

HOME COMING
PUBLICITY

PLAN

OCTOBER 2023



HOMECOMING

We as MIHOSA Intend to meet and reunite once again however this time round to discuss a proper written strategy on how MIHOSA can maintain a beneficial relationship for the school and for the former students. This slide seeks to address the publicity needs for the Home coming.

WHAT VALUE

01

TARGET

our target is to reach about 5,000 old students and have 80% response rate or tun up.

02

MARKETING MIDLAND H.S

Each time MIHOSA is mentioned, the school is tagged along this form of wide publicity is also another way to market the school

03

CREATE AWARENESS

We intend to use all these platforms to create awareness about MIHOSA and use it as an opportunity to attract more members into commitment with MIHOSA

04

SUSTAINABILITY PLAN

As the association of MIHOSA we discovered that in order to get the Association members to benefit from this community, we need to establish a working sustainability plan for the Association and then use the Reunion to market it as well.

PUBLICITY REQUIREMENTS

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Branded Items



social media



Radio Mentions



TV ads

PROPOSED MEDIA TO ADVERTISE

PRIME RADIO

Mentions
Adverts

NEW VISION & NBS

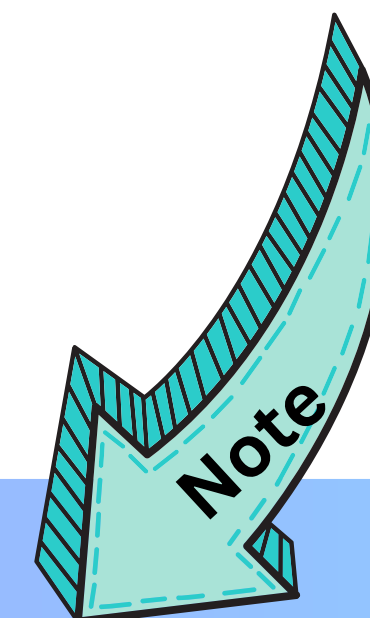
2 Weekly Social Media
Posters

BUKEDDE

Mentions
Ads
social media posterd

DIGITAL MEDIA

Boost Facebook posts
Google Ads
Youtube Ads



Digital marketing has a high potential to reach International students as well as opposed to traditional media whose audience is limited to loyal listeners



BRANDING MATERIALS

There are 2 types of branding materials, we have the marketing branding materials (teardrops and pull up banners, back drops to use at every single event as you may notice in the sustainability plan.

The second type of branding can be used as a source of income to help support the different projects of MIHOSA

These may include branded Tees, hoodies hats, bottles cups etc.

They will serve 2 purposes, generate income & market MIHOSA & Midland High Schools.



THE TARGETS

35%

DIGITAL MARKETING

We expect a 35% response rate from old students because of the fact that it is highly likely that students will pick this information either on social media or google

40%

MEDIA (RADIO & NEWVISION SM POSTS)

This will give us a 40% response rate because of the fact that these are reliable forms of information dissemination and have the capability to portray the image we want.

25%

BRANDED ITEMS

These may have a low response rate, but they play a huge role in keeping a consistent standard for the association but also can be used as a source of income for the association. It is therefore highly recommendable for investment.



ITEM	UNIT PRICE	TOTAL PRICE	COVERAGE	Total
teardrops	350,000	900,000	pending	
BACK DROP	100,000	100,000	pending	
MEDIA - RADIO MENTIONS (1 MONTH	2.5Million	2.5 Million	pending	
SOCIAL MEDIA	1Million	1 Milliom	pending	
BRANDED ITEMS (Bottles, hats Tshirts hoodies)	2.5 Million	2.5Million	Pending	7,000,000