

5-STAR RATING FOR QUALITY, AFFORDABILITY & OUTCOMES

2024 Money Magazine



RED WHITE AND HOO



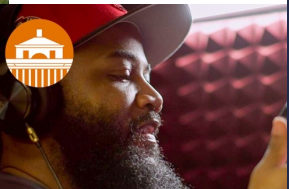
NEW COLLECTION

New Pursuits

WHAT'S NEXT FOR THE CLASS OF '23 WAHOOS?



WATCH NOW



FACULTY SPOTLIGHT

A.D. Carson Builds Community

RIDE LIKE A CAVALIER



UVA license plates from the Virginia

DETERMINED TO MAKE ALZHEIMER'S A MEMORY

GIVE WHERE YOU LIVE

THE HARDEST WORKING ICON

The Rotunda Enriches Student Life Daily

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HOSTED BY Jim Ryan, UVA President

INSIDE UVA

WITH GUEST Daniel Willingham, Professor of Psychology

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UNIVERSITY OF VIRGINIA

NORTHERN VIRGINIA


UVA



RUN IT OUT

OWNED AD STRATEGY

March 2024



# ***Contents***

- What is our Owned Ad Program?
- Goals
- Audience
- Content Areas
- Measurement & Learning
- Ad Guidelines
- Strategy
- Campaign Distribution
- Campaign Timeline
- Next Steps

# WHAT IS OUR UVA TODAY OWNED AD PILOT PROGRAM?

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An internal advertising program structured to promote and showcase content from five content areas.

# WHAT ARE OUR GOALS?

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**Owned ads are a communications channel to amplify messages and engage with UVA Today readers. Our aim is to deepen audience engagement:**

1. Strengthen positive perceptions of the University.
2. Drive engagement with marketing campaigns run by our marketing and branding strategy team.
3. Increase cross-traffic within the UVA Today website.
4. Raise awareness of licensing partnerships.
5. Promote select institutional events, initiatives, and priorities with an emphasis on large-scale activities having a broad appeal.

# WHO ARE WE TALKING TO?

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## Primary Audience: UVA Today Readers

This includes staff, faculty, students, parents, alumni, and friends. Given the reach of UVA Today we also reach a large audience who may be unaffiliated with UVA, but interested in the content we produce.

## Secondary Audiences: Commonwealth Influencers, Peers & Evaluators, and Future Hoos Audiences.

This audience is driven to UVA Today through our Great and Good advertising campaign. A key for our owned ad strategy is to deepen engagement with each of these audiences and grow that audience.

~132K average daily DR sends

~280K average Weekend sends

Avg. 26K users online daily

59.8% of users on mobile

37.7% of users on desktop

31% of our email audience is in VA  
of which 28% are in Cville

# HOW WE ACHIEVE THE GOALS

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Focus on deepening engagement with active audiences on five key content areas.



## University Communications Partnerships

Through formal partnerships and collaborations, we can engage our community on a wide range of topics and interests.



## UVA Today Content

UVA Today shares the story of the University. Many themes are evergreen in appeal and can be reinforced with Owned Ads.



## UVA Licensing

Products from licensing partnerships represent the truest form of brand evangelism.



## University Marketing & Brand Strategy

Institutional priorities and campaigns that our Marketing & Brand Strategy team develop can be elevated and enhanced in the minds UVA Today readers.



## Select University Events

Large scale events with a broad appeal are an opportunity for readers to engage and connect with the University.

# HOW IS DATA FUELING STRATEGY?

We track the performance of our owned ads. This information guides our optimizations and strategy on an ongoing basis.

Thus far, we have learned:

- **UVA Licensing** ads are often the best performing ads.
- **UVA Today Content**-based ads perform well, particularly in the Daily Report.
- **Select University Event** ads with a broad appeal often produce strong results.

House Ads: June '23 - Today

## Campaign Performances by Month and Placement

Month	Campaign Name	Placement	Clicks
Jul 2023	Red, White and Hoo	House Ad A	250
Dec 2023	Hoolidays	Inline	157
Jun 2023	Red, White and Hoo	House Ad A	154
Jul 2023	Red, White and Hoo	Inline	150
Nov 2023	CVC	Inline	147
Oct 2023	UVA Northern Virginia	House Ad A	124
Jun 2023	Red, White and Hoo	Inline	122
Jun 2023	Final Exercises '23	House Ad B	118
Aug 2023	Red, White and Hoo	House Ad A	117
Dec 2023	CVC	Inline	112
Jan 2024	CVC	Inline	109
Jul 2023	Final Exercises '23	House Ad B	99
Aug 2023	Orange Out	House Ad A	95
Dec 2023	Grit Coffee	House Ad B	84
Nov 2023	CVC	House Ad A	78
Jan 2024	CVC	House Ad A	78
Oct 2023	Birddogs	House Ad A	76
Dec 2023	CVC	House Ad A	73
Aug 2023	Red, White and Hoo	Inline	68
Dec 2023	Hoolidays	House Ad A	68
Sep 2023	Birddog	House Ad A	61
Jan 2024	UVA Northern Virginia	House Ad A	41

