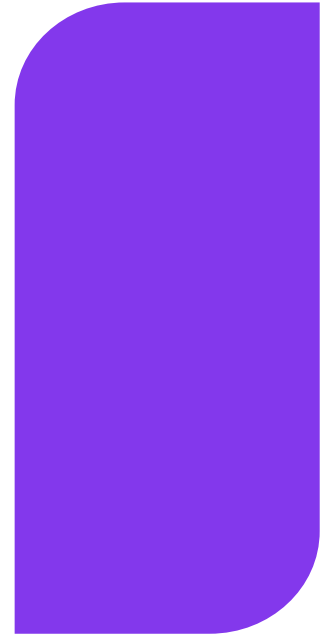


Brigham Young University Royal Team Bateman Case Competition 2024



Unity in Uniqueness Come Share Your Story

Vesa Tevaga, Madie Hodson, Parker
Smith, Christian Tripp, Patti Davis

Faculty Advisor: Ken Plowman
Professional Advisor: Bob Walz

CULTUROS™
THE GLOBAL MULTICULTURAL MAGAZINE

Executive Summary

Diversity is under fire. Anti-Diversity, Equity, and Inclusion (DEI) legislation has recently been passed in Utah (one of ten states) affecting all public universities statewide. Bill HB261 removed DEI offices from college campuses to focus on general student support services. As a result, college students with multicultural roots may feel unsupported or underrepresented on their campuses (see appendix A2). Diversity efforts are now more important than ever.

However, it's not only those who come from multicultural backgrounds that need community. Even Provo, Utah, a city voted the "least diverse in America" (see appendix A2) has a world of "hidden" diversity that few recognize. Many students have traveled extensively as children due to their parents' careers or military service. Additionally, many students have spent time abroad for missionary service with the Church of Jesus Christ of Latter-day Saints. These individuals often fail to recognize that more than one culture has shaped their worldview.

Amidst these environments, Culturs Magazine is shedding light on this unrecognized group: the cultural "in-between." The cultural in-between, or those who are culturally fluid, don't feel that they fit one homogeneous cultural environment. Rather, they identify with more than one geographic or ethnic culture. Examples include mixed race, bicultural, military BRATS, refugees, and other geographically mobile people. Through their colorful magazine, Culturs features "in-between" stories and perspectives, striving to create a global community. The BYU Royal Team was commissioned to help Culturs in its mission and elevate those in the in-between at BYU.

As a private university, BYU was not affected by the new Utah legislation. This allowed us to work with the Office of Belonging (BYU's DEI office equivalent) and other entities on our campus. However, as a private university we have tighter policies on promoting outside entities (see appendix A6). Not to be hindered by these policies, our campaign emphasized the people that Culturs magazine empowers in its product. To educate about and strengthen the cultural in-between community, the BYU Royal Team held 6 booths where we talked with 623 people, hosted an event in partnership with the VP of Belonging at BYU, landed 2 media stories that reached 3,625 Utahns, empowered 162 people to share their story on our poster, and engaged with 292 people on Instagram. As a result of our campaign, understanding and appreciation of the cultural in-between grew both on BYU campus and in the community at large.

Client Directives

Objectives of Culturs:

1. Build a network of ambassadors and affiliates that will use social media and their networks to educate about the cultural in-between.
2. Garner media coverage on college campuses, local, and national media to introduce Culturs media.
3. Establish or create plans to establish a partnership with your university to offer brand visibility on campus that will educate about cultural in-between.

Two Major Goals of Culturs:

1. Build awareness of Culturs as a global multicultural brand.
2. Bring the inclusive messages of Culturs to college/university campuses across the globe and develop safe spaces where college-aged "in-betweeners" can feel seen.



Situational Analysis

According to the US Census, the fastest growing population in the country are those who are of more than one racial background (see appendix A2). Culturs is a non-profit organization that seeks to create belonging for these multiracial, multiethnic, Third Culture Kids, and other geographically mobile people through media, products, and experiences. The Culturs magazine is central to the brand and utilizes digital media, a podcast, multi-cultural products, and educational experiences to achieve its vision of connection. Culturs seeks to enlarge their presence among university-aged students.

A primary challenge with this objective is that the Culturs brand is not yet a “household name” among college students. One potential problem with overcoming this challenge is the difficulty of distributing non-BYU media on BYU campus. Additionally, many college students are not well educated about the dimensions of cultural diversity and the challenges that those in the “cultural in-between” face. As such, education on this topic is necessary to spark interest and passion on this subject. However, if students are educated about cultural diversity, they might be more likely to identify with Culturs and be motivated to take action to advocate for the Culturs mission and brand.

