Introduction

This report is part of the on-going aggressive branding and marketing plan that promotes the Herbert and Nicole Wertheim School of Music & Performing Arts and its work—nationally and internationally; based on key elements in the Resounding Impact agreement.

Specifically, you will see:

- **KPIs**: Key Performance Indicators, the metrics that show how your campaign is performing.
- **Trends**: How your campaign has performed overtime.
- **Details**: A more granular look at how components of the campaign, such as creatives and targeting have performed.
Tactics

1. "For the Love of the Arts" Kick-Off Event
   Valentine's Day event at Herbert and Nicole Wertheim School of Music & Performing Arts

2. Miami Herald/El Nuevo Herald
   - Digital Ad Campaign - Standard high impact ad campaign and Homepage Takeover
   - Print Ad Campaign

3. Social Media - Paid and Organic
   Facebook, LinkedIn, and Instagram Advertising

4. Billboard
   "Newly Named Herbert and Nicole Wertheim School of Music and Performing Arts"

5. Creative Collateral
   T Shirts, Banners, Floor Stickers and other creative assets

6. FIU Announcements
   FIU News feature, Digital Invitations, On-Campus Screens, etc.
Let’s Get the Party Started

A celebratory event was held at the Herbert and Nicole Wertheim School of Music & Performing Arts to commemorate the renaming of the school and the realization of the $20 million resounding impact gift from the Wertheims and FIU.

For the Love of the Arts

Kick-Off Event

2.14.2022
Kick-Off Event
For the Love of the Arts
Digital Ad Campaign

Miami Herald/El Nuevo Herald

The campaign delivered 378,383 impressions generating 469 clicks and resulting in a .12% click through rate. The majority of impressions and clicks came from users accessing the site through their mobile devices.
The Miamiherald.com and elNuevoherald.com Homepage takeovers on February 23rd had the most immediate impact generating the most clicks and resulting in the highest click through rates (CTR). The elNuevoherald.com delivery generated the highest CTR’s for both the impression delivery and homepage takeover sponsorship, showing the value of this audience for this campaign.
Print Ad Campaign

Miami Herald/El Nuevo Herald

Dr. Herbert and Nicole Wertheim, for positively impacting the future of Music and Theatre

FIU
The Wertheim
School of Music & Performing Arts

carta.fiu.edu/TheWertheim

Dr. Herbert y Sra. Nicole Wertheim, por impactar positivamente el futuro de la MÚSICA y el TEATRO

FIU
The Wertheim
School of Music & Performing Arts

carta.fiu.edu/TheWertheim

Publication Date

FEBRUARY 20
$10 million gift by Dr. Herbert and Nicole Wertheim continues transforming school of music, expanding student workforce readiness. Read more at: https://go.fiu.edu/WWSMPA

The gift is the largest one ever given to a school of music at a public university in Florida. It will support the school’s programs, faculty, scholarships and graduate assistantship opportunities.
Social Media

Paid

**FACEBOOK**

$10 million gift by Herbert and Nicole Wertheim continues transforming school of music, expanding student workforce readiness. This is the largest gift ever given to a school of music at a public university in Florida.

**LINKEDIN**

$10 million gift by Herbert and Nicole Wertheim continues transforming school of music, expanding student workforce readiness. This is the largest gift ever given to a school of music at a public university in Florida.
The organic and paid social media campaign generated more than 300k impressions and 70k engagements/reactions (i.e. likes, comments, shares, etc.) across all social platforms. The engagement rate on Facebook was significantly above industry standards.
Traditional Paid Advertising

**Billboard**

Billboards: 1,071,000* potential impressions

*Based on FDOT data
Creative Assets

Collateral

T Shirts

For the Love of Music
FIU The Wertheim

Stick Ons

For the Love of the Arts
FIU The Wertheim

Banners

For the Love of Theatre
FIU The Wertheim

FIU The Wertheim
Transforming the Future of MUSIC and THEATRE

During the campaign, the FIU News article garnered 1,734 views with an average view time of 4 minutes and 37 seconds. This view time is a good indicator that viewers read the entire story.