happiness*



#### DISNEY

“Magical moments”  
*Inspiring realities*



**GRADUATE STUDENT**  
*CARLEE*

**PERSONAL & EDUCATIONAL GOALS**

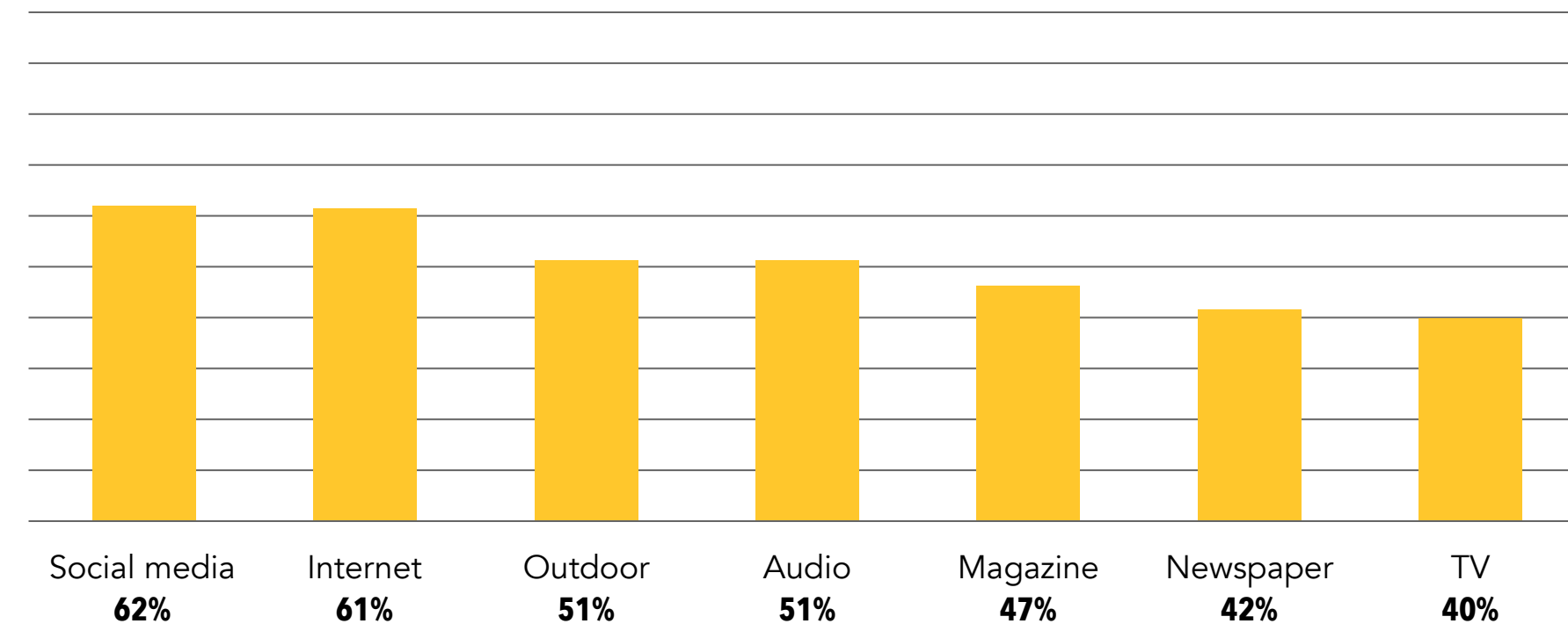
- To **take my life** and career to the **next level**.
- **Provide and care for my family** as they care for me.