## Total Monthly Performances

Month	Total Clicks
Jan 2024	553
Dec 2023	643
Nov 2023	492
Oct 2023	364
Sep 2023	232
Aug 2023	337
Jul 2023	512
Jun 2023	445
<b>Grand total</b>	<b>3,578</b>

## Total Monthly Performances by Ad Type

Month	House A Clicks	House B Clicks	Inline Clicks
Jan 2024	219	145	189
Dec 2023	148	139	356
Nov 2023	175	70	247
Oct 2023	255	35	74
Sep 2023	146	49	37
Aug 2023	220	35	82
Jul 2023	250	99	163
<b>Grand total</b>	<b>1,605</b>	<b>690</b>	<b>1,283</b>

# OWNED AD PRACTICE GUIDELINES

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## Guidelines regarding owned ads:

- Ads in the program comply with the 5 preselected content areas (see slide 6):
  - University Communications Partnerships
  - UVA Today Content
  - UVA Licensing
  - University Marketing & Brand Strategy
  - Select University Events
- University Communications retains sole discretion for adding new areas and approving all ads.

## Considerations:

- While this is a pilot, we are open to discussing other uses and new possibilities.
- Resource constraints are an active consideration in adding new partners.



# DETAIL ON FIVE CONTENT AREAS

Content Areas	Definition And Examples
University Communications Partnerships	In a limited number of circumstances, we have entered into collaborative partnerships.
UVA Today Content	Ads that promote and drive additional engagement for UVA Today content.
UVA Licensing	Ads that promote officially licensed UVA merchandise. This includes specific collections such as Virginia Vintage, Red, White & Hoo, Cavalier Dark Mode, as well as other UVA merchandise and licensed products from direct-to-consumer licensees.
University Marketing & Brand Strategy	Run ads for University campaigns developed by University Marketing & Brand Strategy team.
Select University Events	Run ads for select University events and where University Communications is actively involved in planning or covering the event. These include events such as Final Exercises, Community Bridges 5k and Military Appreciation Games.



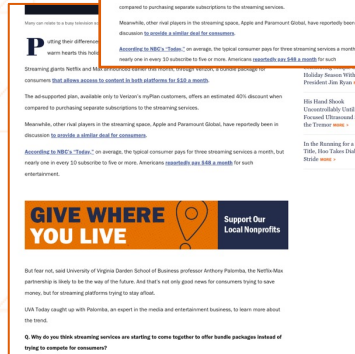
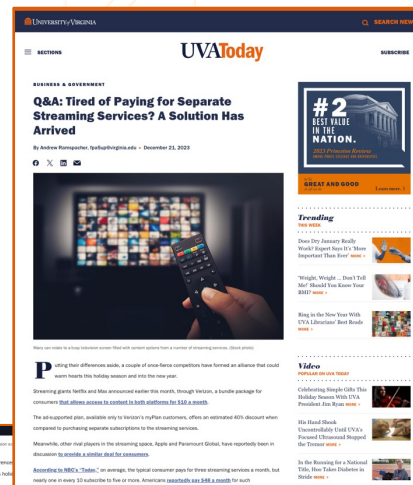
## Owned ad placements categories:

1. Those that appear on the UVA Today website.
2. Those that appear in the UVA Today Daily Report and Weekend Emails.

# HOUSE AD PLACEMENTS

There are three ad placements in UVA Today standard (non-feature) news articles. These ad slots support a rotation of up to six ads per slot.

- House Ads A and B appear on the right rail of the page. House Ad A appears above the fold at the beginning of an article, and House Ad B appears at the end of an article.
- Inline Ads appear in the text of an article itself.
- House Ads A and B can be video (less than 5 seconds), animated or static.
- A best practice is to have the inline ad be static and only 'A' ads will be animated or video.



# HOUSE AD STRATEGY

One of the strategies of the House Ad program is to align ads and news content based on our five content areas.

- We use owned ads to drive additional views and engagement with UVA Today content.
- We have an analytics report that tracks impressions and clicks for all house ads.
- We are in the process of automating contextual ad alignment.

