

1.3

CRITERION THREE

# METHODOLOGY, SERVICE APPROACH AND UNDERSTANDING OF THE SCOPE OF WORK

SECTION 3.3 & IV

YOU'RE ASKING

How can they  
make it happen?

TEXAS  
STATE



TAKE BACK  
TEXAS



*Hahn*  
SURE  
THING.







## METHODOLOGY, SERVICE APPROACH AND UNDERSTANDING OF THE SCOPE OF WORK



**a. Provide a brief statement of the service approach for each of the required services identified in Section IV and any unique benefits the University will gain from contracting with successful Respondents' firm.**

**i. Brand Strategy Framework:** The selected partner (SP) will help refine a comprehensive brand strategy that defines the university's positioning, values, and unique differentiators, ensuring alignment with institutional goals and audience insights.

Hahn's approach to brand strategy helps universities define their positioning, values, and unique differentiators in a way that aligns with institutional goals and resonates with key stakeholders: faculty, staff, students, alumni, and prospective students and parents.

We build a comprehensive brand framework that tells a compelling story about what makes the university distinctive and essential. This system includes multiple elements, from brand identity and personality to messaging and content strategy, ensuring a cohesive and authentic brand presence.

We integrate these elements across paid, earned, social, and owned media channels to amplify the brand's impact and maintain cohesiveness. By leveraging data and audience insights, Hahn ensures that the university's brand strategy is not only meaningful but also drives measurable engagement and long-term advocacy.

**Our process involves defining the university's core attributes, refining its voice, and crafting messaging that fosters connection and trust.**

**ii. Messaging Platform:** SP will help create a unified messaging platform, including core messages, audience-specific narratives, and tone guidelines that resonate with prospective students, alumni, and other stakeholders.

In our kick-off message workshop, we help clients work through the noise and clutter of multiple perspectives to build a customized message platform capable of capturing attention.

The workshop lasts a full day and includes up to 12 people. We can host you at our home office or come facilitate at yours. Our exercises include Participant Questionnaire Analysis, JoHari Window, Archetype Assessment, Metaphor and Motive Selection and Platform Copywriting.

- Your priority audiences versus your priority stakeholders
- Your positioning: the reason you should stand out to customers or consumers
- Your brand's core motive, active archetype, and persistent metaphor
- A triad of messages that clearly articulate your brand's value proposition



## METHODOLOGY, SERVICE APPROACH AND UNDERSTANDING OF THE SCOPE OF WORK



**A campaign  
should be more  
than just  
marketing.  
It should be an  
extension of  
TXST's story.**

### **a.** (continued)

**iii. Visual Identity Guidelines:** SP will help refine and evolve TXST's existing visual identity and design elements to ensure consistency across all touchpoints.

**Our approach will build on the university's established brand while enhancing its ability to connect with diverse audiences ensuring consistency, clarity, and impact across all touchpoints.**

We begin by sharpening TXST's brand messaging framework, crafting a compelling brand anthem and tagline that encapsulates its values and vision. From there, we refine typography, color palettes, and visual systems to create a cohesive design language that remains true to TXST's heritage while allowing for future adaptability.

This refined identity will seamlessly integrate into website design, marketing materials, and digital experiences, ensuring alignment in tone, messaging, and aesthetics. To maintain consistency, we'll develop a comprehensive design style guide and provide flexible branding templates for proposals, presentations, and outreach materials.

By evolving TXST's visual identity with a strategic and structured approach, we ensure every interaction—online, in print, or on campus—reinforces the university's brand and strengthens its connection with stakeholders.

**iv. Campaign Concepts:** SP will help produce a series of creative campaign concepts, including taglines, themes, and key visuals, that capture the university's essence and stand out in the competitive higher education landscape.

**Hahn will develop bold, strategic campaign concepts that capture TXST's essence and position the university as a standout in the competitive higher education landscape.**

We then craft high-level creative concepts that blend compelling storytelling with striking visuals—bringing TXST's identity to life in a way that resonates with students, faculty, alumni, and prospective students. Through an iterative process, we refine these concepts based on feedback, ensuring alignment with the university's goals and values.

Guided by our **3D methodology—Data, Design, and Delivery**—we analyze audience perceptions, develop strategic creative solutions, and execute campaigns that not only look great but drive real engagement. Each campaign is supported by a comprehensive style guide and adaptable assets—as well as plug-and-play templated assets for TXST's internal teams to leverage and expand upon—ensuring consistency across digital, print, and experiential platforms.

The result? Campaigns that are more than just marketing—they're an extension of TXST's story, built to inspire, connect, and make a lasting impact.



## METHODOLOGY, SERVICE APPROACH AND UNDERSTANDING OF THE SCOPE OF WORK

### a. (continued)

**v. Marketing Plan:** SP will develop an integrated marketing plan outlining strategies, channels, and tactics for campaign rollout, including digital, print, social media, and events.

