



AEQUITAS

Brand Consultation



Lehigh University MKT 326 - Spring 2020

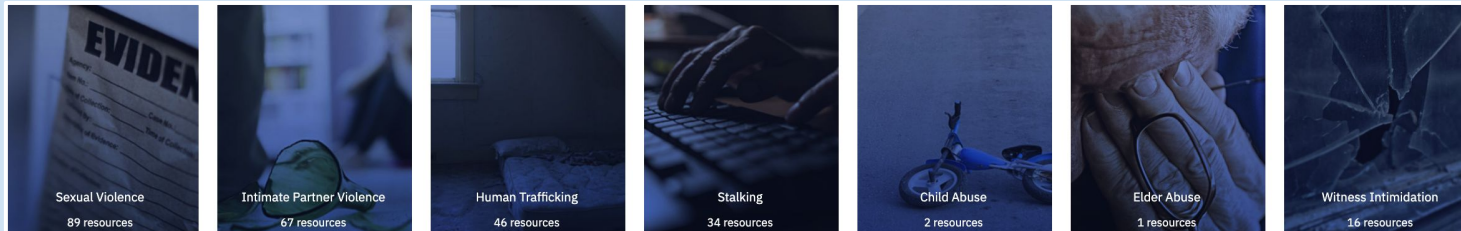
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What is AEquitas?

- Nonprofit organization focused on **developing, evaluating, and refining prosecution practices** related to **gender-based violence and human trafficking**.
- Mission is to improve access and quality of justice in gender-based violence and human trafficking cases through an **informed, practical, and innovative approach**





What is AEquitas?

- Comprised of a team of **former prosecutors** with decades of experience, working globally to **hold offenders accountable** and **promote victim safety**.
 - CEO: Jennifer G. Long, Lehigh University Class of '93
- Take a **victim-centered, offender-focused, and collaborative** approach

MyRSVP Marketing





MyRSVP Backlinks and Tracking

- Direct button and integrated links across Aequitas site
 - Top banner
 - Resources and initiatives page
 - Within relevant articles
- Custom URL redirects to track site activity
- Keyword specification
 - Common searches by prosecutors
 - Broad range due to low name recognition



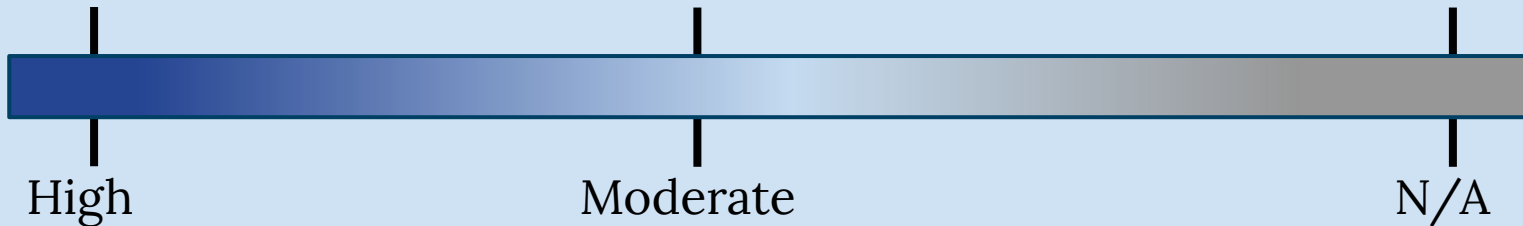
Building RSVP Name Clarity

- “The right name can be a brand’s most valuable asset, driving differentiation and speeding acceptance.”
 - Assist in differentiating website
 - Allow for a broad range of keywords for search
 - More Impressions
- **Recommendation:** *Drill home the Aequitas brand name*
 - Aequitas brand is strong → Continue this trend for RSVP
 - Mutual increase in impressions



Branding Proposal

URL/Name	Meaningful	Accessible	Future-Proof	Visual	Protectable	Distinctive
Aequitas	Dark Blue	Dark Blue	Dark Blue	Light Blue	Dark Blue	Dark Blue
Model Response to Sexual Violence for Prosecutors	Dark Blue	Dark Blue	Dark Blue	Grey	Dark Blue	Dark Blue
MyRSVP	Light Blue	Light Blue	Dark Blue	Grey	Light Blue	Light Blue





Key Metrics of Success: Website

- **Track accessibility**
 - Note origin site visits
 - Keyword search metrics (Google Ads & Analytics)
- **Monthly Site Visits**
 - Does the new resource bring in more visitors?
- **Internal Click Rates**
 - Is the new resource further engaging users with the Aequitas website?
- **Email Advertising Metrics**
 - Targeted Emails to highlight content
 - Focus on CTR (Click through rate) and CTOR (Click through open rate)

