

THE MARKETING LOUNGE DISCORD CREATIVE STRATEGY



Squad #1

Quinton McClannan, Amara Christensen, Tess Treuting, Nick MacKenzie, and Rebecca Baylon

Western Washington University
Marketing Program

INSPIRING
INNOVATIVE
MARKETERS

1

MARKETING
PROGRAM



TABLE OF CONTENTS

<u>Brand & Product Name</u>	<u>03</u>
<u>IMC Campaign Purpose</u>	<u>04</u>
<u>Marketing Program Purpose</u>	<u>05</u>
<u>Brand Values</u>	<u>06</u>
<u>Target Market Description</u>	<u>07-11</u>
<u>Problem</u>	<u>12</u>
<u>Problem Statement</u>	<u>13</u>
<u>User Story</u>	<u>14</u>
<u>User Journey</u>	<u>15-18</u>
<u>Product MKTG Mix Description</u>	<u>19</u>
Place Strategy	19
Price Strategy	20
Product Strategy	21
<u>MKTG Mix FAB Pie</u>	<u>21-22</u>
<u>Product Value Proposition</u>	<u>23</u>
<u>Positioning Statement</u>	<u>24</u>
<u>Marketing Objectives</u>	<u>25</u>
<u>Communication Objectives</u>	<u>26</u>
<u>Persuasion</u>	<u>27</u>
<u>Brand Elements</u>	<u>28</u>
Colors	29
Fonts	30
Logos & Taglines	31
Tone	32
<u>Five Senses Brand Association</u>	<u>33</u>
<u>Creative Message Strategy Methods</u>	<u>34</u>
<u>Creative Sample Execution</u>	<u>35-37</u>



BRAND & PRODUCT NAME

BRAND NAME

Western Washington University
Marketing Program

PRODUCT NAME

The Marketing Lounge



THE MARKETING LOUNGE CAMPAIGN PURPOSE

To create an inclusive and digital active marketing community so that students interested in marketing can connect, support each other, and engage through an online space that complements real-world events and pre-graduation initiatives.



THE WWU MARKETING PROGRAM PURPOSE

To engage, educate, and nurture a successful and diverse community of marketers so that our students and alumni can forge connections between the marketing program, marketing industry, and society at large.



BRAND VALUES

<p>INCLUSION</p>	<p>Diversity: Creating an inclusive community that actively represents and values all identities.</p> <p>Equity: Creating a fair and just environment that provides equal opportunities and resources for all individuals.</p> <p>Inclusion: Inclusive excellence through fostering a safe and welcoming environment that empowers the uniqueness of individuals.</p>
<p>EXCELLENCE</p>	<p>Professionalism: To lead by example as industry professionals.</p> <p>Service: To provide value to students and society through social responsibility.</p> <p>Expertise: To use our knowledge to help grow and connect with skilled alumni in the marketing field.</p> <p>Excellence: Career readiness and industry engagement with the alumni network in pursuit of high quality/excellent work.</p>
<p>INNOVATION</p>	<p>Creativity: Marketing provides students the opportunity to create interesting, out of the box solutions.</p> <p>Critical Thinking: To stimulate the practice of problem-solving and the application of knowledge.</p>
<p>COMMUNITY</p>	<p>Access: Ensuring that every offering is available and thoughtfully designed to accommodate the diverse needs of every individual.</p> <p>Service: To provide value to students and society through social responsibility.</p> <p>Sustainability: To honor the environment in our processes and be mindful of our impact.</p> <p>Belonging: All students and professionals see themselves in the program.</p>



TARGET MARKET

POTENTIAL STUDENTS

DEMOGRAPHICS

Age: ~18-20 years old
Gender: 41% Female, 59% Male
Income: <\$33,696 annually
Education: High school / Some college
Occupation: Student, Part-time
Major Status: Undeclared major with a declared interest in marketing or CBE
 *Data Via WWU Client CB

Field	Marketing Interest	All CBE Students	All WWU Students
Has First Gen Status	29%	25%	23%
Is a Student of Color	36%	34%	29%
Is an Underrepresented Race	22%	17%	17%

Students of Color (SOC) is defined by WWU data collection as:
 Any student who identifies as American Indian Or
 Alaska Native, Asian, Black, Hispanic, or Native Hawaiian or Pacific
 Islander