Secondary Research

The two major towns that house universities in Utah County are Provo and Orem. Both cities have been consistently rated some of the least diverse cities in the United States by a WalletHub report (see appendix A2). This lack leads to challenges in supporting the cultural in-between.

In addition to a diversity deficit in the community, college campuses in the area are disparagingly monocultural. 81% of BYU students are Caucasian, and only 4.5% are from more than one race. This can mean that many in the in-between may be more difficult to identify. Those of Caucasian backgrounds also feel a disconnect to cultural initiatives (see appendix A2). No influences on campus target the cultural in-between so there are few resources to help them and increase understanding of the issue.

Distribution of any non-BYU magazines is not permitted on BYU campus because of its rules as a private university. Even then, an article published in BYU’s newspaper found that many students don’t have enough time to read for pleasure. Because of assigned readings, any extra reading is viewed as similarly onerous (see appendix A2).

Primary Research

Focus Groups

We conducted two focus groups consisting of a total of 19 participants that were from Caucasian, Polynesian, and Asian ethnic backgrounds. Participants were a convenience sample of acquaintances and friends who possessed relevant characteristics for the study as well as promotion of the focus group in classes.

Key Insights:

- Those from Caucasian cultural backgrounds are hesitant to learn about another's cultural background because they fear offending those of other cultures.
- Those from multicultural backgrounds are open to those outside of their culture participating in their events, given that there is genuine and sincere intent behind participation.
- Stories are an effective way to teach and learn about other cultures.
- Identity can both unite and exclude. Openness to learning about those different from yourself is important.

Survey

The survey was independently distributed to BYU campus students, faculty, and staff through class messaging systems, social media, and other avenues. Over a period of a month, we achieved 249 responses, 182 of which were fully completed surveys. We split survey participants into the cultural in-between and those who are not using a series of demographic questions.

Results:

About 80% of Non-culturally fluid individual's agreed that they make intentional efforts to include others, but only 76% of this group agreed that they would speak up for those who don't feel included because they don't fit one culture. Only 67% of Non-culturally fluid respondents agreed that they want to be more involved in supporting belonging efforts. About 68% of respondents agreed they would follow an Instagram account to share cultural stories. In addition, 66.1% of respondents said that, if they were to create their content about these cultural topics, it would be on Instagram.

Challenges & Opportunities

Challenges

The BYU student population is not particularly racially diverse, as 81% of the student population is Caucasian.

Many in our target audience are unaware of or may not be familiar with cultural fluidity concepts or terminology.

BYU has a policy that limits soliciting and advertising of non-BYU media and outside organizations.

Opportunities

Opportunity to shed light on "hidden diversity" of those who are culturally "in-between" in a way that may not be easily visible.

The novelty of the culturally fluid terminology can be newsworthy or intriguing to our target audience.

BYU is not affected by the new anti-DEI legislation in Utah. On campus DEI resources can be used at BYU in a way prohibited at other colleges.

Goal

Increase awareness of Culturs as a global multicultural brand and educate on the nuances of cultural fluidity in Utah, specifically on college campuses.

Big Idea

Slogan:

Unity in Uniqueness: Come Share Your Story

Strategy:

- Foster a sense of connection among those who navigate multiple cultures
- Raise awareness of cultural fluidity topics and terminology among college students
- Empower everyone to share their cultural story



Key Publics

Non-culturally fluid individuals

- Demographics: Often Caucasian
- Self-interests: Avoiding offending those of a culture outside their own
- Psychographics: White shame (feel that they don't have a culture, or are told they don't have culture) (see appendix A5)

Culturally fluid individuals

- Demographics: Mixed race or geographically mobile
- Self-interests: Finding a space to belong
- Psychographics: Straddle two or more cultures, feel that they belong with other culturally fluid individuals, and feel lack of belonging in one particular group (see appendix A5)

Key Messaging

#1: Unity in Uniqueness

From our focus groups, we found that many students are concerned about unity (see appendix A3). We wanted our campaign to bring people together, not divide them. Our goal was to demonstrate that despite our diverse cultural backgrounds, unity is possible. This message was used for **both key publics**.

#2: Come Share Your Story

Stories are powerful. Sharing stories can bridge gaps and foster understanding. Our focus groups helped us identify the phrase "Come Share Your Story" as one that identifies with **both key publics** (see appendix A3). By sharing cultural narratives, we sought to empower culturally fluid individuals and educate those outside of it about the challenges and perspectives of the "in-between."

#3: Everyone Has a Cultural Story

Our focus groups indicated that many **non-culturally fluid individuals** feel that they do not "have a culture" (see appendix A4). We wanted to empower these individuals to recognize how their heritage and unique life experiences have shaped who they are today.

