

Pursue the Next You 2.0

In January 2023, Villanova launched the “Pursue the Next You 2.0” campaign. This campaign, building upon a 2019 campaign, was developed by an internal cross-functional team: Kelly Grentz, Senior Director, Adult and Professional Marketing; Shane McNichol, Associate Director, Communication and Marketing for the College of Professional Studies; and Alan Zerbe, Art Director. This campaign highlights current students and recent graduates and their unique education journeys.

A total of 4 commercials and 4 radio spots were produced: 1 general brand spot and 3 student story spots. The student story spots illustrate the main **student personas** who come to CPS – degree seekers/completers (Robert), career changers (Shelby), and career climbers (Madison). The media buy consisted of a robust multimedia mix, including TV, streaming, radio, billboards, transit and digital.

To date, this campaign has increased awareness of the College of Professional Studies, with over 56M impressions delivered in the Philadelphia region (as of June 2023). Other notable metrics as of August 1, 2023:

- 📊 Website traffic to the CPS homepage increased by 207% from February to July 2023 (v. same time in 2022)
- 📊 Organic web traffic to CPS homepage increased 56% from February to July 2023 (v. same time in 2022)
- 📊 Degrees admissions page visits increased 86% from February to July 2023 (v. same timeframe in 2022)
- 📊 Over 1.9 million views of the CPS commercials on YouTube, with Madison’s spot alone at 1.1 million

The campaign has had a positive impact on admissions and recruitment, with applications as well as confirmed students up significantly from the prior year.

We were able to celebrate the campaign launch at an event in February 2023. Some photos are below. The event drew over 150 individuals – students, staff, faculty, and University leadership.

