



# Journeys YGN

## **Vision**

For all students to be able to enjoy 21<sup>st</sup> century, STEAM based, learning experiences.

## **Mission**

Journeys YGN provides young adults the opportunity to engage in immersive, globally relevant, STEAM based learning experiences for the 21<sup>st</sup> Century, providing both character and knowledge development through experiential learning.

## **Journey Objectives**

1. Join learning with entertainment for the 21<sup>st</sup> century learner.
2. Offer experiences to challenge and develop critical thinking skills.
3. Curate curiosity for the world around us.

## Marketing Policy

2020 – 2021

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Authorizing Board Member

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Authorizing Signature

Updated: 27<sup>th</sup> January 2020  
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**Impact Assessment**

Have you consulted on the design of this policy?		Yes	
Details:		The CLO was consulted in areas of specialist knowledge	
Evidence presented in this assessment:		Market analysis and expert opinion	
Specific Demographic Impacted (Negatively or Positively)	Positive Impact	Negative Impact	Details
Age	Y	Y	<p>Positive impact via stories and media releases that celebrate the achievements of learners regardless of age, raising the aspirations of this group.</p> <p>Potential negative impact relates to the lack of provision for younger age groups. Logistical restrictions mean that this group will not be able to access services.</p>
Disability	Y	Y	<p>Positive impact via stories and media celebrating the achievements of learners with minor disabilities, raising the aspirations of this group.</p> <p>Potential negative impact relates to the lack of provision for those requiring specialized medical care or educational provision. Logistical restrictions mean that this group will not be able to access services.</p>
Race	Y	N/A	<p>Positive impact via stories and media celebrating the achievements of learners regardless of race, raising the aspirations of this group.</p>

Religion & Belief	Y	Y	<p>Positive impact via stories and media celebrating the achievements of learners regardless of religion or beliefs, raising the aspirations of this group.</p> <p>Potential negative impact relates to the marketing of units that may address areas of conflict with religion. Marketing will consider conflicting ideas.</p>
Gender	Y	N/A	Positive impact via stories and media celebrating the achievements of learners regardless of gender, raising the aspirations of this group.
Sexual orientation	Y	N/A	Positive impact via stories and media celebrating the achievements of learners regardless sexual orientation, raising the aspirations of this group.
Carers & Care Givers	N/A	N/A	N/A
Non-Anglophones	N/A	Y	Potential negative impact relates to the lack of provision for non-Anglophones. Logistical restrictions mean that this group will not be able to access services.

**If any negative impacts are identified, is there sufficient cause for concern to warrant addressing in a separate policy?**

Yes

**If yes provide details below:**

Religion and Belief – In the unit design policy inclusion of a marketing plan in unit design must be stipulated to address and minimize potential conflict

We are satisfied that an impact assessment has been conducted on this policy and that the policy can be enacted without further documentation authorship.

**Completed by:**

Danny McCamlie

**Position:**

CEO

**Date:**

28<sup>th</sup> January 2020

**Checked by:**

Natalie McCamlie

**Position:**

CLO

**Date:**

28<sup>th</sup> January 2020

### **Policy Scope**

This policy aims to outline marketing policies and procedures at Journeys YGN and has been prepared to ensure consistency in all marketing activity.

#### 1. Statement of purpose

1.1. To attract students to Journeys YGN and to communicate positive messages to all stakeholders in innovative and engaging ways.

1.2. To ensure that marketing materials produced and distributed are accurate, current, transparent and tailored to the target demographic.

1.3. To outline responsible procedures and expectations in the marketing of Journeys YGN services.

### **Responsibilities**

The following have been identified as having responsibility in the execution of this policy.