#4: There is "Hidden Diversity"

Culturally fluidity is not readily apparent and is not restricted exclusively to racial diversity. To resonate with those who are **culturally fluid**, we emphasized that there is hidden diversity in media (see appendix A8, A10) and educational touchpoints (see appendix A30-31).

Campaign Outline

Objective 1

Educate 500 Utah County residents about the cultural in-between, specifically on college campuses, by March 5.

Strategy: Create educational moments in high traffic areas to teach about the cultural in-between

Rationale: Finding Utah college students where they would be most highly concentrated can increase reach. A booth provided a natural format for students to approach and interact with our team.

Booth (BYU): We utilized a booth in the Student Center on BYU campus to educate students on cultural fluidity and Culturs magazine. We prepared a couple of talking points and provided incentives to meet with students (see appendix A30).

QR code: We utilized a QR code, that led to a Google form, to find people who could share their cultural stories on our Instagram. We displayed this QR code on a poster behind us at the booth.

Poster: To foster introspection for non-culturally fluid students and provide a platform for the culturally fluid to share their story, we created a large poster featuring our campaign logo. Students were encouraged to reflect on and share their cultural story in five words or less on the poster.

Promotion: We encouraged students to follow our Instagram account in order to receive a Crumbly cookie or candy.

Booth (UVU): Our booth at Utah Valley University (UVU) allowed us to emphasize Culturs Magazine. No policies barred sharing outside media with their students. We used similar talking points to our format at BYU. UVU did not have a Bateman team this year.

Objective 2

Reach 300 people to increase awareness of Culturs as a global multicultural brand by March 5.

Strategy: Garner Media Coverage

Rationale: Local and state-wide media coverage can reach beyond our local college campuses to increase awareness of cultural topics and of Culturs as a global multicultural brand. We pitched to local media sources like ABC4, the Daily Herald (local Provo), Deseret News, and others, landing two media pieces.

ABC4 Video: Coverage of our campaign efforts on a segment of the morning broadcast Good Things Utah, featuring the appearance of two of our team members. The segment had about 3200 total views.

ABC4 Write-up: ABC4 included a write-up post-event (see appendix A8-9) that included a reference to Culturs magazine as well as our Instagram account and hashtag #ComeShareYourUniqueStory

Daily Universe Video: We invited our on-campus newspaper, The Daily Universe, to cover our “Come Share Your Story” event. They produced a YouTube Video that mentions Culturs and shares our campaign’s mission (see appendix A10-11)

Daily Universe Article: A news article covering the event was featured in the digital edition of the Daily Universe that is sent out to the whole university via email. The article received over 330 unique views.

Strategy: Partnerships

Rationale: We wanted partnerships on campus to allow Culturs and its principles to last longer than just our campaign. We also wanted partnerships to incentivize student participation in events and social media.

Partnership with VP of Belonging: Although the campaign window was too tight to receive the full support of the Office of Belonging, we formed a relationship with the Vice President of Belonging. She led a presentation on diversity efforts and how to foster inclusivity on campus.

Campaign Outline

BYU Marriott On-campus Internship program: We sent Culturs information to fill out an internship program on campus that would employ 6 interns for an upcoming semester to work for the brand (see appendix A16).

Crumb! Cookies: We connected with the franchise owner of the Lindon/American Fork crumb! He shared his cultural in-between story with us and supported the campaign (see appendix A37).

ROTC and Family History: We put up a QR code in family history classes and BYU ROTC classes to find people who can share their stories on Instagram.

Objective 3

Strengthen communities of culturally in-between college students by empowering 100 college students to share their cultural story.

Strategy: Leverage owned and shared media to reach BYU students

Rationale: Our survey data indicated that Instagram is an effective way to reach our key publics (see appendix A5). Results indicated that our target audience would prefer to receive information about cultural events through Instagram and that user generated content about the cultural "in-between" would most likely be created on Instagram.

Instagram account: Our Instagram account [@unity.in.uniqueness](#) functioned as a landing page for students to learn about the cultural in-between after a conversation at the booth or attending our event. We used Instagram posts to share the stories of culturally in-between BYU students and about Culturs. The posts totaled in 38 comments, 93 likes on stories, 742 likes on our posts, 808 story views, and 2,000 unique plays (see appendix A27).

- **Share your story videos and posts:** We recorded videos and created short multi-panel Instagram posts of students sharing their cultural stories to put faces to the cultural in-between (see appendix A21-26)
- **Culturs post:** We created a post in Culturs branding style to inform followers of the brand's existence and mission.
- **Giveaway 1:** To be entered into our first giveaway for a t-shirt and gift card, we required entrants to repost Culturs content or our own content. We spurred user-generated content through this channel (see appendix A28).
- **Giveaway 2:** In order to participate in our second giveaway, followers had to follow Culturs and repost their content.