**LIFESTYLE & ATTITUDES**

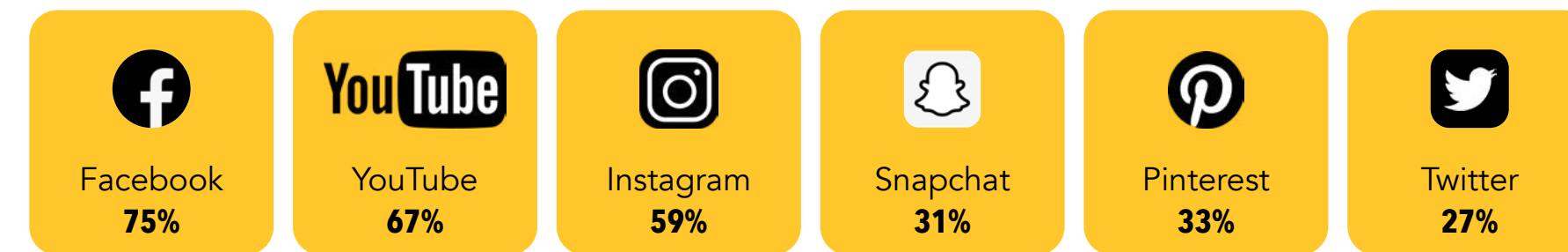
- **How they see themselves:**
  - **88%** Broad-minded
  - **82%** Efficient
  - **81%** Witty
  - **79%** Passionate
  - **77%** Creative
- **Personal values:**
  - Status
  - Social recognition
  - Ambition
  - Knowledge
  - Learning

- **Family-oriented**, who prefer to spend time at home with their loved ones instead of going out.
- Ambitious, with a zest for **learning** and desire to **build a career**, not just have a job.
- **Well-organized**, spending time at home with the kids, doing **housework** and **learning** new things.

**CARLEE'S MEDIA USAGE SNAPSHOT**



**CARLEE'S SOCIAL MEDIA HABITS**



**On social media, they...**

- 63%** Share memes, photos, videos, songs, articles, etc.
- 57%** Watch videos
- 51%** Comment on others' posts
- 49%** Send messages
- 31%** Create videos and other content
- 37%** Follow brands
- 35%** Follow chefs/restaurants
- 27%** Follow schools
- 24%** Follow travel groups

**DEVICE ADOPTION**

- 94%** Smartphone
- 77%** Laptop
- 44%** Desktop
- 38%** Tablet
- 36%** TV

**DIGITAL HABITS**

**Digital savvy**, they average **36 hours online** each week and the majority are heavy internet users.

**Education**

Over 1.4x more likely to have taken an **online class or course** in the last month including live classes.

**Mobile First**

Relying on their phones for directions (87%) and entertainment (84%), to stay connected socially (74%), to research (74%) and to make purchase decisions (74%).

**Top Apps:**

- Education
- Rideshare
- Real estate
- Movie
- Food delivery
- Digital payment



## “EDUCATION IS A CONDUIT FOR FINANCIAL AND PERSONAL FREEDOM. THE EFFORT I PUT IN NOW WILL DETERMINE THE FUTURE I WILL HAVE.”

I grew up hearing about the American Dream, and as a young kid, decided that someday this dream would become my reality. My parents were strict when it came to prioritizing studies, and they made sacrifices so that I could have the best education possible. As a first generation student, I want to go to college in the States, which will only be possible if I get a scholarship. I am nervous about being so far from my family and home but I know the potential would be worth it. I work hard and take pride in this, knowing my success is not just for me, but for my family as well.

### CRITICAL TOUCHPOINTS

- Online/web content
- Mail collateral
- Educational institution collaboration

### TACTIC OPTIONS

- Facebook ads
- Scholarship opportunities
- International student network

### PERSONAL & EDUCATIONAL GOALS

- Launch my career at CVG in aviation data.
- Be top of my class and commit to my studies above anything else.

### MY EDUCATIONAL JOURNEY



### MY BRAND LOYALTIES



**MASTERCLASS**  
“Quality care for men”  
*Inclusively exclusive*



**WHATS APP**  
“Bringing people together”  
*Universal connection*



**LEVI'S**  
“Live in Levi's”  
*Hardworking lifestyle*

### INTERNATIONAL STUDENT

**VIRAJ**

### KEY MESSAGING

- Welcoming and inclusive community that is your home away from home.
- Collaborative and real-world experiences.
- Guided mentorship and career coaching towards success.

