

# STUDY ABROAD CENTER TAGLINE REBRAND

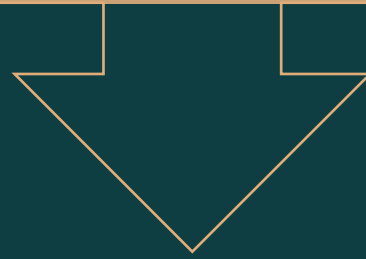
Krishoun Burns, Bridget Hepworth, Taylor Adams, Macy Gilliland



# SITUATION ANALYSIS

## 2017

The SAC rebranded.

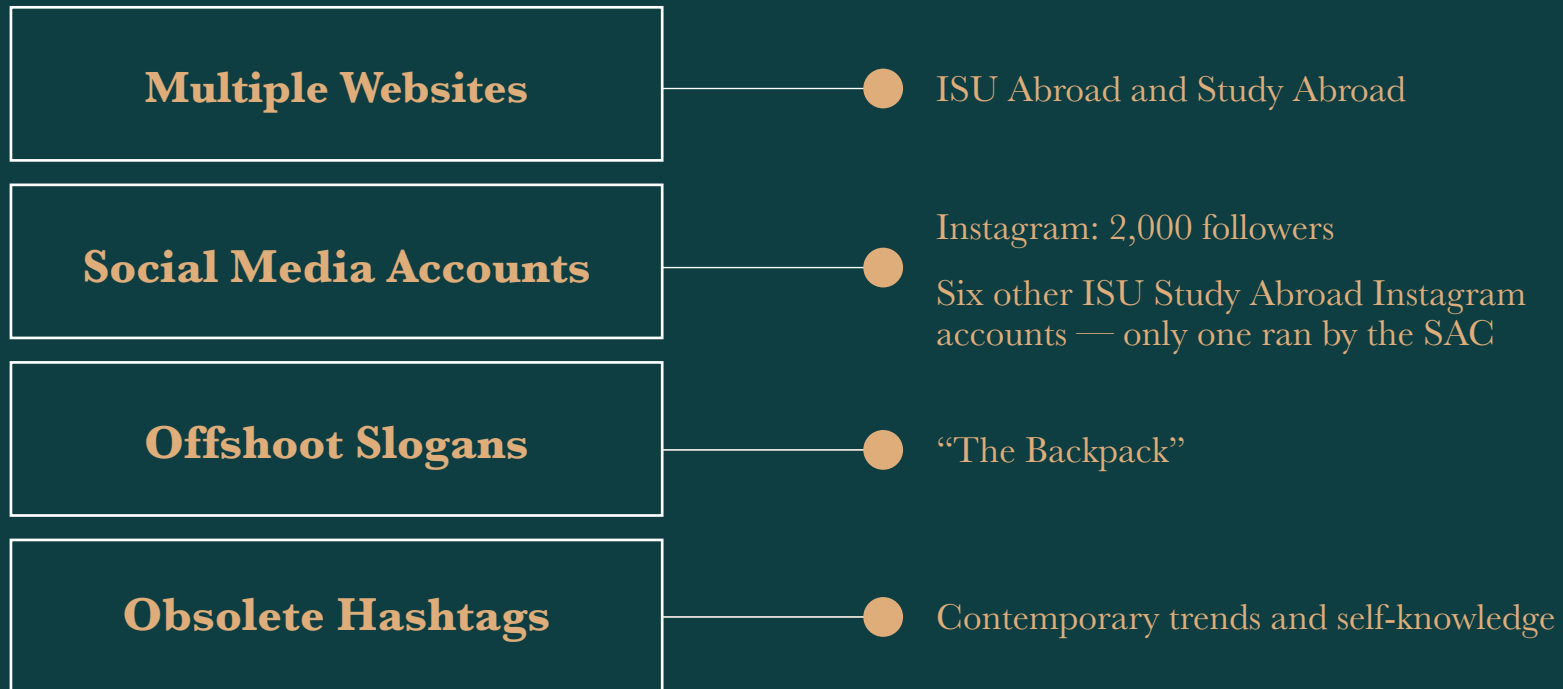


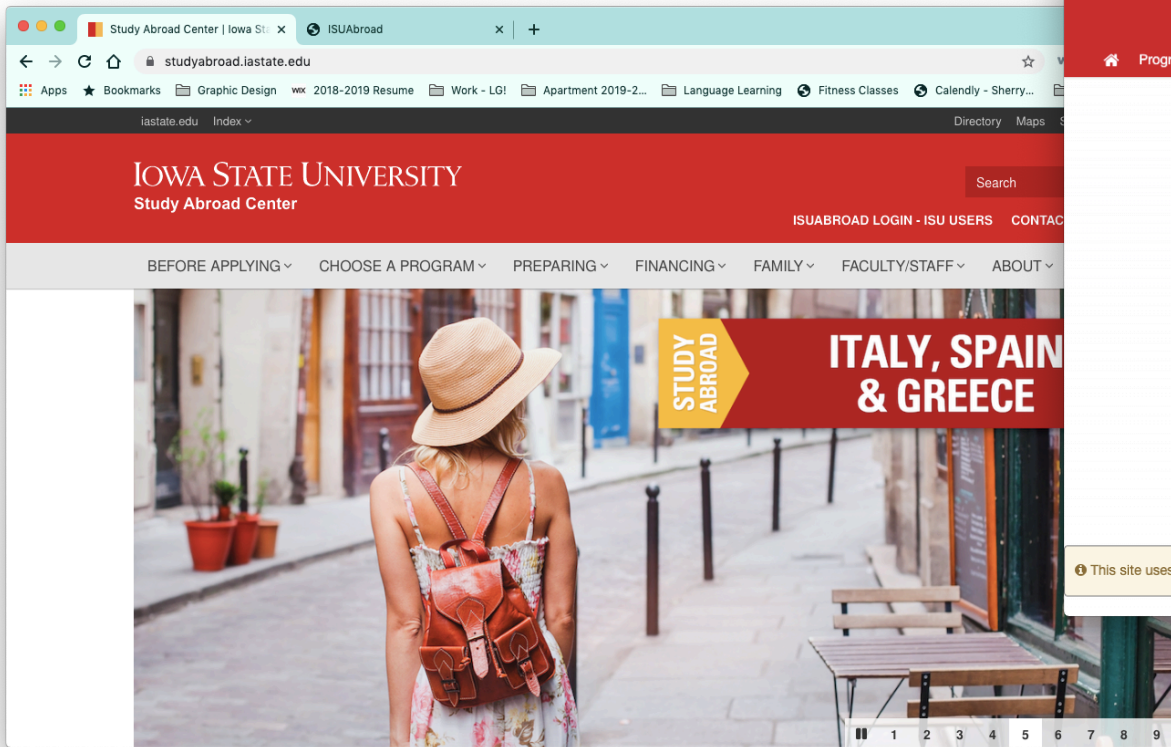
## 2019

The SAC wanted to complete their rebrand by updating tagline, “Cyclones Abroad.” *Why?*