Underrepresented students is defined by WWU data collection as:
 any student identifying as American Indian or Alaska Native, Black,
 or Hispanic



TARGET MARKET

	Historical Data		
	Fall 2022	CBE prospective students: 1,486	First Gen: 18% interest SOC: 13% interest
	Fall 2021	CBE prospective students: 1,527	First Gen: 23% interest SOC: 10% interest
PSYCHOGRAPHICS	<p>Values: Sustainability, giving, open-minded, well-informed, sincerity, passion, integrity, excellence, productivity, hardworking, resiliency, resourceful, family, organized</p> <p>Attitudes: Enjoy taking risks, concerned about money and maintaining a tight budget(feel financially insecure), ambitious, responsible, capable, “life should be as fun as possible”, want to feel respect among peers, environmental responsibility</p> <p>Lifestyles: Consumes a great amount of media (for example, when need info, first place to look is internet), wants to be own boss, use social media 1+ hours per week, 95% use Internet 1+ hours per week</p> <p>Interests: Based on focus group conducted on 3/16/25: Consumer Behavior, Real-World Project Experience, Faculty & Alumni Connections</p>		



TARGET MARKET

GEOGRAPHICS	Western Washington University, Bellingham WA
USAGE RATE	Urgent user seeking belonging, support, and connections in the major they choose
USAGE STATE	Non User (beginning consumer journey) Based on focus group conducted 3/16/25
BENEFITS SOUGHT	Comfort, Assurance, Determination, Eagerness, Clarity, Fulfillment, Wonder

Data Via Western Washington University Marketing Program Creative Brief
Office of Institutional Effectiveness: <https://oie.wvu.edu/departments-foes-counts/> (2025)
U.S. Bureau of Labor Statistics <https://www.bls.gov/charts/usual-weekly-earnings/usual-weekly-earnings-current-quarter-by-age.htm> (2025)



TARGET MARKET

CURRENT STUDENTS

DEMOGRAPHICS

Age: ~18-24 years old

Gender:

- Pre-major: 54% Female, 46% Male
- Major: 45% Female, 55% Male

Income: <\$41,184 annually

Education: High school diploma / Some college

Occupation: Student, Part-time

Major Status: Declared pre-major or major in marketing concentration

Field	Marketing Pre-Major	Marketing Major	All CBE Students
Has First Gen. Status	20%	20%	25%
Is a Student of Color	30%	34%	34%
Is an Underrepresented Race	13%	16%	17%

Students of Color (SOC) is defined by WWU data collection as: Any student who identifies as American Indian Or Alaska Native, Asian, Black, Hispanic, or Native Hawaiian or Pacific Islander

Underrepresented students is defined by WWU data collection as: any student identifying as American Indian or Alaska Native, Black, or Hispanic.



PSYCHOGRAPHICS	<p>Values: Integrity, excellence, sustainability, curiosity, innovation, creativity, passion, productivity</p> <p>Attitudes: Concerned about money and maintaining a tight budget, ambitious, responsible, capable</p> <p>Lifestyles: Consumes a great amount of media</p> <p>Interests: Getting involved with clubs, presenters, alumni, getting leadership and work experience before graduation</p>
GEOGRAPHICS	Western Washington University, Bellingham WA
USAGE RATE	Urgent user wanting to be prepared for graduation and getting a job
USAGE STATE	Current User
BENEFITS SOUGHT	Confidence, happiness, calm, delight, pride, aspiration (for the career they end up with), excitement (for the path they choose), and passion.

Data Via Western Washington University Marketing Program Creative Brief
 Office of Institutional Effectiveness: <https://oie.wvu.edu/department-details-fos-counts/> (2025)
 U.S. Bureau of Labor Statistics <https://www.bls.gov/charts/usual-weekly-earnings/usual-weekly-earnings-current-quarter-by-age.htm> (2025)



PROBLEM

The Marketing Program is not seeing the level of potential and current student engagement they hope to see.

Engagement is defined for the client as:

- Attending events or Career Launch
- Interacting with content on social media, and connecting with upperclassmen for mentorship opportunities
- Interacting with other students in the program



PROBLEM STATEMENT

POTENTIAL STUDENT

I'm a potential WWU marketing student

And I'm trying to learn more about the marketing major/program

But I don't know where to begin or which resources to use

Because a lack of valuable communication that relates to my intended major

Which makes me feel unsure, frustrated, and overwhelmed.