Stickers: We created about 150 stickers as another incentive and visual to create more awareness of our campaign.

Strategy: "Come Share Your Story" Symposium

Rationale: Hosting an event provides a formal setting where our key publics can learn from perspectives of culturally fluid individuals on BYU campus to empower them to share their own cultural story.

Partnership with VP of Belonging: The BYU VP of Belonging delivered an interactive presentation on labels, belonging, and overcoming personal prejudices.

Student panel: A panel of four culturally in-between students answered questions relating to the perspectives and challenges of culturally fluid individuals (see appendix A32).

Clubs and Departments: A number of multicultural clubs (Korean, Arabic Student Association, etc...) and two departments (Anthropology and Communications) sent out our e-flyer on their different channels.

Giveaway 3: A post-event survey was sent out to participants to gauge their experience with our event. We sent the individuals that requested it information about the Culturs ambassador program. Those who finished the survey were entered into a drawing for a \$50 Amazon gift card.

Flyers: We created physical flyers that we handed out at the BYU student center.



Evaluation

Objective 1

EXCEEDED

Educate 500 Utah County residents about the cultural in-between, specifically on college campuses, by March 5.

During the campaign, 623 educational touchpoints were held at our on-campus booths and Come Share Your Story event.

Measured by the number of educational touchpoints held at our booths (see appendix A30) and campaign event (see appendix A32-34).

Objective 2

EXCEEDED

Reach 300 people to increase awareness of Culturs as a global multicultural brand by March 5.

During our campaign, we reached 3,625 people through media that featured the name of Culturs Magazine to increase awareness of the brand. This media includes a mention in a live broadcast, a campus newspaper, a slideshow at our campaign event, and posts about Culturs on our social media.

Measured by interactions (likes) on social media (see appendix A27), views of media coverage (see appendix A8-A11), and attendees at campaign event (see appendix A32-36).

Objective 3

EXCEEDED

Strengthen communities of culturally in-between college students by empowering 100 college students to share their cultural story.

Over the course of the campaign, we helped 173 individuals share their cultural story through our campaign poster and video and post student spotlights on Instagram.

Measured by “mini stories” shared on campaign poster (see appendix A14-A15), individuals spotlighted on our social media (see appendix A21-A25), and evaluation survey (see A40).

Campaign Highlights:

3200 views on live broadcast television

Had 150 signatures on our “Come Share Your Story” Poster

292 Followers on our Instagram page

Conclusion

Through Unity in Uniqueness, college students and the community alike learned about Culturs magazine and the cultural in-between. We created organic opportunities to connect and expand the discussion of belonging and diversity at BYU and beyond. We connected with the local community through media outlets and expanded our efforts to Utah Valley University (UVU).

The BYU Royal team held 6 booths where we talked with 623 people, landed 2 media stories that reached 3,625 Utahns, encouraged 162 people to share their story on our poster, and engaged with 292 people on Instagram. Our post-event survey indicated that 100% of respondents learned something about the cultural in-between (see appendix A40). The BYU Royal Team’s campaign can be applied nationwide to drive more engagement with Culturs Magazine and bring more awareness to the culture surrounding the members our global society.

“There is so much more diversity than I thought and it is beautiful!”

-Response from our post-evaluation survey (see appendix A40)

Client recommendations:

1. Hone Culturs Instagram content to be more story focused

2. Design content to appeal to those who have “hidden diversity” as well as POC

Budget

Expenses

- Food from Smith’s
- Focus Group 1.....\$20.00
- Costco Pizza
- Focus Group 2.....\$20.00
- Poster, Stickers, & Clicker.....\$30.33
- Symposium Flyers.....\$6.25
- Come Share Your Story Symposium
- Decorations and Supplies.....\$109.00
- Shirts.....\$55.00
- Thank You Baskets for Sponsors.....\$43.00

Total: \$283.58

In Kind Donations

- Candy for Booth 1
- Sponsored by Walmart.....\$23.00
- Cookies for Booth 2
- Sponsored by Crumbl (Lindon, UT).....\$216.94
- Cookies for Booth 3
- Sponsored by Crumbl (Lindon, UT).....\$105.00
- Cookies for Come Share Your Story Event
- Sponsored by Crumbl
- (Provo, & Orem, UT)\$245.00
- Amazon Gift Card for Giveaways
- Sponsored by Tripp Medicine.....\$100.00

Total: \$689.94