SECTIONS

UVA Today

SUBSCRIBE

RESEARCH & DISCOVERY

## Blood Cancer Discovery Identifies High-Risk Patients, Could Improve Outcomes

By Josh Barney, jdb9a@virginia.edu • February 5, 2024



**\$100M+**  
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FOR FIRST-  
GENERATION  
STUDENTS

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### Trending

THIS WEEK

UVA Puts Out the Welcome Mat to Thousands More Students for the Class of 2028

[MORE >](#)



The Championship Lesson That Sticks With Anthony Gill 10 Years After ACC Title

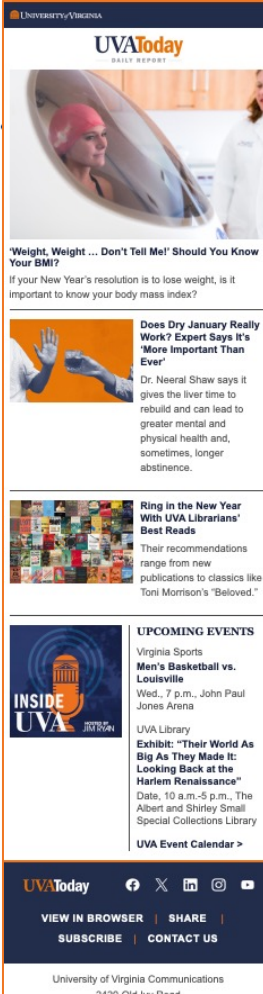
[MORE >](#)



# DAILY REPORT EMAIL AD PLACEMENT

The Daily Report is sent to ~132K people Monday – Friday, each email contains one ad.

- The DR email ad is located at the bottom of the email adjacent to upcoming events.
- Many DR recipients are UVA faculty, staff, students, and parents. Past research shows strong engagement among these groups.
- Our goal is to align ads to email content or University events as much as possible.



The screenshot shows the layout of the UVA Today Daily Report email. At the top is the UVA Today logo. Below it is a featured article with a photo of a woman in a red swim cap and a man in a white lab coat. The article title is "'Weight, Weight ... Don't Tell Me!' Should You Know Your BMI?" and the text asks if it's important to know your BMI. Below this is another article titled "Does Dry January Really Work? Expert Says It's 'More Important Than Ever'" with a photo of hands being held. The third article is "Ring in the New Year With UVA Librarians' Best Reads" with a photo of book covers. At the bottom is an "UPCOMING EVENTS" section with a photo of a basketball game and text about a men's basketball game and a library exhibit. The footer includes social media icons, a "VIEW IN BROWSER | SHARE | SUBSCRIBE | CONTACT US" link, and the address "University of Virginia Communications, 2420 Old Ivy Road".






UNIVERSITY OF VIRGINIA  
**UVA Today**  
DAILY REPORT

**'Weight, Weight ... Don't Tell Me!' Should You Know Your BMI?**  
If your New Year's resolution is to lose weight, is it important to know your body mass index?

**Does Dry January Really Work? Expert Says It's 'More Important Than Ever'**  
Dr. Neeral Shaw says it gives the liver time to rebuild and can lead to greater mental and physical health and, sometimes, longer abstinence.

**Ring in the New Year With UVA Librarians' Best Reads**  
Their recommendations range from new publications to classics like Toni Morrison's "Beloved."

**UPCOMING EVENTS**  
Virginia Sports  
**Men's Basketball vs. Louisville**  
Wed., 7 p.m., John Paul Jones Arena  
UVA Library  
**Exhibit: "Their World As Big As They Made It: Looking Back at the Harlem Renaissance"**  
Date, 10 a.m.-5 p.m., The Albert and Shirley Small Special Collections Library  
[UVA Event Calendar >](#)

UVA Today     

[VIEW IN BROWSER](#) | [SHARE](#) | [SUBSCRIBE](#) | [CONTACT US](#)

University of Virginia Communications  
2420 Old Ivy Road

# DAILY REPORT EMAIL AD STRATEGY

There are two key factors that drive the strategy for DR ads: (1) the audience is already well-connected to the University and (2) the placement of the ad itself.

Based on these factors and past performance data, we prioritize ads for:

- Select University Events
- University Communications Partnerships
- UVA Licensing
- UVA Today Content
- University Marketing & Brand Strategy



# WEEKEND EMAIL ADS PLACEMENT

The Weekend email is similar to the Daily Report but is only sent on Saturdays and is significantly larger with a recipient list of ~280k users.

- The Weekend email ad is located near the bottom of the email adjacent to “Trending Hoos” and upcoming events.
- The Weekend email is sent to all those who receive the Daily Report and all alumni who may or may not get the Daily Report.
- Our goal is to align ads to email content as much as possible.

**UVA Today**  
**WEEKEND**

**From the Editor:** It's the season of heartfelt holiday movies. Wonder what such a film set on Grounds would be like? We went to UVA alumni and Christmas movie star Jen Lilley to get her take. Also, check out the big stories of the week in this last Weekend edition of 2023. UVA Today Weekend returns Jan. 6.

