

Capitalizing on the historic visit of Pope Francis



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Origin of Pope Francis / #JesuitEducated Campaign

- VPs of marketing and communication at Jesuit institutions met at Loyola University Maryland last spring for their annual summit
- The last session focused on Pope Francis' upcoming visit to the U.S. and ways that Jesuit institutions might be able to capitalize on his Jesuit connection and appeal
- Volunteers stepped forward to serve on a steering committee led by AJCU that would plan a campaign over the summer in advance of the Pope's visit in September 2015

Game Plan: Summer 2015

- Once we got our committee in place, we had several teleconferences over the summer to plan our marketing campaign
- The focal point was a banner that was featured in Philadelphia's 30th Street Train Station and multiple venues and news outlets across the country, as well as social media
- As a group, our committee came up with the tag line “Transformational Leaders Are Jesuit Educated” and the hashtag #JesuitEducated
- Banner was designed by Brian Hatcher of Loyola University Maryland and scaled to accommodate print and online ad spaces

Major Ad Placements (Sponsoring Institutions in Parentheses)

- 30th Street Train Station in Philadelphia (AJCU / Saint Joe's); Syracuse International Airport (Le Moyne); Madison Square Garden (Fordham); *The Chicago Tribune* (Loyola Chicago)
- Google Ads, Facebook and Twitter
- Roll Call, RollCall.com, NYTimes.com
- Billboards and radio ads in Milwaukee and Cincinnati (Marquette, Xavier)

Major Ad Placements (continued)



SJU Alumni @AlumniSJU · 10 Sep 2015

30th Street Station is looking pretty good right now in our opinion!



“Transformational Leaders Are Jesuit Educated”

TRANSFORMATIONAL
LEADERS ARE



JESUIT EDUCATED.

ASSOCIATION of
JESUIT COLLEGES
& UNIVERSITIES

AJCU

ajcunet.edu

#JesuitEducated

Boston College · Canisius College · College of the Holy Cross · Creighton University · Fairfield University · Fordham University · Georgetown University · Gonzaga University · John Carroll University · Le Moyne College · Loyola Marymount University · Loyola University Chicago · Loyola University Maryland · Loyola University New Orleans · Marquette University · Regis University · Rockhurst University · Saint Joseph's University · Saint Louis University · Saint Peter's University · Santa Clara University · Seattle University · Spring Hill College · University of Detroit Mercy · University of San Francisco · The University of Scranton · Wheeling Jesuit University · Xavier University

ASSOCIATION of
JESUIT COLLEGES
& UNIVERSITIES

AJCU

Pope Francis Microsite / JesuitEducated Blog

- We created a microsite (popefrancis.ajcunet.edu) that featured a list of all 28 Jesuit colleges and universities with hyperlinks to their websites; a TINT board with posts on social media that were tagged with #JesuitEducated; and links to related Pope Francis events on campuses across the country
- We also set up a blog on Medium (<https://medium.com/jesuit-educated>) that featured new reflections on Jesuit education every week from alumni, students, faculty, administrators, etc. These were promoted by our schools on social media and shared in *AJCU Higher Ed News* every week; to date, we've received over 65 reflections and they keep coming!

By the numbers

- The purpose of the digital ad campaign was to draw traffic to each institution's website through the Pope Francis microsite; all 28 schools received referrals to their homepages that originated from the microsite
- **Between July 31 and October 15, #JesuitEducated made 3.4 million impressions on social media**
- Across all platforms, the click-through rates for this campaign were at or above industry average

Outcomes... Jesuit 2.0

- We are very proud of this campaign, which made a real impact across the nation. Our goal was to teach audiences that transformational leaders like Pope Francis are Jesuit educated. **Millions of people had exposure to the advertisement through traditional and social media, and our institutions benefitted from extra traffic to their websites.** With backing from the AJCU Board of Directors, this campaign came together in a very short period of time and was brought to life on a national scale with help from the very talented marketing and communication staff at Jesuit colleges and universities.
- What's next? **Jesuit 2.0...stay tuned!**

Jesuit Educated: Collaborating among Jesuit elementary, high school and university



NATIVITY JESUIT
ACADEMY



CRISTO REY
JESUIT HIGH SCHOOL



MARQUETTE
UNIVERSITY
HIGH SCHOOL

For Faith, Scholarship and Community



MARQUETTE
UNIVERSITY

BE THE DIFFERENCE.