CURRENT STUDENT

I'm a current student who recently entered the WWU marketing major,

And I'm trying to find direction now that I'm officially in the program.

But I feel unsure where to begin,

Because I haven't yet formed the connections, guidance, or support system that can help me feel grounded.

Which makes me feel anxious, hesitant, and unsure about how to move forward in the major and beyond.



USER STORY

POTENTIAL STUDENT

As a potential marketing student at WWU

Like Conrad Mix

Who wants to learn more about the marketing program and its courses

So that I feel prepared and confident enough to declare a Marketing major.

CURRENT STUDENT

As a Current late-educated WWU Marketing Program Student

Like Tess Treuting

Who wants to build lasting relationships within the marketing program

So that I have a strong set of resources to fall back on when searching for a job, like opportunities, guidance, and resumé-building.



USER JOURNEY

POTENTIAL STUDENT

USER DESCRIPTION:

A sophomore student at WWU who has declared Marketing as an interest. They're interested in business and marketing but feel unsure about how to navigate the program, complete the prerequisites, and officially declare the major.

USER SCENARIO:

They want to make the most of their time as a Pre-Major Marketing interest by taking the right classes, joining relevant communities, and preparing to become a full marketing major—but they feel lost on where to start, what to prioritize, or who to talk to for support.

USER EXPECTATIONS:

E1: They expect to find clear, accessible guidance on what steps to take and when.

E2: They hope to connect with other students at a similar stage or slightly ahead in the program who can offer advice and encouragement.

E3: They want to feel part of a supportive community that helps them stay motivated and confident in their path toward full major status.



POTENTIAL STUDENT

Describe Each Stage	Stage 1 Wants to Learn More	Stage 2 Seeks Info and Resources	Stage 3 Explores Discord	Stage 4 Joins and Asks Questions	Stage 5 Actively Participates
User Goals	Understand what Marketing is and if it fits	Find clear guidance on requirements and steps	See how current students engage and connect	Ask questions and begin building peer support	Get involved in clubs/events and build momentum
User Problems	Doesn't know where to start or what Marketing actually includes	Resources are scattered or unclear	Unsure how to connect or get a sense of belonging	Previous attempts to get help felt unhelpful or intimidating	Doesn't know what comes after pre-major or how to specialize
User Mindset	"I'm curious, but I need help getting oriented."	"I'm trying to piece this together."	"This seems helpful—how do I get in?"	"This is finally helping me understand things."	"I feel ready to take the next step."
User Emotions	Uncertain, intrigued, hesitant	Frustrated, confused, hopeful	Curious, cautious, encouraged	Relieved, more confident, engaged	Motivated, connected, proud
Current User Actions	Looking at Degree Works, reading course descriptions, browsing major info	Clicking through advising pages, SMA or department Instagram, attending a tabling session	Visiting Discord via link, reading old messages or resources	Joins Discord, posts in channels, responds to others	Attends events, joins orgs, mentors peers, uses Discord regularly
Current Brand Touchpoints	WWU site, Degree Works, catalog, advising emails	SMA tabling, WWU Marketing IG, Discord invite links	Discord preview posts, upperclassman testimonials	Discord onboarding, email nudges, peer DMs	Club events, Discord chats, Instagram updates, MKTG 380/381



USER JOURNEY

CURRENT STUDENT

USER DESCRIPTION:

A Senior at WWU who is declared as a Marketing Major. They're excited about marketing but feel unconfident about their network and connections post college.

USER SCENARIO:

They want to make the most of their time as a major by joining relevant communities and preparing to leave the Marketing program—but they feel lost on where to start, what to prioritize, or who to talk to for support.

USER EXPECTATIONS:

E1: They expect to find strong connections.

E2: They hope to connect with other students at a similar stage who can offer encouragement.

E3: They want to feel part of a supportive community that helps them stay motivated and confident in their path toward full time careers.