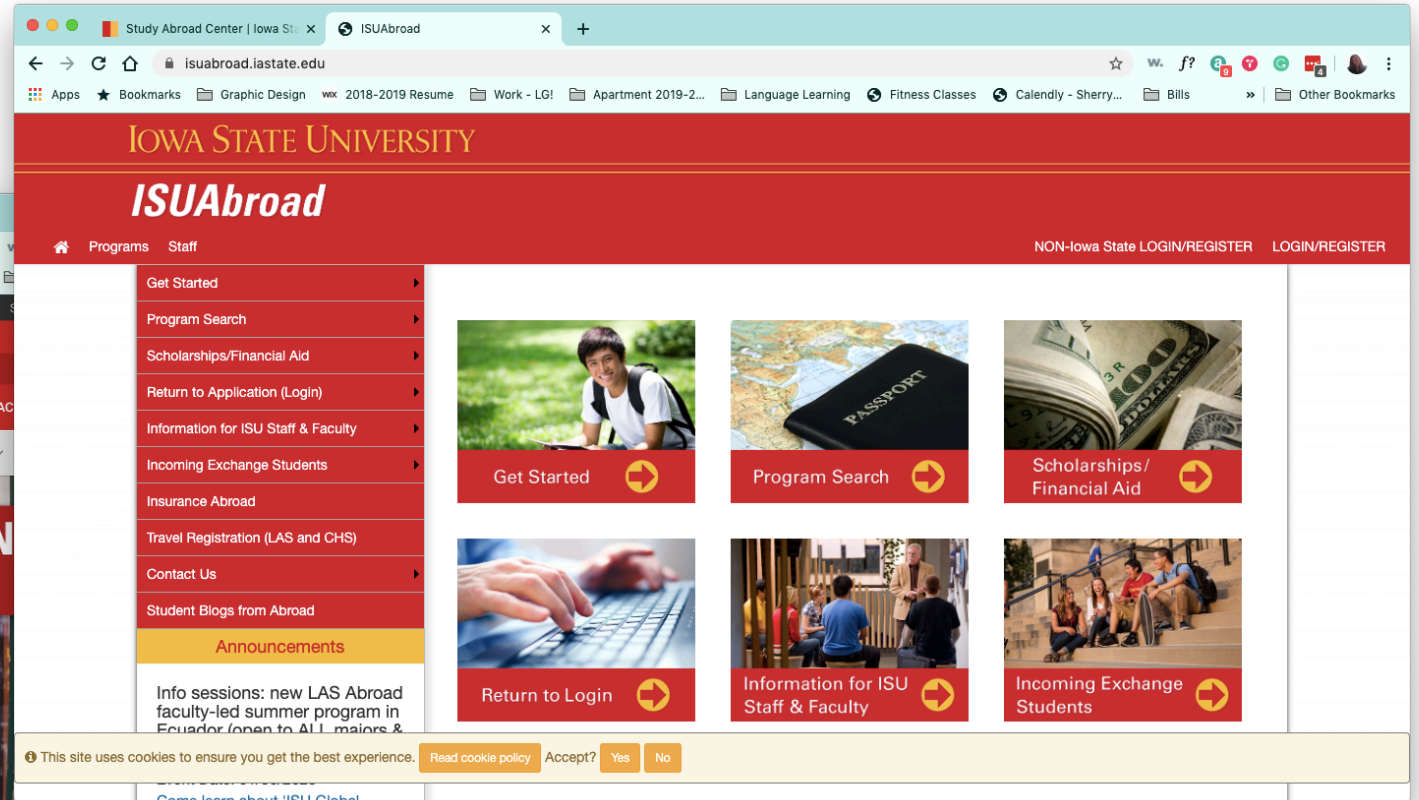
# ORGANIZATION ANALYSIS

The Study Abroad Center had several communication issues within the organization that hindered its overall goal, including:





Study Abroad Center's Website



ISU Abroad Website



# AUDIENCE ANALYSIS



## **Undergraduate students at Iowa State University**

- Ages 18-23
- All genders
- All colleges
- In-state and out-of-state



## **Currently in *awareness* stage of development**

- Aware that ISU has a study abroad program and that there's a tagline/hashtag
- Do not know what the tagline/hashtag is and do not try to find it



## **Learns about studying abroad from:**

- Class presentations
- Friends
- Study abroad fair

# AUDIENCE ANALYSIS



## **Does not use the “Cyclones Abroad” hashtag**

- Unaware of the SAC’s social media presence and its tagline/hashtag
- Exception: study abroad bloggers and professor-mandated



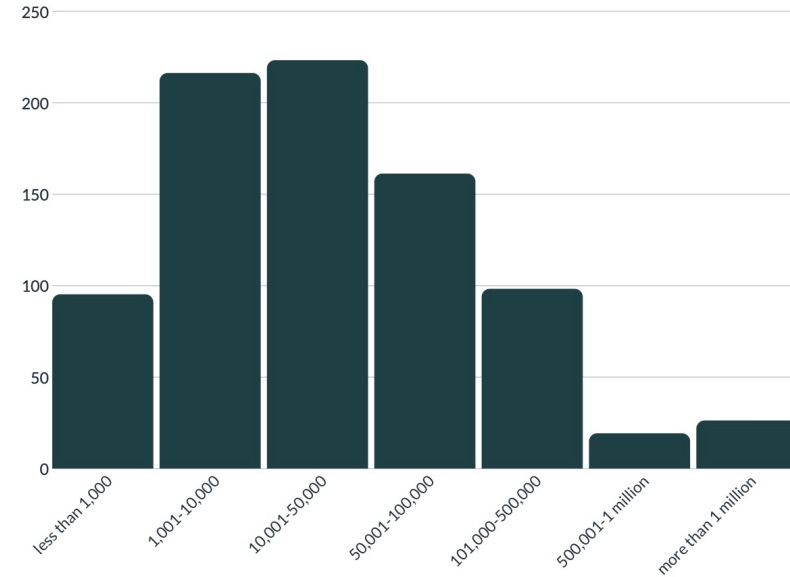
## **Reasons they study abroad:**

- Cost
- Relevance
- Input from others (Half relies on input from others and the other half doesn’t)

