



# Increased inquiries and applications with branded recruitment program

## Business

Four-year liberal arts college in McMinnville, Oregon

## Audience

High school students and their parents; high school counselors and other referral sources

## Challenge

Boost enrollment and raise student profile by engaging students and parents with the Linfield experience; work within existing printing budget

## Strategy

Design a brand program with color, copy and photos that appeal to high school students; incorporate consistent graphic elements across multiple pieces and formats to create recognition within recruitment tracks for high school sophomores, juniors and seniors. Distinctive look stands out from other colleges. Combine press runs in a two-year cycle for economies of scale

## Results

Sixty-one percent increase in inquiries, 26% increase in applications and a higher student profile. Industry accolades and awards; higher peer recognition

### AWARDS

- Council for Advancement and Support of Education (CASE): Bronze Circle of Excellence Award (2002), District VIII Bronze Communication Awards (2005 and 2006)
- Admissions Marketing Award: two merit awards and bronze award (2003), bronze award (2004), two merit awards (2005), gold award (2006)
- International Academy of the Visual Arts: Silver Davey Award (2005)
- Service Industry Advertising Association: Merit Award (2005)



Senior viewbook (oversized magazine), Junior mailer and visit piece.



“10 Tips” for Juniors