We believe that a successful brand campaign isn't just seen—it's felt. Our approach to integrated, cross-channel outreach is holistic, ensuring that every touchpoint resonates deeply with your audiences and stays true to your brand promise.

#### A Holistic, Results-Driven Marketing Plan

We will develop a holistic, integrated marketing plan for Texas State University that seamlessly combines owned, earned, and paid media strategies with immersive event activations designed to create connections that matter. The campaign will be designed to captivate and connect with our broad audiences by emphasizing the rich legacy that has inspired a brand identity built for growth.

Our aim will be to build awareness and foster pride among our audiences by **creating experiences that inspire emotion and action** through blending proximity targeting, data-driven insights, and precision placement with compelling storytelling.



#### Digital Marketing Activation: Sparking Conversations & Driving Reach

Goal: Make the brand refresh visible, engaging, and memorable across key digital channels.

- Teaser Social Media Campaign
- Impactful Brand Reveal/Anthem Video
- Strategic, Geo-targeted Paid Media Placement
- Segmented and Personalized Email Outreach
- Eye-Catching and Memorable Out-of-Home





## METHODOLOGY, SERVICE APPROACH AND UNDERSTANDING OF THE SCOPE OF WORK

# TEXAS STATE

### a. (v. Marketing Plan continued)

#### **Earned Media & PR: Building Credibility Through Stories That Stick**

Goal: Amplify the refresh with third-party validation and meaningful narratives.

- Top-Tier Education and Regional Press Announcements
- Thought Leadership Opportunities
- Alumni-Led Conversations and Shared Stories

#### **Experiential & On-Campus Launch: Bringing the Brand to Life**

Goal: Transform the brand refresh into an emotional and engaging experience.

- High-Energy Brand Reveal Campus Event
- Overnight Immersive Campus Brand Updates Reveal
- Live-Streaming, Virtual and Augmented Experiences

#### **Alumni & Community Engagement: Mobilizing Advocates**

Goal: Build momentum through trusted voices and community relationships.

- Shareable Content Alumni Activation/Celebration Program
- Community Open House
- Branded Merchandise & Swag for Organic Awareness

#### **Data-Driven Measurement & Continuous Optimization**

Goal: Ensure that every touchpoint drives measurable impact.

- Tracking Key Media Metrics to Adapt
- Date-Powered Optimization in Real-Time
- Comprehensive Post-Campaign Insights for Continued Momentum



**The brand experience has to consistently build off the university's rich legacy and inspire growth from every angle.**



## METHODOLOGY, SERVICE APPROACH AND UNDERSTANDING OF THE SCOPE OF WORK

### a. (continued)

**vi. Stakeholder Engagement Plan:** SP will help create a plan to involve faculty, staff, alumni, and students in the campaign, fostering internal alignment and external advocacy.

To ensure the success of the Texas State University brand refresh campaign, we will actively involve faculty, staff, alumni, students, and the greater San Marcos community, building internal alignment and fostering external advocacy.

#### **Building Internal Alignment and External Advocacy through Collaboration and Inclusion**

Our stakeholder engagement plan ensures these critical audiences become active participants in the brand story, driving sustained momentum and meaningful impact.

We know that the most successful campaigns aren't built for stakeholders. They're built with them.



#### **Turning Shared Enthusiasm into Lasting Advocacy**

We believe that successful stakeholder engagement starts with understanding unique perspectives and transforming them into collective action. We will ensure that:

- Faculty feel heard and recognized as thought leaders.
- Staff are engaged and empowered to be brand stewards.
- Students are inspired and motivated to share their TXST experiences.
- Alumni remain connected and proud advocates.
- The San Marcos community sees TXST's impact as a shared source of pride.

#### **Stakeholder Mapping & Immersion Workshops**

Goal: Identify and engage key internal and external stakeholders to amplify the brand refresh authentically.

- Stakeholder Prioritization Mapping
- Faculty & Staff Roundtables
- Alumni Organization, Networking and Activation
- Student Brand Ambassador Development

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## METHODOLOGY, SERVICE APPROACH AND UNDERSTANDING OF THE SCOPE OF WORK

### a. (vi. Stakeholder Engagement Plan continued)

#### Community Engagement Beyond the Campus

Goal: Strengthen TXST's connection with the San Marcos community and surrounding areas.

- Regional San Marcos Partnerships, Public Works and Events
- Interactive Digital Hub
- Public can share personal TXST stories
- Access brand assets and social media templates
- Digital activations, virtual events and live discussions

#### Ongoing Engagement Cadence to Keep Momentum Strong

Goal: Maintain enthusiasm and momentum through continuous, meaningful engagement.

- Interactive Forums & Live Q&As
- Digital Updates & Storytelling Series
- Key campaign milestones.
- Student success stories.
- Behind-the-scenes content

#### Strategic Execution & Impact Measurement

Goal: Deliver seamless execution while adapting the approach based on real-time insights.

- Clear Goals & Responsibilities
- Consistent Communication
- Data-Driven Adaptation
- Measure stakeholder engagement levels
- Adapt strategies and refine outreach efforts

Through collaboration and inclusion, we ensure that TXST's brand refresh is embraced for years to come.



