The purpose of these funds is to:

MSU is on the verge of an exciting transition that presents an opportunity to re-introduce the university to donors, alumni, prospective students and community leaders. To effectively leverage this opportunity, it is essential to communicate our strengths as a means to lay the groundwork for a successful capital campaign.

These funds would be used to develop a new video production to reinforce our MSU brand and highlight the world changing research discoveries that are taking place here. Our integration of research and teaching is a message that resonates with the donor audience. The production would feature footage of faculty experts, cutting edge laboratories, and field research in our spectacular setting. To fully capitalize on our environment, it would be valuable to gather new aerial footage to be used across all platforms.

This is a one-time funding request because this production would primarily be distributed electronically (via email and multi-media web page). We would not purchase media time for this production.

The production will complement our four existing image building television spots, and will more strongly appeal to the donor audience through visuals and voice over. Our current advertising spots would continue to air across the state, targeting alumni, prospective students and business partners.

The Return On Investment from these expenditures will be:

University marketing efforts seek to positively promote and enhance MSU’s image, which help build the success of the foundation, alumni and admissions efforts. As an example, the advertising campaign of the past two years contributed to the success of recruiting efforts that resulted in increased revenue.

In addition to supporting recruitment efforts, it is essential to continue to deepen existing relationships and aggressively pursue new conversations with prospective donors. We need to maintain top of mind awareness with this key target audience and reinforce our competitive advantages. The return on investment will be in the form of new support from MSU stakeholders.

The university and the foundation can utilize these productions as a conduit for communicating the research successes on our campus. Faculty researchers need support and assistance to communicate the impacts of their discoveries in new media. Video enables these discoveries to be translated in new and compelling ways -audio and visual that tells our story.

The new production would complement existing marketing efforts and help create a positive image of Montana State University across the state of Montana and beyond.