**Marketing Approvals**

The Office of Marketing and Strategic Communication is responsible for the external image of Simpson College. The office seeks to maintain consistent branding by ensuring that the message and look of the College is the same throughout all marketing, publications, advertisements and promotional items. The marketing approval process plays a critical role in maintaining this consistency, while also helping to ensure the most efficient use of marketing dollars.

The Office of Marketing and Strategic Communication works with each department to create or review all marketing publications, television and radio scripts, advertisements and promotional items, as well as branding on staff and event apparel and signage.

**Marketing Approval Process**

If you have printed materials, branded items, promotional products or advertising that you are considering producing, you must get approval PRIOR to final production. Approvals are required for reorders as well. Complete the [approval form](https://www.unf.edu/uploadedFiles/president/publicrelations/marketing_publications/Approval_Request_for_Marketing_Materials_and_Advertisements.pdf) and submit it to Marketing Approvals with a draft/mock-up of the item if available. This request will be reviewed and returned with an approval signature or a reason for disapproval **within three business days**. **Please plan accordingly.**If you have questions, email or call Cathy Cole, vice president of Marketing and Strategic Communication, at 515.961.1595.

**Exemptions**

There are a few exceptions to the Marketing Approval process. Student Government Association, the *Simpsonian* and other student clubs and organizations are all exempt from the Marketing Approval process. Individual student clubs and fraternities/sororities are also exempt from the process. Student groups should remain mindful that they represent the University and should do so consistent with College standards.

**Advertisements**

When the decision has been made to advertise, contactthe Office of Marketing and Strategic Communication**.**The Marketing and Strategic Communication staff can help you craft your message, weave in the Simpson brand and develop an effective design. If you already have an ad, the office will review the final content for approval via the marketing approval process.

*Simpson College is an equal access/equal opportunity college.* This statement or a similar version should be included on all publications and advertisements. Please contact the Office of Marketing and Strategic Communication for more information.

**Approval Request for Advertisements, Promotional and Marketing Materials**

Please complete this form fully for each item to be purchased and/or printed before finalizing your purchase with a vendor. Clear, legible mockups of items/publications must be attached. Incomplete forms will not be reviewed and will be returned for completion. Please send this form, along with a mockup of the item/publication, sccommunication@simpson.edu for review.

Questions? Cathy Cole, vice president of Marketing and Strategic Communication, at 515.961.1595.

**YOUR SUBMISSION**

Date: \_\_\_\_\_\_\_\_\_\_\_ Department: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Ext: \_\_\_\_\_\_\_\_\_\_\_\_

Project name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

To be paid for out of: (fund) (org)

Total cost: $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**What would you like to have approved?**

 Publication (complete section No. 1)

 Promotional or branded item (complete section No. 2)

 Ad (complete section No. 3)

**Section 1: Publication or Printed Materials (brochures, fliers, posters, yard signs)**

Describe the publication or printed material (type, size, design, colors, etc.):

Quantity needed:

What is the message you are trying to communicate and why?

Or the purpose of this publication or printed piece?

Who is your audience?

 How large is that audience?

How do you plan to get these items to your target audience?

What is the shelf life?

If this is a publication or printed piece, why use this method instead of communicating electronically?

**Section 2: Promotional or Branded Item**

Describe the item (type of item, color, etc.):

Simpson College marketing and promotional materials should all play a role in improving the College’s image while having a positive impact on our stakeholder groups. Please describe in detail how this item, if approved, will positively impact both of the above.

Quantity needed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What is the message you are trying to communicate and why? Or the purpose of this item?

Who is your audience?

How large is that audience?

How do you plan to get these items to your target audience?

What is the shelf life?

**Section 3: Advertisements**

If an advertisement, is it  print/web  radio  television  digital  social media  other?

If other, please describe:

If printed, what size?  Full page  Half page  Quarter page

Other dimensions \_\_\_\_\_\_\_ inches by \_\_\_\_\_\_\_ inches

Publication/station name and brief description:

What message or information do you need to communicate and why?

Who is your audience?

How large is that audience?

**Required Signatures**

Department Head/Chair:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_

(Print name) (Signature – no electronic signatures please) Date

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Vice President, Marketing and Strategic Communication Date

(Signature)

**Comments:**