Content Marketing





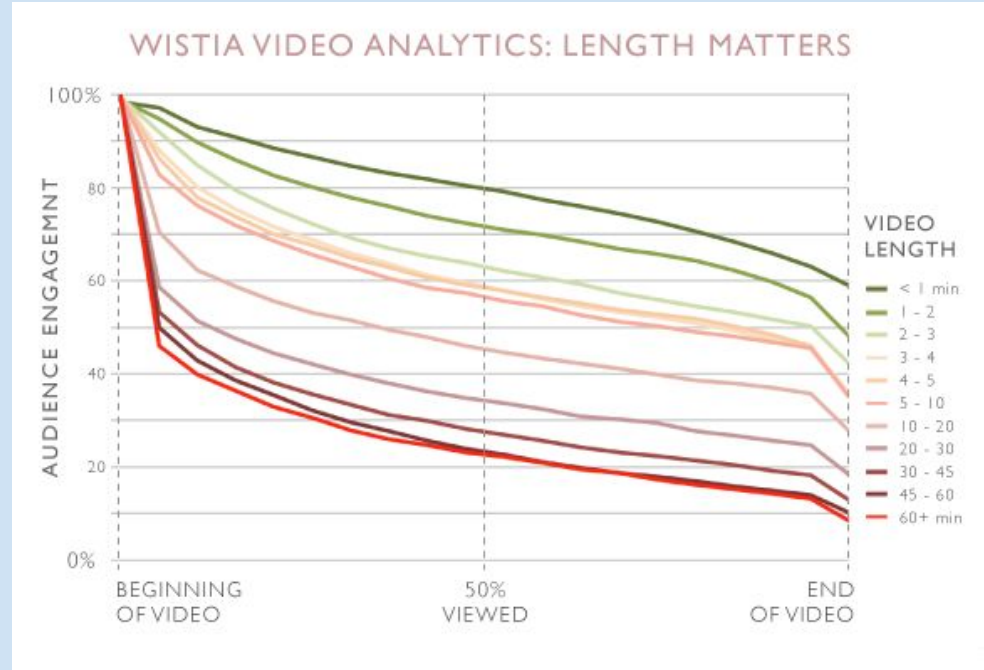
Video Marketing: Storytelling

- Start with a message
 - Who is my audience and what message to share?
- Mine personal experiences
 - Real life stories with alterations for anonymity
- Don't make yourself the hero
 - Focus on lessons learned and make the audience the hero
- Highlight a struggle
 - Describe the challenge with emotion, and a rallying cry
- Keep it simple
 - Transport your audience with a few interesting details
- Practice makes perfect
 - Hone the message into the most effective and efficient story



What Drives Success?

1. Length: 1-2 minutes
 - a. For long videos, the “dropoff” is incredibly steep
 - b. Goal is to get as many viewers to the Call to Action
 - c. Short and long form videos can be both used



2. Impact Focused
 - a. Do not focus on just **what** service was performed



Video Distribution Strategy

- Aequitas posted and self distributed
 - Cheapest solution (free)
 - Difficult to push out to new users
- TrueView Ads: Advertisers are only charged when a user watches at least 10 seconds of the video ad
 - More expensive
 - Good targeting will lead to new users
- Key metrics:
 - Average CPV (cost per view): \$0.026
 - Average view rate: 31.9%
 - Average view CTR (click through rate): 0.514%
- **Recommendation: Do Both!**



Key Metrics of Success: Video

- **Average View Rate**
 - What percent of people are watching at least 10 seconds of the video?
 - Measures the success of the “hook”
- **Click Through Rate**
 - What percent of people are clicking the advertisement in the video?
 - Measures the success of the “call to action”
- **Conversion Rate**
 - What percent of people are becoming users after watching the video?
 - Measures the success of the overall campaign



Alternative Social Media Advertising

- Goal: Get more people involved in Aequitas *early*
- Build Content in places where prosecutors are or will be
 - Alumni Networks
 - Professional development magazines
 - Gender violence law conferences
- Content such as blogs, and anonymized success stories
- **This all builds the Aequitas brand name**



References

- <https://wistia.com/learn/marketing/does-length-matter-it-does-for-video-2k12-edition>
- <https://www.peachpit.com/articles/article.aspx?p=600974&seqNum=3>
- <https://aequitasresource.org/>