#### 2. Responsibilities

2.1. The CLO assumes overriding responsibility for all persons and actions in regard to the implementation of this policy

2.2. Staff and students have a responsibility to share positive messages and media

2.3. The SLT will review and authorize all marketing request forms.

## Procedures

### 3. Designs and Design Requests

- 3.1. These procedures ensure that all artwork meets proposed requirements, budget and timescale, whilst being in keeping with the Journeys YGN mission.
- 3.2. The following procedure should be followed when authorizing new design work;
  - 3.2.1. The target market and rationale are identified
  - 3.2.2. A design request is completed and submitted to the CLO (Appendix 1)
  - 3.2.3. External or internal designers authorized by the CLO based on capabilities and budgets
  - 3.2.4. An electronic proof is received by a specified deadline, unless a paper copy has been explicitly requested
  - 3.2.5. Any amendments are communicated
  - 3.2.6. Final proofing by both the requesting person and the CLO
  - 3.2.7. Printing is arranged if needed, taking into account stock, print quality, quantities, deadlines and budgets

### 4. Traditional Advertising

- 4.1. Traditional advertising is defined as broadcast and print media not requiring internet access, specifically television, radio, newspapers, magazines and billboards.
- 4.2. For traditional advertising to be employed the message must be generic for a wide audience.
- 4.3. The following procedure should be followed when engaging in traditional advertising;
  - 4.3.1. Complete and submit an advertising campaign proposal (Appendix 2)
  - 4.3.2. Agree with the CLO a budget outline
  - 4.3.3. Contact the required organization and request a quote for advertising opportunities

- 4.3.4. Negotiate discounts if appropriate
  - 4.3.5. Attain specific requirements of the organization in regard to deadlines and artwork
  - 4.3.6. If within the agreed budget, authorize and proceed to 4.3.8, if above the agreed budget proceed to 4.3.7
  - 4.3.7. Discuss with the CLO and submit a revised traditional advertising request for approval based on an increased budget or revised request
  - 4.3.8. Raise PO and send to the relevant person within the contracted organization
  - 4.3.9. Add the campaign to the marketing calendar
  - 4.3.10. Ensure that deadlines are met to provide relevant requested information to the contracted organization
  - 4.3.11. Update the advertising contacts list on the shared drive
- 4.4. If an opportunity is presented to any member of Journeys YGN for traditional advertising it is to be brought to the attention of the CLO.

## **5. Guerilla Marketing Campaigns**

- 5.1. Guerilla Marketing Campaigns are defined as unusual methods of marketing of a low cost, high impact, potentially viral manner. They are subtle, requiring action on behalf of the audience to identify the company.
- 5.2. Guerilla Marketing Campaigns are to be employed for specific objectives and target audiences.
- 5.3. The following procedure should be followed when designing a Guerilla Marketing Campaign;
  - 5.3.1. Complete and submit an advertising campaign proposal (Appendix 2)
  - 5.3.2. Agree with the CLO a budget
  - 5.3.3. Ensure the legal status of the proposed campaign
  - 5.3.4. Submit a resource request form (Appendix 5)
  - 5.3.5. Add the event timings to the marketing calendar
  - 5.3.6. Create and launch the campaign
  - 5.3.7. Monitor impact

5.4. All Guerilla Campaign proposals must be assessed for impact on the community to ensure that negative impacts are limited or removed

## 6. Live Events

6.1. Live events are defined as marketing events requiring in-person attendance by members of the Journeys YGN team outside of the normal workspace.

6.2. Live events are to be employed infrequently and be designed to ensure maximum exposure for the widest range of services possible.

6.3. The following procedure should be followed when planning a live event;

6.3.1. Complete and submit a live event proposal (Appendix 3)

6.3.2. Review with the CLO for budget and efficacy

6.3.3. Book the required space and resources

6.3.4. Add the event to the marketing calendar

6.3.5. Host event

## 7. Social Media

7.1. Social Media is defined as the use of online platforms to engage with audiences for brand awareness, sales, online traffic, inter-marketing of campaigns and communications.

7.2. Social media platform channels are to be regularly monitored and used in conjunction with all other forms of marketing as well as an independent marketing strategy.