- Marquette capitalizing on the historic moment
- In-house studio, backpack camera set up
- Trial new technology: Transmit live footage to media outlets across the United States



- Meet your guinea pig
- Feed stories in real time
- Live interview on the eve of historic visit



- **Hometown hero stories**
- **TV affiliates in Green Bay, Chicago, Honolulu**
- **Live interview on the eve of historic visit**



- **Pope Zone back home**
- **153 total media stories placed (134 on TV or radio)**
- **19 of the 153 stories were published in print or online.**
- **15.1 million viewers and readers, \$142,372 media value**



- **Applying the technology post-Francis**
- **Marquette University Law Poll**
- **Presidential election**



**MARQUETTE UNIVERSITY
LAW SCHOOL POLL**



Leading up to the Weekend



Pope Francis ✓
@Pontifex

I ask you to join me in praying for my trip to Cuba and the United States. I need your prayers.



nregister

Follow

79 likes

42w

nregister Please pray for #PopeFrancis as he has requested! #PopelnUS #WMOF #nregister

megcreative Indeed Holy Father. Mother Mary and Blessed Jesus will grace you in abundance! Totus Tuus!!!

lajuanwoodland May the bless you and keep you in his love.

raphkussaga God will lead you

donguidry May the Holy Spirit speak God's Truth through you, and open the hearts of many to feel and hear the Spirit tugging their hearts, and answer his call.





SJU Alumni @AlumniSJU · 24 Aug 2015

Mary Sisti '13 is living the #magis as one of many SJU alumni volunteering @WMF2015 #JesuitEducated #popeinphilly



10,000 volunteers to help keep things running smoothly during papal...

An army of about 10,000 volunteers will be on hand when Pope Francis visits Philadelphia during the Vatican-sponsored World Meeting of Families...

foxnews.com



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SAINT JOSEPH'S UNIVERSITY

live greater.

The Weekend





SJU Alumni @AlumniSJU · 26 Sep 2015

WMOF Volunteers manning the call center in Duperreault Hall

@saintjosephs #AlumniSJU #PopInPhilly



SAINT JOSEPH'S UNIVERSITY

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SJU Alumni Retweeted



Madeline Vitek @MadelineVitek · 26 Sep 2015

#HoyasWithFrancis loves @saintjosephs - thank you Hawks for being such gracious hosts! #PopInPhilly #JesuitEducated

Sean Viscount and Jim Wickman



4 5



Saint Joseph's @saintjosephs - 26 Sep 2015

His Holiness Pope Francis just drove past campus. We are so blessed. #PopelnPhilly #JesuitEducated



← ↻ 316 ❤️ 345 ⋮



SJU Alumni @AlumniSJU · 27 Sep 2015

Fr. Gillespie '72 and Fr. Frain '86 give
communion at the Papal Mass
#PopelnPhilly #AlumniSJU



SAINT JOSEPH'S UNIVERSITY

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SJU Alumni @AlumniSJU · 27 Sep 2015

SJU community serving as liturgical assistants at the mass today!

#bottotakeover



← ↻ 24 ❤️ 33 ⋮



SAINT JOSEPH'S UNIVERSITY

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Kelly McGlynn SJU @kmcglynnsju · 27 Sep 2015

So proud to be a hawk today. Witnessing a great time in #Philadelphia and on #HawkHill @SJUAdmissions @AlumniSJU



← 9 16 ...



Albino Feelgood @WhosTanner · 27 Sep 2015

The pope came to sju #blessed



SJU Alumni Retweeted



Saint Joseph's @saintjosephs · 27 Sep 2015

.@Pontifex waves to students in Villiger Hall. #PopelnPhilly
#FrancisSJU



217 297

SJU Alumni Retweeted



Saint Joseph's @saintjosephs · 27 Sep 2015

.@Pontifex is on our campus? Is this real life?



325 300



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live greater.

The Afterglow



Lindaa_Z

@Lindaa_Z

Follow

Most days are a good day to be a hawk but today is just a little bit better! #PopeFrancis #PopeToSJU #PopelnPhiily #JesuitEducated

2:59 PM - 27 Sep 2015

1 5



AJCU

@jesuitcolleges

Follow

What an INCREDIBLE day for Saint Joseph's University and #Jesuit higher ed! #JesuitEducated #Blessed twitter.com/saintjosephs/s... @saintjosephs

3:29 PM - 27 Sep 2015

6 7

@jillstewartx3

What a blessing it was to be so close to the pope at a school I am honored to attend. Proud to be #JesuitEducated @saintjosephs

10 MONTHS AGO



Tracie J

@tkcjones

Follow

Such a beautiful day to be a Hawk ❤️ #JesuitEducated #THWND Proud alum here! twitter.com/saintjosephs/s...

3:37 PM - 27 Sep 2015

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