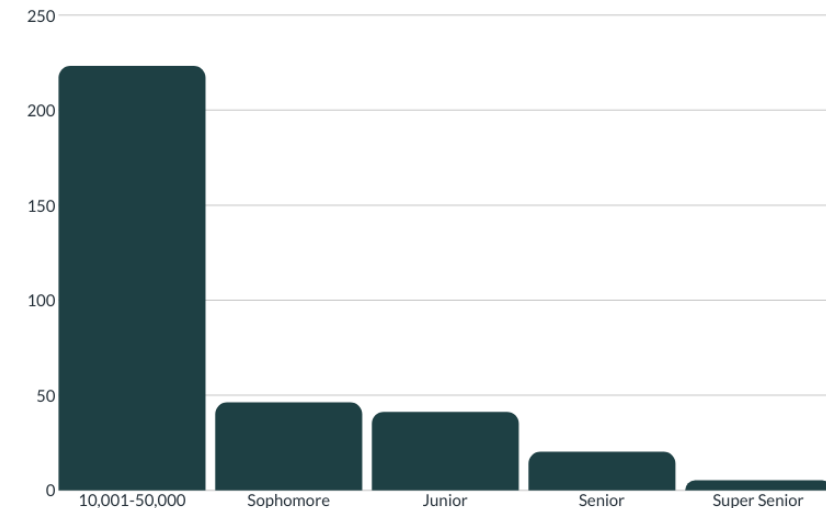
# PRIMARY RESEARCH

- **6-question survey**
  - Sent to all undergraduate students
    - 828 responses
  - Questions:
    - Population of hometown
    - Study abroad status
    - When and how they learned about studying abroad
    - Awareness of Cyclones Abroad tagline

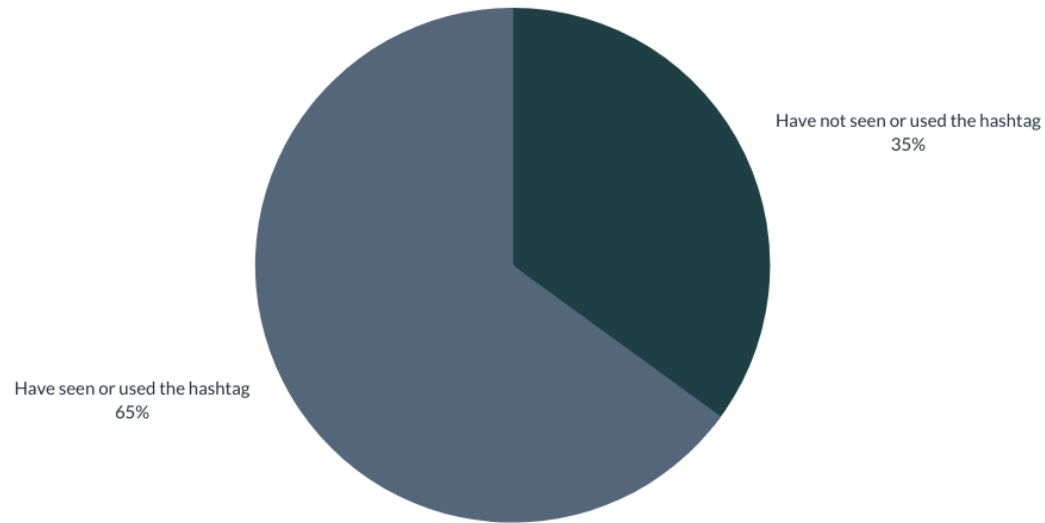
HOMETOWN POPULATIONS  
OF IOWA STATE  
UNDERGRADUATE  
STUDENTS



WHEN STUDENTS LEARNED  
ABOUT STUDYING ABROAD

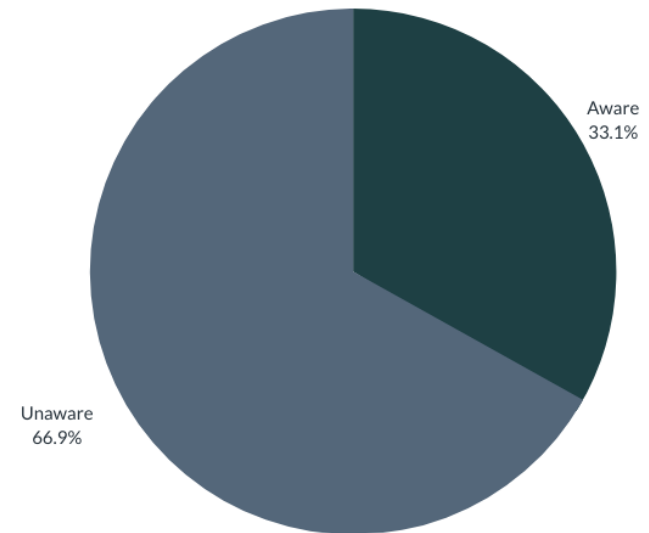


## % OF STUDENTS WHO HAVE SEEN OR USED "CYCLONES ABROAD" AS A HASHTAG



\*BASED ON INITIAL AWARENESS OF SAC TAGLINE

## AWARENESS OF STUDENTS OF STUDY ABROAD TAGLINE



# FOCUS GROUP

Half of the participants  
studied abroad

#1 Focus Area:

**Money**

Prioritized programs with most  
available financial aid

#2 Focus Area:

**Additional Benefits**  
of studying abroad

No incentive for computer  
science majors to study abroad  
because their major is  
primarily online already

Most participants were aware  
of SAC tagline but did not  
know what it was.