*\*Audience data and media usage unavailable for the international student*

### CONSUMER DEMOGRAPHIC

**Age:**  
18 (Generation Z)

**Hometown:**  
Jaipur, India

**Degree:**  
Data science

**Employment:**  
Full-time student





**“I AM THE DRIVER OF MY LIFE; NO ONE ELSE CAN CREATE SUCCESS FOR ME. MY DREAMS ARE WITHIN REACH, AND I CONFIDENTLY MOVE FORWARD IN BRING THOSE TO FRUITION.”**

I grew up watching my parents work hard doing whatever it took to make ends meet. Neither attended college, so it was never in my plans after high school. Upon graduation, I was focused on one thing: making money. I entered the workforce as a waiter and worked my way up to management, but I am coming to the realization there is a ceiling to my career and the life I want for myself. In my time away from the classroom, I’ve gained confidence in my identity and now know what I want to do with my future. I know I’m not a traditional student; I want education to support how I’ve gotten here in a round-about way.

**ADULT LEARNER**

**BRIAN**

**KEY MESSAGING**

- Adaptive and affordable learning systems designed with non-traditional students in mind.
- Learning your way with a variety of online class choices and competitive class times.
- Quality education that will propel your career further.

**CONSUMER DEMOGRAPHIC**

**Age:**  
36 (Millennial)

**Hometown:**  
Florence, KY

**Degree:**  
Organizational leadership

**Employment:**  
\$49k - full-time employee and student

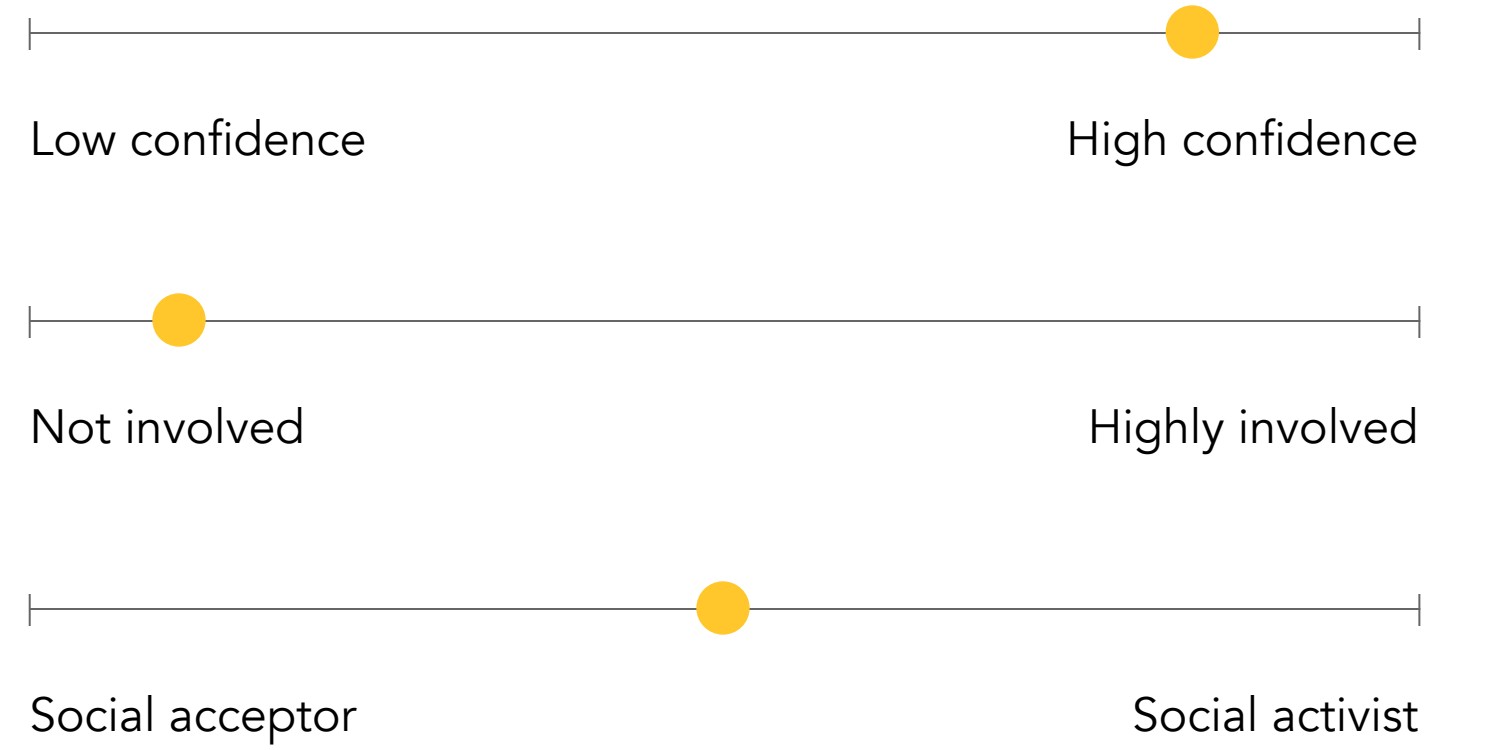
**CRITICAL TOUCHPOINTS**

- Regional awareness
- Online/web content

**TACTIC OPTIONS**

- Online or hybrid learning
- Career mentor
- Success stories
- Social media push

**MY EDUCATIONAL JOURNEY**

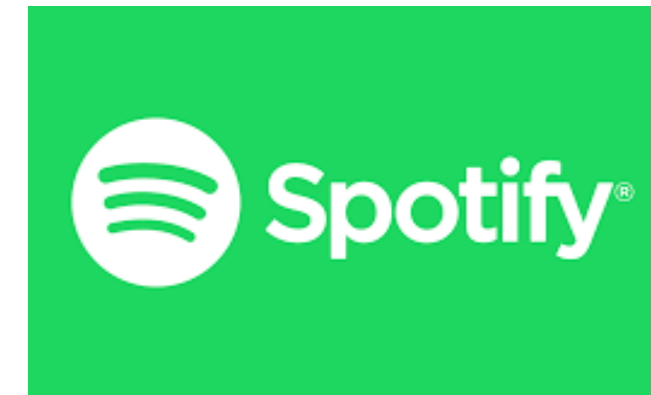


**MY BRAND LOYALTIES**



**CHIPOTLE**

“Food with integrity”  
*Fast, real, uncompromising*



**SPOTIFY**

“Music for everyone”  
*Self expression your way*



**target**

**TARGET**

“Expect more, pay less”  
*Confidently shop with ease*



**ADULT LEARNER**

**BRIAN**

**PERSONAL & EDUCATIONAL GOALS**

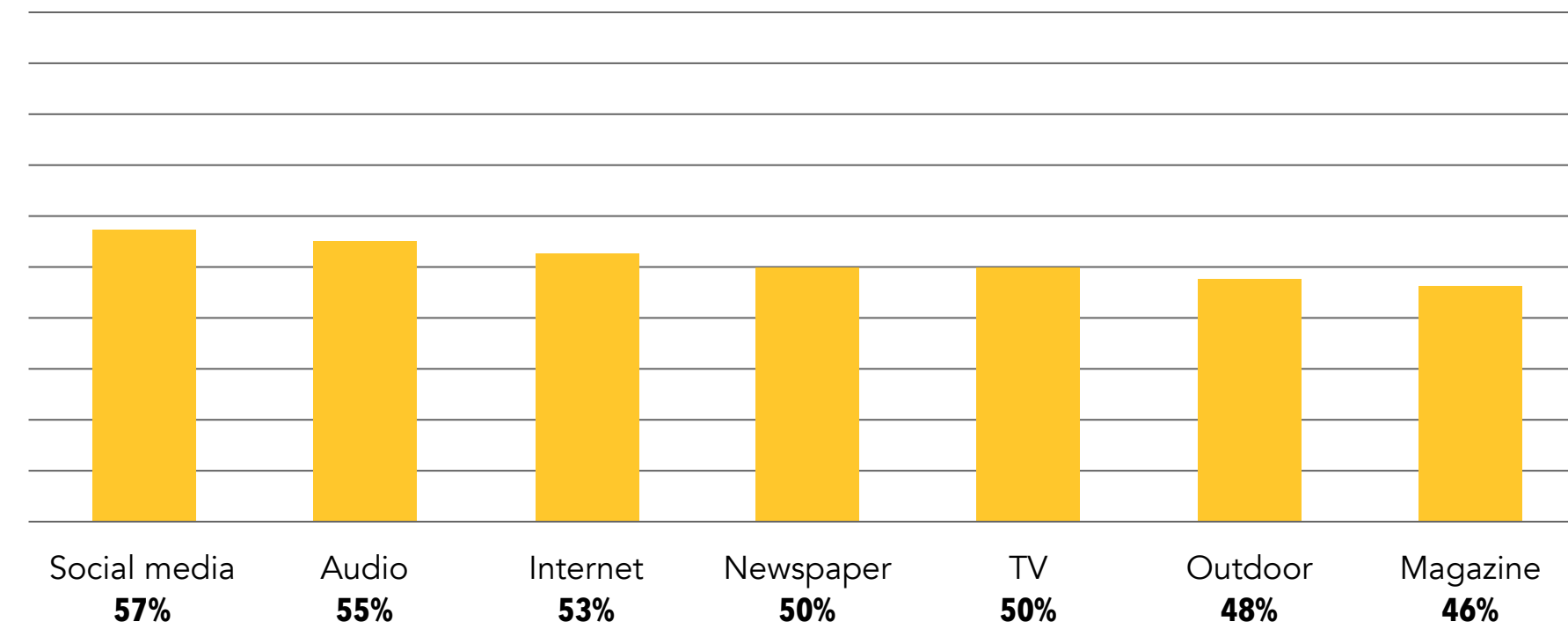
- Bachelors degree not only affords me the opportunity to be a leader in the restaurant industry, but opens the door to opportunity of career advancement outside of this niche.