CURRENT STUDENT



Describe Each Stage	Stage 1 Feels disconnected	Stage 2 Seeks Reconnection	Stage 3 Discovers Discord	Stage 4 Tests the waters	Stage 5 Finds Belonging
User Goals	Reconnect with the major beyond classes	Explore what resources and community are available	Discover where students are actively connecting	Engage in a meaningful way that fits their style	Stay involved and contribute to others' success
User Problems	Feeling isolated, unsure what's happening in the major community	Doesn't know where to look or what exists	Isn't sure if Discord is helpful, active, or welcoming	Feels unsure about how or where to start	Wants to grow into a leadership or support role but doesn't know how
User Mindset	"I feel out of the loop."	"Where do people even connect now?"	"Okay, I've heard about this... is it actually useful?"	"This might be a good fit, let's try."	"This is where I want to be. I want to help others too."
User Emotions	Disconnected, uncertain	Curious, tentative	Hopeful, skeptical	Motivated, encouraged	Fulfilled, proud
Current User Actions	Browsing Canvas, missing events, seeing peers in class	Checking SMA Instagram, hearing about events, asking friends	Clicking a Discord link, reading channels, lurking	Posting, joining convos, attending events	Hosting chats, organizing, mentoring others
Current Brand Touchpoints	Canvas, class slides, faculty emails	Instagram Stories, event posters, peer recs	Discord invite links, Instagram bios, word-of-mouth	Welcome messages, friendly replies, low-stakes events	Discord leadership roles, SMA features, community shoutouts



PRODUCT MKTG MIX PLACE STRATEGY

PRODUCT/SERVICE

Hybrid consumer product (app) with consumer service (admin. support)

DISTRIBUTION METHOD

Direct and online distribution (direct to consumer)

DISTRIBUTION INTENSITY

Exclusive distribution, approved by WWU email

DISTRIBUTION CHANNELS

In Person: QR codes shown digitally in professor-taught classes and department-support clubs

Online/Social Media: Marketing dept. communications, Discord, Instagram



PRODUCT MKTG MIX PRICE STRATEGY

FREEMIUM - 2-tiered access, based on major status.

Due to having a @wwu.edu email to be approved, The Marketing Lounge will be a freemium product, with enrollment in the University allowing user access. It will not cost any money but will cost the time and energy it takes to navigate the page.

LEVEL 1 - POTENTIAL STUDENT

Freemium (free with WWU email) for all students interested in declaring as a marketing major. Restricted access to certain pages where special events are promoted. Takes time and energy to engage in the discord.

LEVEL 2 - CURRENT STUDENT

Freemium (free with WWU email) for all declared marketing majors. Full access to all pages on The Marketing Lounge discord. Takes time and energy to engage in the discord.



PRODUCT STRATEGY

MKTG MIX FAB PIE

Customer Benefits Sought (Potential Student)	Product Physical Features	Product Intellectual Advantages	Product Emotional Benefits
Comfort (Place Strategy)	Authentication required to be a member of The Marketing Lounge	A private, peer-moderated space for open discussion	Belonging
Confidence (Price Strategy)	Freemium, access is included with email	Low financial barrier to entry; no monetary risk to explore the community	Assured
Wonder (Promotion Strategy)	Events & Opportunities Pages	Awareness of upcoming workshops and SMA events	Empowerment
Eagerness (Product Strategy)	General Page with channels for connection	Opportunities to meet new people, join activities, and network	Motivated



PRODUCT STRATEGY

MKTG MIX FAB PIE

Customer Benefits Sought (Current Student)	Product Physical Features	Product Intellectual Advantages	Product Emotional Benefits
Calm (Place Strategy)	Member-only spaces and moderation	Trust in a positive, respectful peer environment	Belonging
Confidence (Price Strategy)	Freemium, always free with student email	Easy to access, no added costs to participate or lead	Empowered
Pride (Promotion Strategy)	Shared calendars, announcement posts, advice channels	Up-to-date info on internships, events, and peer advice	Engaged
Excitement (Product Strategy)	Student-led channels and community content	Ability to help shape the space and try new things with peers	Passion



PRODUCT VALUE PROPOSITION

We help support potential and current Western Washington University marketing students

do community building in the marketing program

by creating a centralized space that highlights key events, resources, and individuals within the Marketing Program.



POSITIONING STATEMENT

For potential and current students who feel stuck or uncertain about their higher education journey,

The Marketing Lounge is **the only** student-led space

that provides direct connection between pre-majors, current marketing students, and soon-to-be graduates.

