

# BYU-Idaho Student Housing Magazine Project

## The Customer

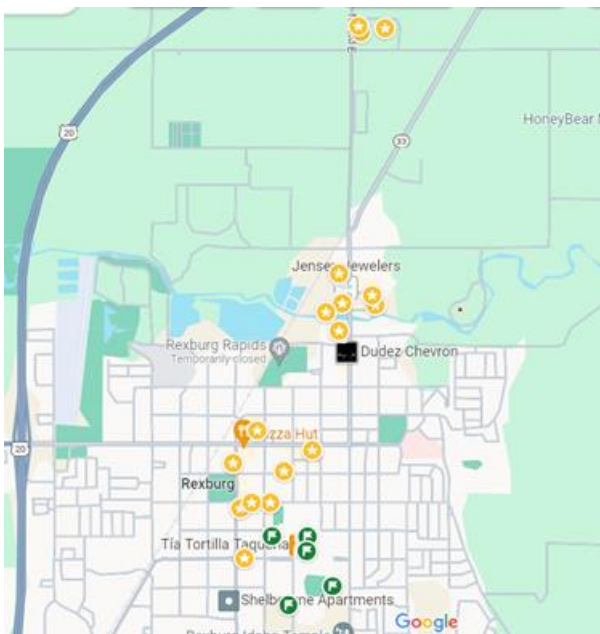
Devin Durrant is a retired professional basketball player, former counselor in the Sunday School General Presidency and current real estate investor. He owns apartment buildings in both Rexburg and Provo, Utah. He would like to see a similar magazine to The Daily Universe, BYU's student newspaper, here in Rexburg for BYU-Idaho students.

## The Situation

Devin Durrant realized that there are few forms of advertising in Rexburg for student housing. He decided to hire a team of RBDC interns to figure out all the logistics and see if it would be worth it to create a student housing magazine to advertise apartments for students in Rexburg.

## The Solution

In general, the team of interns conducted market research, including surveying, and investigated the supply chain for such a venture. Additionally, a business plan was developed. Locations for magazine kiosks were scouted.



## General Research

- Surveyed BYU-I students, student housing complexes, and local businesses
- Analyzed survey results and made recommendations
- Found distribution locations for the publication to reach the consumer
- Created an excel to display publishing options, costs, and financial statements
- Derived inspiration from the BYU-Provo housing magazine, the Daily Universe to create plans for design, ad space, and ad rates

## Interns Said...

“We managed to find places where he could get the magazines printed, distribution locations where he could have his magazines passed out with the highest college student foot traffic, as well as getting input from both students and apartments to see if this would be something that they would be interested in.”

“We decided as a team that Brother Durant should go through with creating the Student Housing Magazine. [We asked] apartment owners and students to take surveys that we created to get their input on the idea as well as how they found their apartments.”

# Survey Results

Survey results show the importance of focusing on whether students would find a housing magazine helpful, their difficulty finding housing, if they prefer digital, physical or both, and the content of the magazine. The current market analysis revealed opportunities to fill gaps in the magazine which includes but is not limited to content. The preferable design of this type of magazine would be saddle stitched which would combine modern aesthetics with a student-friendly layout, ensuring visual appeal and readability. The publication strategy involves both online and physical copies to maximize reach. Distribution channels pinpoint high-traffic areas around campus which include businesses, as well as digital platforms. Advertising efforts include collaboration with housing complexes and local businesses.