7.3. All marketing proposal request forms must include a social media crossover design.

7.4. The following procedure should be followed when planning an independent social media campaign;

7.4.1. Complete and submit an advertising campaign proposal (Appendix 2)

7.4.2. Review with the CLO for innovation and effectiveness

7.4.3. Design required materials

7.4.4. Add the campaign to the marketing calendar

7.4.5. Launch the campaign



7.4.6. Monitor engagement

- 7.5. All direct communication with audience members via social media must adhere to the complaints and comments policy.
- 7.6. All offensive material posted by audience members and linked to the Journeys YGN brand will be removed.
- 7.7. Messages that align with the mission of Journeys YGN are to be shared to widen the network audience
- 7.8. Permission to share media involving community members must be gained and recorded prior to sharing (Appendix 4)

**8. Online Marketing**

- 8.1. Online marketing is defined as the use of internet based non-social media channels including SEO and website content.
- 8.2. The CLO is responsible for the content, accuracy and timeliness of uploading content
- 8.3. Unit and experience information must be available online no less than 12 hours prior to the launch of a marketing campaign and no more than 48 hours prior to a campaign for new services if a marketing campaign is scheduled.
- 8.4. It is the duty of the COO to inform the CLO of any changes to course materials that needs reflecting on the company website.
- 8.5. The website will be reviewed every 6 months to ensure that it provides an accurate and positive brand image.

**9. Public Relations**

- 9.1. Public relations are defined as interactions with media outlets and their representatives.
- 9.2. Journeys YGN aims to build and sustain mutually beneficial relationships with suitable media outlets.
- 9.3. In order to prevent Journeys YGN being misrepresented all contact to/from media outlets and their representatives must be directed through the CEO

## Appendix 1: Design Request Form

### Journeys YGN Design Request Form

Name:

Date:

E-mail:

Design title:

Artwork deadlines:

Description (include type):

Target audience/s:

Print requirements if relevant:

Note for designer: Please communicate timelines of completion with the request person, including first proof and final proof deadlines.

## Appendix 2: Advertising Campaign Proposal

### Journeys YGN Advertising Campaign Proposal Form

Name:

Date:

E-mail:

Campaign type:

Campaign dates:

Campaign objective:

Campaign name:

Location/s if applicable:

Campaign description:

Budget proposed:

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Budget breakdown:

Item	Cost	Rationale
Total Cost:		

Efficacy tracking method:

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Impact considerations:

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Attach resource request form separately prior to submitting to the CLO.

### Appendix 3: Live Event Proposal

#### Journeys YGN Live Event Proposal Form

Name:

Date:

E-mail:

Event dates:

Event objective:

Event name:

Times and Location/s of event:

Event description:

Budget proposed:

Budget breakdown:

Item	Cost	Rationale
Total Cost:		

Efficacy tracking method:

Impact considerations:

Attach resource request form separately prior to submitting to the CLO.

#### Appendix 4: Consent form

##### Journeys YGN Digital Release Form

Journeys YGN regularly update marketing materials. As part of this process it is necessary to photograph or film some events. We ask all participants to co-operate in achieving this.

*Please read the information below, then sign and date the form where shown.*

I agree to the use of my image(s), or those of my child(ren) if under 16, in printed publicity or promotional literature produced by Journeys YGN, including leaflets, posters and videos; for use online, on social media sites, including Facebook, Twitter and Instagram; and in any publicity material about the services of Journeys YGN sent to the news media. I understand that websites and other online media can be seen throughout the world, not just in Myanmar. I understand that once published it is not always possible to remove images from the public domain.

Participant Name:

Date of first experience:

Signature:

(Parent or guardian if participant is under 16)

**Appendix 5: Resource Request Form**

Journeys YGN Resource Request Form

Name:

Date:

E-mail:

Date resources needed for:

Reason for request:

Resource breakdown:  
(if available internally state 'int' for cost)

Item	Cost	Rationale
Total Cost:		