Unlike general advising or campus clubs, **because** it offers early access to real student insights, peer mentorship, and a supportive, diverse network.



MARKETING OBJECTIVES

Potential Student Engagement

Increase enrollment by 3% of the current marketing student population by June 12th, 2025.

Student Marketing Association

Increase attendance from 12% to 15% of the Marketing Program by June 12th, 2025

New Event

Have 150 attendees in event debut before June 12th, 2025 launch.

Member Acquisition

Gain 30 discord members by June 12th, 2025



COMMUNICATION OBJECTIVES

Current Student Awareness

Achieve **80% awareness** of the WWU Marketing Program and its offerings among potential students by June 12th, 2025.

Knowledge

Achieve **70% knowledge** of the WWU Marketing Program's events among potential and current students by June 12th, 2025.

Liking

Achieve **60% liking** of the marketing major among current students by June 12th, 2025.

Preference

Achieve **40% preference** of the marketing major compared to other business majors among pre major business students by June 12th, 2025.



PERSUASION

Tagline

Sealed for Success

Campaign Theme

Seals

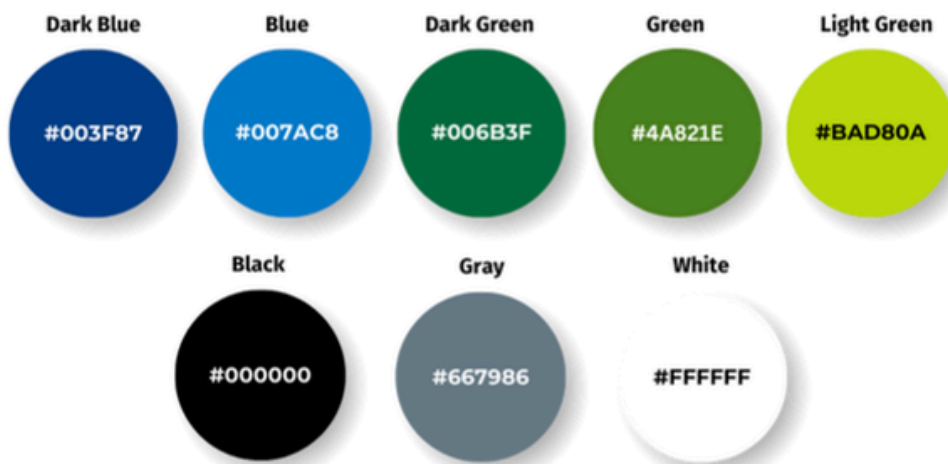
Explanation

At its core, The Marketing Lounge is a student hub for connection, confidence, and growth. Represented by a friendly seal mascot, the Lounge invites marketing pre-majors and majors into a space where they can build meaningful relationships and gain insight into life in the program. The brand communicates that every student who joins is not only welcomed but equipped with the tools and support they need to succeed.



BRAND ELEMENTS

COLORS





BRAND ELEMENTS

FONTS

MONTERRAT - HEADINGS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

The official heading used by WWU, all headings must be in MONTERRAT BLACK and UPPERCASE

Fira Sans - Subheadings

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

The official subheadings used by WWU, all subheadings may be **uppercase** or **lowercase**, different **weights (bold)** or **italicized**. Must be **smaller** font size than the headings, but **bigger** than the body text.

PT Serif - Body Text

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

The official serif font used by WWU for all body text, all body text may be **uppercase** or **lowercase**, different **weights (bold)**, or **italicized**. Must be **smaller** than both headings and subheadings.



BRAND ELEMENTS

LOGOS AND TAGLINES

WWU Marketing Program Logo and Tagline

MARKETING
PROGRAM



INSPIRING
INNOVATIVE
MARKETERS

The Marketing Lounge Product Logo and Tagline



SEALED FOR SUCCESS

INSPIRING
INNOVATIVE
MARKETERS

MARKETING
PROGRAM





BRAND ELEMENTS

tone

Inclusive

Creating a space where every marketing student feels welcome, supported, and valued.

Inspiring

Uplifting each other through shared stories, mentorship, and motivation to grow personally and professionally.

Informative

Giving real, useful insight into the program, career paths, and opportunities that help students feel prepared and empowered.