- Many expressed hashtags are losing popularity and would not use one if they were abroad
- Tagging preferred over hashtag

# ADDITIONAL FOCUS GROUP KEY INSIGHTS



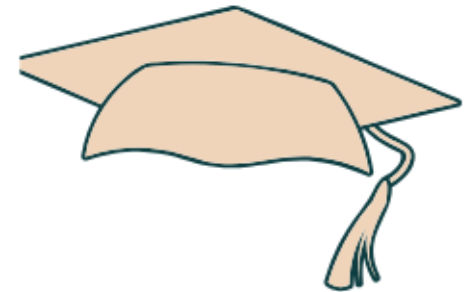
Program cost and financial aid are key decision makers.



Studying certain majors in specific countries can be dangerous!



Tag accounts instead of hashtag!



Ability to graduate on time after studying abroad is important.

# SECONDARY RESEARCH



- Study Abroad Center Website
- **Statistics**
  - *Characteristics of Study Abroad Students*
    - Majority who study abroad major in CALS (College of Agriculture and Life Sciences)
    - Female
    - Iowa resident
  - *Common Travel Locations*
    - Italy, Ireland, Australia and the United Kingdom
  - *Iowa State Affiliations*
    - Seniors studied abroad the most; freshman the least
    - Most studied abroad during the summer, then spring
- Surprising Information



# G.O.S.T

## Goals

- To promote studying abroad at Iowa State University through a tagline

## Objectives

- To affect awareness
- To affect attitude

## Strategies

- Dialogue model of communication

## Tactics

- Mock-ups
- Focus group

# MOCKUPS



## STUDY ABROAD CENTER PROGRAM

3224 Memorial Union | (515) 294-6792 | [www.studyabroad.iastate.edu](http://www.studyabroad.iastate.edu)



@isustudyabroad



isustudyabroad



@AbroadISU



#EnrollinAdventure



isustudyabroad • Follow  
Plaza de España



Fun Fact: The Plaza de España was used as a location in the Star Wars movie series (Episode II - Attack of the Clones)

#AdventureCantWait

5h



katelynseese @carolinehughes @maddmaddt those fans. still the

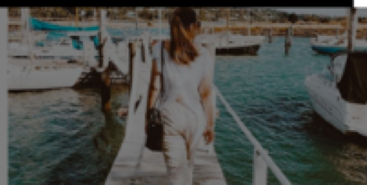


Liked by rubylopez12330 and 59 others

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FALL  
2018

### STUDY ABROAD FAIR

THURSDAY, SEPTEMBER 13

10:30-1:30

GREAT HALL MEMORIAL UNION



Iowa State University Study Abroad  
Center

August 23, 2018

Guess who's back? The Study Abroad Fair! Mark your calendars because Thursday, September 13 is approaching and we are excited to help you find where to travel next. #studyabroadfair #AdventureCantWait

9

2 Shares

Like

Comment

Share



Write a comment...

# EVALUATION

Surprise from final focus group

Insights from final focus group

- A strong connection to Iowa State via the word “Cyclones,” “IAState” or “Iowa State”
- Short taglines
- Specific taglines for being abroad
- Leave Iowa State’s “adventure” terminology out of it
- Students like “Cyclones Abroad”
  - Second most popular → “Adventure Can’t Wait”

# EVALUATION

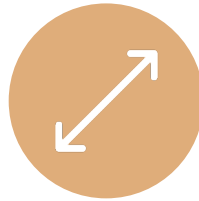
Only achieved one objective

Ideal scenario: hosting more focus groups

# RECOMMENDATIONS



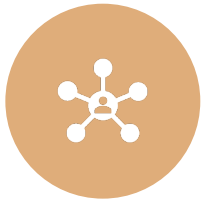
Host presentations in all colleges at Iowa State in order to familiarize students whose individual college does not promote study abroad a lot



Reduce the number of study abroad websites to one



Table at on-campus events outside of the Study Abroad Fair



Stay up-to-date and use social media in innovative ways, such as creating a filter for Instagram or Snapchat for students to use



Develop a campaign to maintain the awareness of the Center, for students both on-campus and abroad



Encourage students to tag the Study Abroad Center's Instagram account



Keep the current tagline, "Cyclones Abroad"