**LIFESTYLE & ATTITUDES**

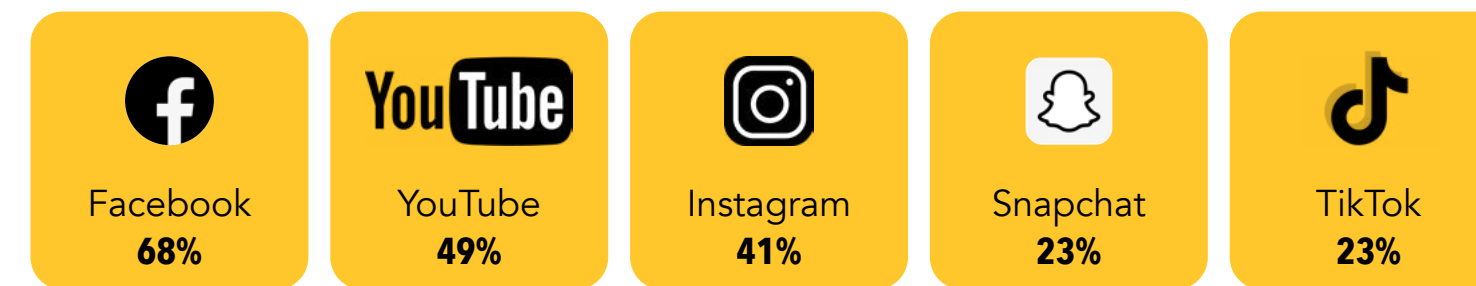
- **How they see themselves:**
  - **79%** Passionate
  - **76%** Reserved
  - **73%** Creative
  - **72%** Brave
  - **65%** Frank
- **Personal values:**
  - Ambition
  - Adventure
  - Appearance
  - Youth
  - Creativity

- Value spending time with family, but find **juggling family and work demands stressful.**
- **Hard workers**, striving to make it to the top of their career and often taking on leadership positions.
- Consider themselves outspoken and will take part in a protest for causes they're passionate about.

**BRIAN'S MEDIA USAGE SNAPSHOT**



**BRIAN'S SOCIAL MEDIA HABITS**



**On social media, they...**

- 44%** Watch videos
- 43%** Comment on others' posts
- 49%** Re-share posts created by someone else
- 22%** Follow or become a fan of something or someone

**DEVICE ADOPTION**

- 85%** Smartphone
- 68%** Laptop
- 37%** Desktop
- 29%** Tablet
- 24%** TV

**DIGITAL HABITS**

**Frequent digital users**, they average **33 hours online** each week. 53% are heavy internet users.

**Mobile First**

Relying on their phones to stay connected socially (77%), for entertainment (65%), and to make purchase decisions (69%).

**78% use mobile apps — with an affinity for:**

- Video chat
- Movies
- Video
- Digital payment
- Shopping/retail
- Music