**A Walk Through Grounds Brought Her to Acting. Now, She's a Christmas Movie Star**  
What would make a good holiday film set at UVA? We asked an alumna with years of experience in the genre.

**Celebrating Simple Gifts This Holiday Season With UVA President Jim Ryan**  
President Jim Ryan and members of the University community join the UVA student musicians of Radio Music Society to wish everyone happy holidays.

**Meet the Quintet of UVA Alumni on the 2024 Forbes '30 Under 30' Lists**  
From a swimming star to a marketing leader to a restaurant owner, Vahoos are well-represented among the bright young minds in North America.

**UVA Expands Financial Aid Program for Virginia Families**  
Already the top-ranked public university for financial aid, the University is making AccessUVA even more accessible.

**CHECK THESE OUT**

**UNIVERSITY NEWS**  
**News in Brief: UVA Recognizes Outstanding Employees**  
By Mike Mather

**ARTS & CULTURE**  
**Future Arts Center To Be Named for Generous Benefactors**  
By Mike Mather

**RESEARCH & DISCOVERY**  
**As UVA Tests Viability of Alzheimer's Implant, 2024 May Be a Year of Hope**  
By Eric Williamson

**STUDENT EXPERIENCE**  
**News in Brief: It's Early Decision Time. Share Your Reactions**  
By Jane Kelly

**GIVE WITH COLLEGE GEAR**  
**HOOS TRENDING**  
@UVA WE'RE HOOS !!

**UVA IN THE NEWS**  
*Subscriptions may be required*

**THE WASHINGTON POST**  
A significant expansion of UVA's financial aid program will broaden access to UVA for more Virginia students and families. **MORE >**

**VIRGINIA BUSINESS**  
Last Friday, UVA broke ground on the Paul and Diane Manning Institute of Biotechnology, which is expected to be complete by late 2026. **MORE >**

**WVTV PUBLIC RADIO/RADIO IQ (ROANOKE)**  
UVA Health's Dr. Imre Nath and colleagues discovered that a common and affordable nutritional supplement may prevent scarring of the lungs. **MORE >**

**UVA Today**

**VIEW IN BROWSER | SHARE | SUBSCRIBE | CONTACT US**

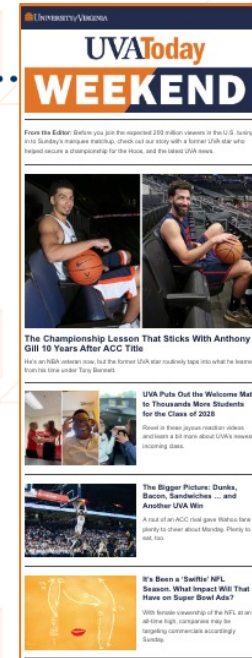
University of Virginia Communications  
2420 Old Ivy Road  
Charlottesville, VA, 22903, United States of America  
Unsubscribe or manage your subscriptions

# WEEKEND EMAIL ADS STRATEGY

Given the lower frequency of Weekend emails, coupled with a larger audience, we generally try to run ads with broader, high-level messaging.

Based on these factors and past performance data, we prioritize ads for:

- University Communications Partnerships
- UVA Licensing
- UVA Today Content
- University Marketing & Brand Strategy



## CHECK THESE OUT

**UNIVERSITY NEWS**  
**UVA Returns to the Puppy Bowl With Special Needs Dog Stryker**  
By Jane Kelly

**STUDENT EXPERIENCES**  
**Taking a Bite Out of Food Waste**  
By Erica Soyars

**UNIVERSITY NEWS**  
**Education School Offers No. 2 Best Online Graduate Education Program in the Country**  
By Laura Housh

**RESEARCH & DISCOVERY**  
**UVA Honors Faculty for Research and Scholarship**  
By Meredith Cole



## HOOS TRENDING



@uva  
The newest member of the College Football Playoff Selection Committee: [Caleb Whitland](#) 🏈🏈🏈

## UVA IN THE NEWS

Subscriptions may be required

**ABC NEWS**  
Shirley Davis, Department of Media Studies, remarks on Taylor Swift's action-packed week, and where she could go from here. [MORE >](#)

**WVIR NBC 28 (CHARLOTTESVILLE)**  
Political leader David Tosco and SB Howard shared their thoughts on effective leadership to government as part of a recent State-of-the-art event. [MORE >](#)

**NCAN CBS 11 (CHARLOTTESVILLE)**  
Former federal appeals court judge and UVA Law alumna J. Michael Luttig joined the Kenan Institute of Democracy last week as a distinguished fellow. [MORE >](#)