Iterative

Building confidence through conversation, collaboration, and community engagement.



FIVE SENSES BRAND ASSOCIATION

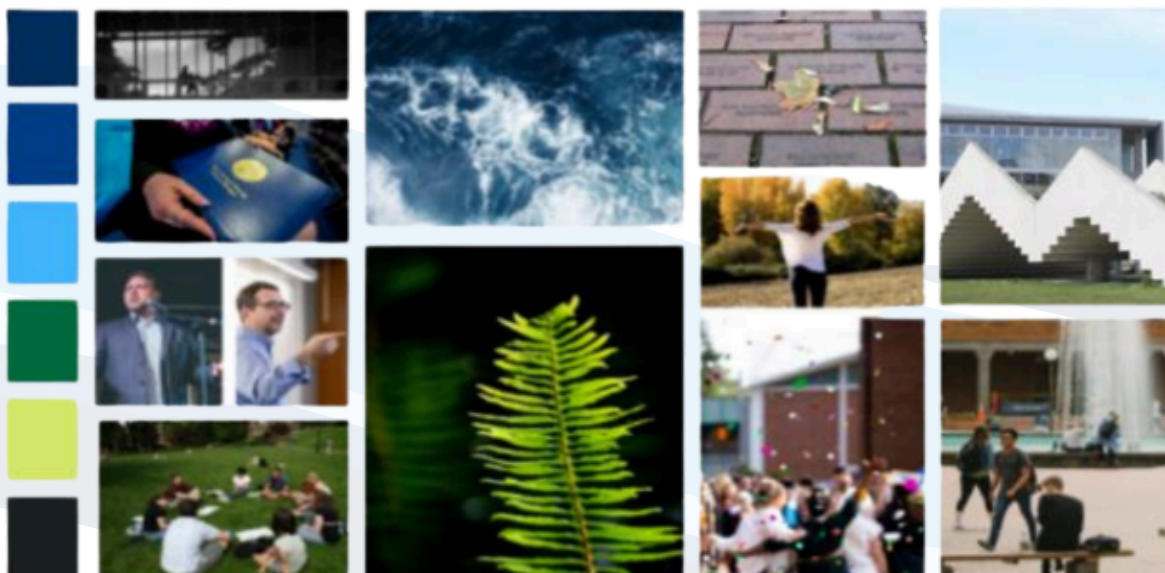
Looks like: Bricks, water, tree forest, traditional academia, creative sculptures

Smells like: Evergreen trees, fresh-cut grass, books

Sounds like: Wind through the trees, crunchy leaves, ticking clock, trickling fountain, laughter

Tastes like: Blueberries

Feels like: Fresh Breeze





CREATIVE MESSAGE STRATEGY METHODS

Awareness

70% Increase from 0% achieved from TM by **June 12th 2025** through TML logos, SMA event highlights, and SMA events through the Discord.

Knowledge of The Marketing Lounge Discord

Achieve 70% **knowledge** from 0% of the discord among potential and current students by **June 12th, 2025** through digital and print promos.

Liking

60% **Increase** from 0% by TM achieved by **June 12th 2025** through event highlights, testimonials, and pictures through the Discord.

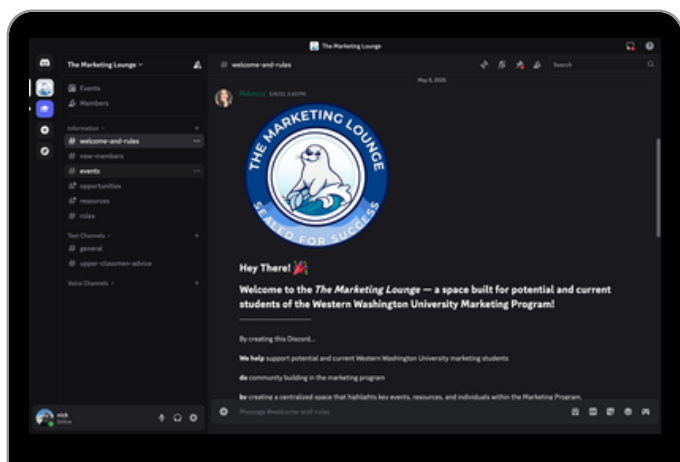
Preferences

40% **Increase preference** for the **marketing major** from 0% by TM achieved by **June 12th 2025** through club highlights and student stories.



