UBC MARKETING INTELLIGENCE OVERVIEW

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John Lo, Director, Marketing Intelligence
Brand & Marketing | UBC Communications

MARKETING INTELLIGENCE: AT A GLANCE

To be a trusted advisor and provider of marketing and community insights that enable evidence-based decision making

The scope of marketing intelligence is to:

1. Establish and manage mechanisms to capture the collective 'voice' of students, alumni, staff, faculty, and external audiences; and
2. Translate marketing and community data into strategic and actionable insights in service of UBC's strategies, plans and initiatives.

MARKETING INTELLIGENCE: PROGRAMS

1. UBC Open Minds Forum insight community
2. Online discussion forum (moderated)
3. Broad-based surveys of internal UBC audiences

   Examples:

   - International Strategy consultation
   - UBC Strategic Plan consultation
   - alumniUBC Brand Health Survey

4. Annual UBC Reputation Research
5. Advertising/campaign tracking research
6. Market surveys and opinion polling of British Columbians and/or Canadians

   Examples:

   - ExL Learner Research
   - UBC Brand Proposition validation
   - Transit, FOM communications strategies

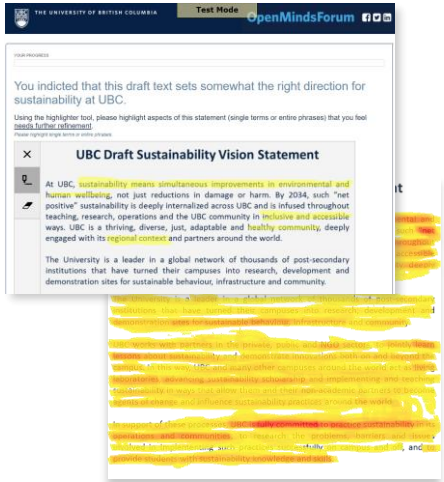
7. Graduation Experience Survey
8. Internal Communications Survey
9. UniForum@UBC Participant Experience

THE UBC OPEN MINDS FORUM: AT A GLANCE

The OMF allows UBC to tap into the collective voice of its communities and constituents

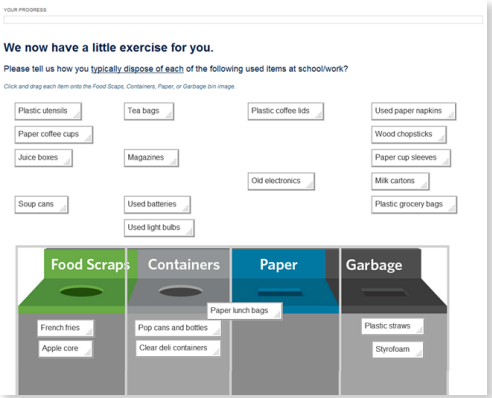
- An insight community of opted-in students, alumni, staff, faculty, who participate regularly in surveys related to their UBC experience.
- The insight community is an ecosystem for:
  - quick-to-market surveying and discussion boards;
  - longitudinal insights across the student-alumnus lifecycle;
  - closing the loop on insights through newsletters

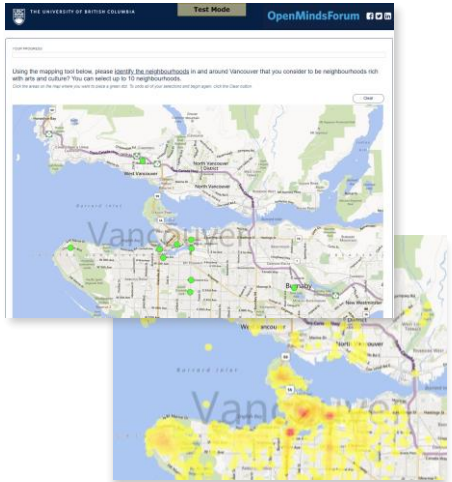
OMF PROVIDES INSIGHTS TO ENABLE STRATEGY DEVELOPMENT AND AUDIENCE FEEDBACK ON PROGRAMS AND CAMPAIGNS



USI 20yr Sustainability Vision
The UBC Sustainability Initiative initiated a consultation process to develop a 20-year sustainability strategy for the Vancouver campus. OMF was used to test the resonance of the vision with students and alumni, and to inform the final articulation of the vision.

Sort it Out Recycling Campaign
OMF was used to understanding recycling and composting attitudes and behaviours of students and to evaluate the effectiveness and adoption of new sorting stations implemented across campus.





FOA Arts & Culture District
The Faculty of Arts was developing a branded UBC Arts and Cultural experience offering. OMF was leveraged to first asses current perceptions and interest in arts and culture amongst students and alumni, and then to test the appeal of various value proposition concepts.

OMF IS CENTRALLY MANAGED BY COMMUNICATIONS BUT AVAILABLE TO SUPPORT ALL AREAS OF UBC

What's it good for

- Campus consultation
- Strategy refinement
- Ideation, co-creation
- Concept validation
- Service quality improvement
- Program/campaign refinement
- Recruiting for workshops & focus groups

What it's not great for

- Institutional research
- Full population research
- Demand estimation
- Program evaluation
- Awareness tracking
- Definitive source for performance metrics

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