**By working together, we will  
turn shared enthusiasm into  
action and lasting advocacy  
for the university.**



## METHODOLOGY, SERVICE APPROACH AND UNDERSTANDING OF THE SCOPE OF WORK



**The primary goal is to reach  
the right target audience  
in the right place  
with the right message.**

### **a.** (continued)

**vii. Launch Plan:** SP will coordinate a strategic launch plan for the brand campaign, including a timeline, key milestones, and high-impact rollout activities.

Our strategic launch process is structured around phased milestones, ensuring seamless execution, cross-channel integration, and the agility to adjust based on performance insights.

#### **Hahn's Strategic Campaign Launch and Media Execution Approach**

Hahn will coordinate a comprehensive, strategic launch plan for the brand campaign, incorporating a well-defined timeline, clearly established milestones, and high-impact rollout activities. Our integrated approach ensures that paid, owned, and earned media efforts are aligned with each campaign phase, driving awareness, engagement, and sustained impact.



#### **Key Components of Our Strategic Launch Process**

- Creative Campaign Ecosystem Mapping and Plan
- Insight-Based Media Plan, Buying and Execution
- Campaign Monitoring and Optimization
- Reporting and Dashboard Creation

#### **Paid Media Approach**

Our agency prioritizes a data-driven approach to media buying, emphasizing strategic planning to maximize campaign effectiveness. Central to our offerings is a meticulously crafted media buying strategy proposal that ensures each campaign is well-informed and precisely targeted to achieve the desired outcomes.

Over the past 50 years, Hahn has cultivated relationships with media partners across the state, ensuring optimal rates and placement opportunities for our clients.





## METHODOLOGY, SERVICE APPROACH AND UNDERSTANDING OF THE SCOPE OF WORK

### **a. (vii. Launch Plan continued)**

#### **Media Execution Capabilities**

Our hands-on-keys, in-house team executes and optimizes digital placements throughout the campaign's lifecycle. We pride ourselves on real-time performance monitoring, continuous campaign optimization, and transparent result sharing with clients.

Skilled in negotiating and securing media placements. When needed, our experienced traditional media team solicits and evaluates proposals from media vendors and stations, incorporating them into our recommendations.

#### **Media Implementation and Execution Includes:**

- Campaign tracking pixels and GTM implementation
- Creation of UTMs and naming conventions
- Development of creative specs and trafficking sheets
- Platform ad copy development and creative optimization recommendations
- Digital platform setup across all platforms
- Two quality assurance checks prior to campaign launch and one after
- Creative upload and asset trafficking
- Ongoing performance analysis leveraging platform data, GA4, and Google Search Trends
- Target audience refinement
- Budget management

#### **Reporting Process**

Multiple clients have shared that our high level of transparency is what sets us apart from other agencies and is a key reason we've doubled our client media roster in the past year.

In addition to providing access to our real-time dashboards, our team delivers detailed reporting at a cadence of your preference. Each report offers an in-depth analysis of overall performance, including a comparison against initial objectives and KPIs.

We also provide comprehensive channel analysis, highlighting what's working, identifying underperforming areas, and offering clear insights into the optimizations we've made. Additionally, we include strategic recommendations to guide future performance improvements.

**Our reporting process is designed to keep you informed and ensure transparency throughout the campaign.**





## METHODOLOGY, SERVICE APPROACH AND UNDERSTANDING OF THE SCOPE OF WORK

### a. (continued)

**viii. Sustaining the Campaign:** SP will serve as the agency of record in an ongoing relationship to advise and support DMC as it applies and refreshes the campaign after its launch.

As TXST's Agency of Record, Hahn will provide ongoing strategic guidance and hands-on support to keep campaigns dynamic, effective, and aligned with institutional goals.

We maintain an open, collaborative partnership with TXST, ensuring seamless communication, timely feedback, and proactive planning. Our media strategists continuously analyze performance, optimizing budget allocation, messaging, audience targeting, and ad formats to maximize impact. Our creative team is always ready to refresh content, keeping messaging sharp and engaging across all channels.

With Hahn as a long-term strategic partner, TXST will benefit from continuous innovation, data-driven insights, and agile campaign management for sustained success and measurable results.

### b. Describe how your company will address any noted deficiencies in the service performance and your problem escalation policy.

We understand that challenges can arise, and we're committed to addressing them with transparency, accountability, and care.

Consistent communication, supported by project management, ensures that every milestone, timeline, and budget detail is tracked in one place—giving both our team and our clients a clear, real-time view of progress.

When issues need attention, we believe in open, solution-focused collaboration. By establishing clear roles and responsibilities upfront, we create a shared understanding of where our work integrates with other functions. This clarity allows us to quickly identify and resolve any service performance concerns—ensuring we stay aligned, responsive, and dedicated to delivering the best possible outcomes.

WE'RE READY.  
LET'S GET TO WORK.