CREATIVE SAMPLE EXECUTION

#welcome-and-rules

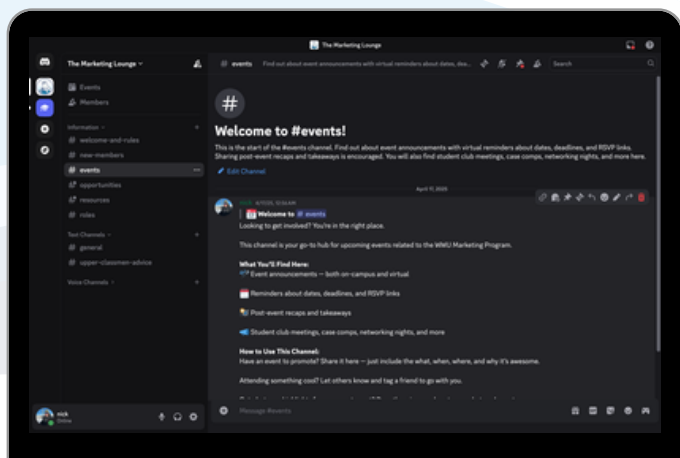


This page serves as the entry point and foundation of The Marketing Lounge Discord server.

Main objectives:

- Welcome community members
- Establish community guidelines
- Encourage engagement
- Set the tone for the server

#events



This page acts as a centralized bulletin board for all marketing-related events at WWU.

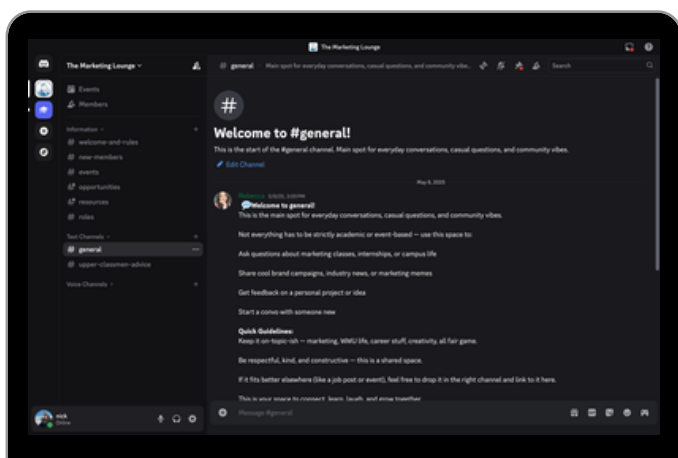
Key objectives:

- Promote upcoming events
- Increase student engagement
- Foster professional development
- Highlight event takeaways



CREATIVE SAMPLE EXECUTION CONT. 2

#general

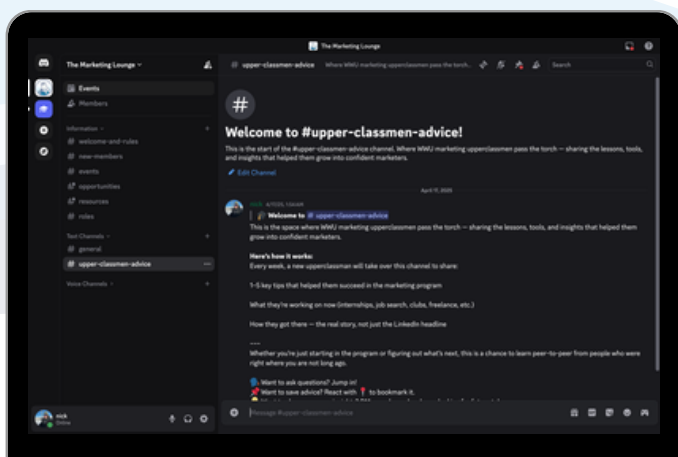


This page is the core conversation space of The Marketing Lounge.

Primary goals:

- Facilitate casual & relevant dialogue
- Support community building
- Serve as a flexible “home base” for anything that doesn’t fit in a more specific channel

#upper-classmen-advice



This page aims to provide a peer-led mentorship experience between potential & current marketing students.

