

CASE STUDY

PROVING NEWSPAPERS WORK : DELIVERING VS. FLYERS



THE UNIVERSITY OF MANITOBA TRANSFORMS LIVES AND COMMUNITIES AT HOME AND AROUND THE WORLD.

IT'S HOMECOMING 2010 AT THE UNIVERSITY OF MANITOBA. READ TODAY'S NEWSPAPER FOR MORE STORIES ABOUT THE TREMENDOUS IMPACT MADE BY MANITOBA'S PREMIER UNIVERSITY. ►►



UNIVERSITY OF MANITOBA

The Challenge

Each year, the University of Manitoba creates a Community Report to share the successes of the institution with the local community. It celebrates exceptional work and achievements of its faculty, staff and students. It wanted to continue to do this but it wanted to get its message out in a bigger and better way.

The Objective

In the prior year, the University shared its annual report by printing thousands of glossy booklets which were distributed throughout the community. The goal moving forward was to be higher profile, more environmentally friendly as well interactive.

The Plan

The local newspaper proposed an effective and compelling plan that would allow the University to expand its reach into the community by more than 6 times. It suggested the University dominate the newspaper for one day. The University would be featured on the front page in an ad that would highlight that readers would find more stories within the pages of the paper. Ads would be carefully placed within the appropriate sections of the paper based on the topic. All the ads would refer to a website which would be designed to deliver further depth and interactive features.

As newspapers are one of the most recycled products, as well as being created with recycled materials, it is environmentally friendly solution for the University. As well, the online component allows for greater detail with a reduced environmental impact.

The Creative

The newspaper ads were devised in partnership between the University and the newspaper. Eight ads were designed to highlight a different point of excellence. In addition, the front-page, teaser ad was created to remind readers to look for stories featuring "Manitoba's Premier University."

The University's historic yellow and brown colours as well as its shield and name were effectively used to tie all the communication together.



MAKING AN IMPACT AT HOME AND AROUND THE WORLD

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LEADING THE WORLD IN CLIMATE CHANGE RESEARCH

The key to understanding global climate change may lie deep within Arctic ice, and the University of Manitoba is leading the world in the search for answers.

In May, the university was awarded the Canada Excellence Research Chair (CERC) in Arctic Geomicrobiology and Climate Change. This prestigious designation is one of only 19 CERCs presented across Canada.

With funding totalling \$35-million, the university will transform its Arctic sea ice research team into the most comprehensive climate change group in the world.

The new chair, Søren Rysgaard, joins a team of 100 people from the University of Manitoba, cementing the university's position as a world leader in environment and climate change studies.



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CREATING LEADERS ON THE FIELD AND IN THE COMMUNITY

University of Manitoba students understand athletic skills are just one quality of a great athlete. A second is a drive to improve the community in which they live.

For these qualities, Bison linebacker Thomas Hall received the Russ Jackson Award in 2009, which recognizes the Canadian Interuniversity Sport football player who best exemplifies academic achievement, football skill and citizenship.

Hall was selected for his role in creating "The Challenge for Life," a new CancerCare Manitoba event that raised over \$2-million for cancer research. He also volunteers with Winnipeg youth in the Bisons Against Bullying program.

Like Hall, many University of Manitoba students go beyond academic expectations and make a difference in the lives of others.



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MAKING AN IMPACT AT HOME AND AROUND THE WORLD



DELIVERING HEALTHCARE IMPROVEMENTS TO INNER-CITY MOTHERS

University of Manitoba research has helped ensure inner-city mothers have access to the health care services they need to deliver strong, healthy babies.

Nursing Professor Maureen Heaman has been awarded the Canada Research Chair in New Perspectives in Gender, Sex and Health by the Canadian Institutes of Health Research for her ground-breaking research on prenatal care among women in Winnipeg's inner city. She found that a significant number of women

in this community go through their entire pregnancies without ever seeing a doctor or health care professional. Heaman's work is another example of how University of Manitoba research is making an impact at home and also helping improve lives across Canada.



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The Results

The University indicated that as soon as the newspaper ad campaign broke, its phone lines lit up. This communication resonated with the community! As well, visits to its site were well beyond expectations.

This outstanding newspaper campaign effectively targeted the local community. The compelling creative combined with its strategic placement on the appropriate pages in the newspaper allowed us to more than meet our objectives.

- The University of Manitoba