

# Winthrop Marketing & Advertising

## 2015-2019

### 2015-2016

Marketing Budget: \$130,000  
\$32,000 – digital marketing allocation\*

- Hired director of marketing
- Created and executed RFP for branding/logo and website work

*\*This is the only year that the graduate school paid for their own portion of the digital marketing – all other recent years, the marketing budget paid for both undergraduate and graduate marketing.*

### 2016-2017 Year 1 - Winthrop Plan

Marketing Budget: \$150,000  
\$73,000 – digital marketing allocation

- October 2016: began work with **FMB Advertising** on branding/logo and website initiative  
> > additional \$155,000 over next 2 years
- Partnered with YouVisit for virtual campus tour

### 2017-2018 Year 2 - Winthrop Plan

Marketing Budget: \$150,000  
\$96,000 – digital marketing allocation

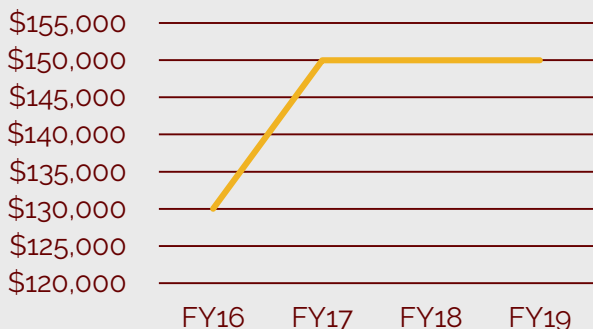
- February 2018: unveiled new university logo and multi-year/phase approach to extending rebranding across campus

### 2018-2019 Year 3 - Winthrop Plan

Marketing Budget: \$150,000  
\$96,000 – digital marketing allocation

- Ended partnership with FMB in August 2018 (10 months past contract end date)
- Launched redesigned, responsive website on OU Campus content management system on May 31, 2019
- Throughout year, work continued on rebranding (mainly signage)
- Created and executed RFP for digital marketing

Annual Marketing Budget



Annual Digital Budget