Purpose:

- Showcase weekly insights
- Offer tangible tips
- Demystify the career journey
- Foster mentorship culture
- Bridge the experience gap

CREATIVE SAMPLE EXECUTION CONT. 3



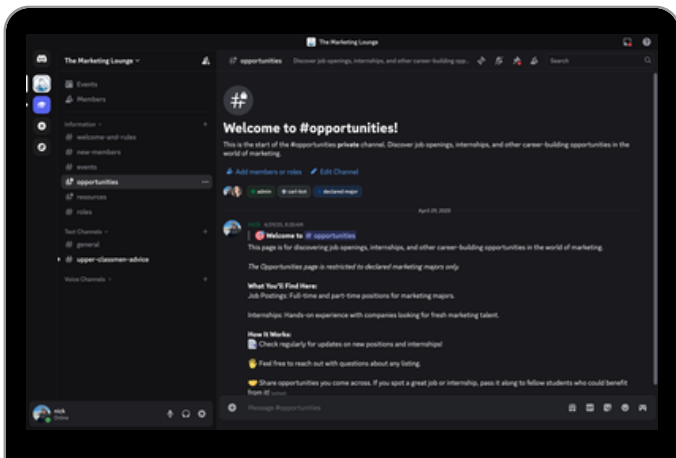
These two pages are restricted to declared majors only. To gain access, declared marketing students must submit proof to channel admin. in order to gain access. These pages aim to provide the resources and information necessary to thrive as a marketing professional.

#opportunities

This page is the go-to space for marketing job and internship listings.

Key Uses:

- Share job and internship postings
- Help students connect with potential employers, alumni, and peers
- Provide a centralized space for discovering and sharing career-building opportunities

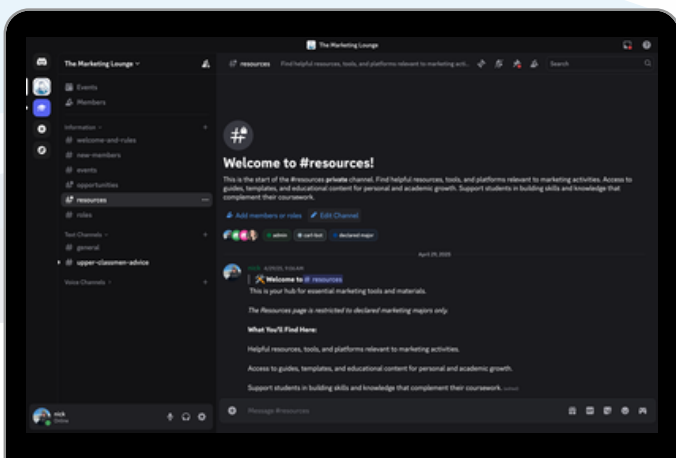


#resources

The resources page is the central hub for marketing tools and educational materials

Main Uses:

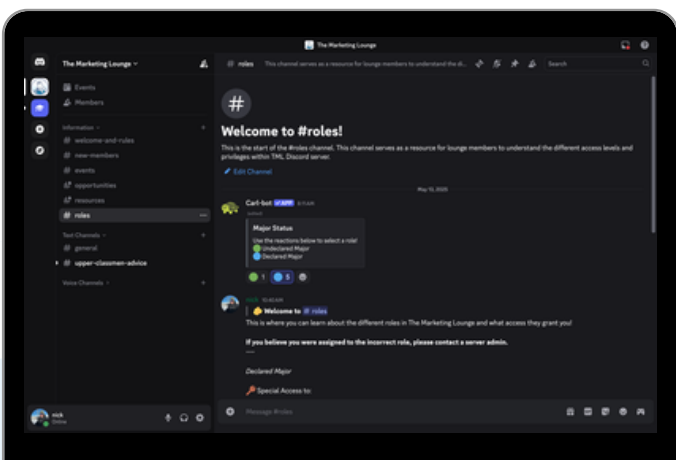
- Share helpful resources, tools, and platforms for marketing students
- Provide access to guides, templates, and other materials to enhance learning
- Support skill development and academic success by offering curated content





CREATIVE SAMPLE EXECUTION CONT. 4

#roles



This page explains the different roles available in The Marketing Lounge and the access they provide.

Key Uses:

- Help members understand what each role unlocks within the server
- Ensure students receive the right access based on their major status
- Offer clear guidance on how to adjust roles if needed