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BRAND
INNOVATION
GROUP
LLC



Taking the competition to school.

Huntington University is a Christian-based school located in Huntington, Indiana. The school is consistently considered one of the best values in the country by US News & World Report, and has earned a solid reputation for preparing students to "impact their world." While enrollment was good, Huntington University realized that they could do better. They also realized that Huntington University was an easy sell once prospective students were on campus for a visit. But how did they make noise in a marketplace already crowded with schools screaming for prospective students' attention? More importantly, how did Huntington University develop a five-year branding plan that increased campus visits by more than 20%?

They thought Big.

1

The Basics

Big set out to discover what makes Huntington University different from other schools. After faculty interviews, campus tours and discussions with leadership, the answer was clear: Huntington University provides each student with an intensely personal educational experience, building “the whole you” academically, personally and spiritually – it was a “Youniversity.” This concept not only drove home the intensely personalized nature of the Huntington University educational experience, but also alluded to Huntington’s recent transition to “University” status.



Christ. Scholarship. Service.

Life. Learning. Leverage.

YOUNIVERSITY.

2

The Plan

With the campaign in place, Big developed a five-year plan to reach high school students earlier in the college search process – as young as sophomores and juniors.

The Youniversity campaign has one simple rule: avoid the expected. The traditional viewbook was replaced by a series of smaller brochures, covering campus “life,” “learning” opportunities, and the “leverage”

of a Huntington University degree in the real world.

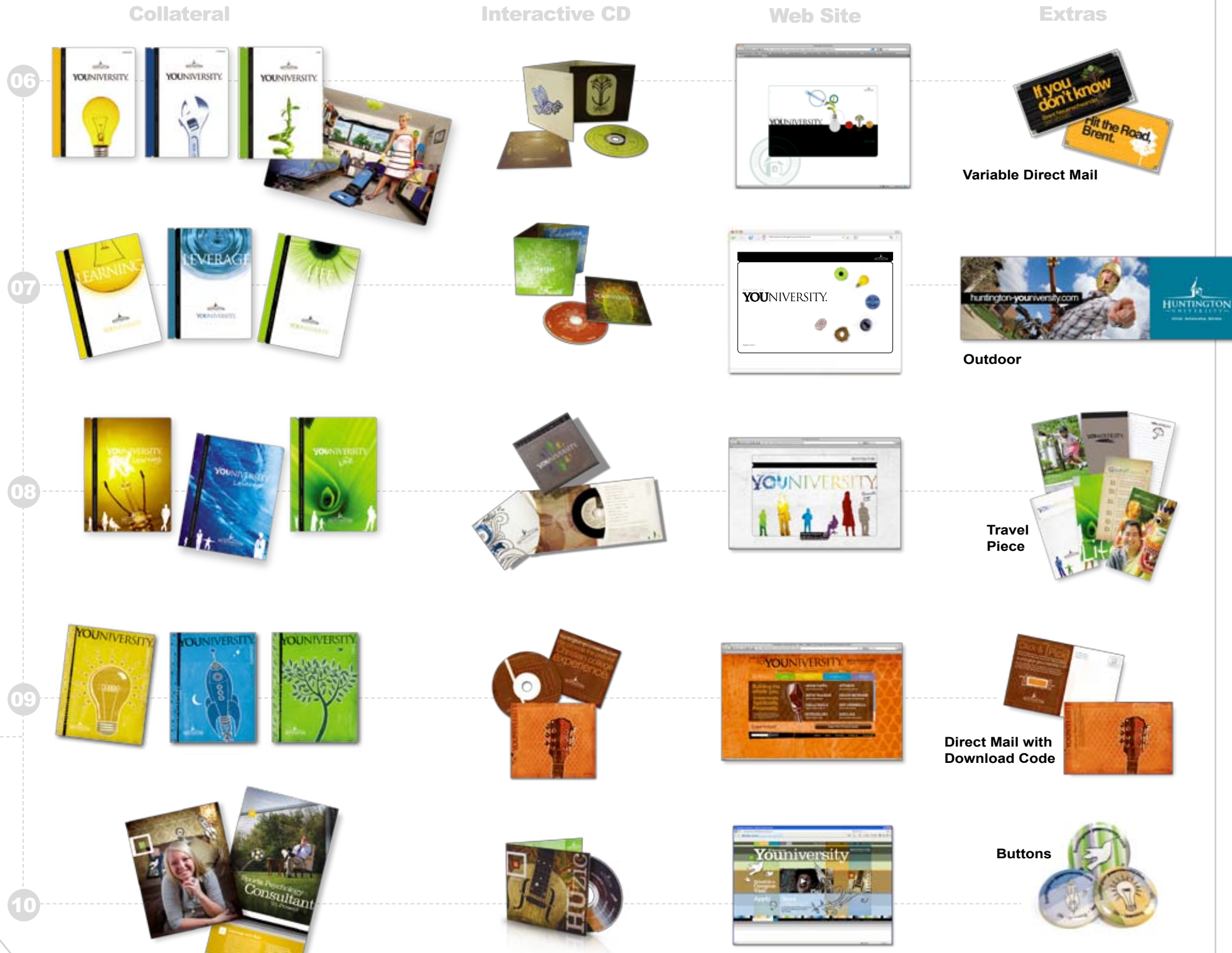
Each brochure features an unconventional look at individual students, alumni and faculty of Huntington University. Quirky, often humorous photography and a copy-lite format connect well with the younger high school audience.

The brochures are supported by a diverse range of promotions, including music CDs, T-shirts and a personalized direct mail campaign.

The Youniversity campaign also features an exclusive microsite which links to Huntington University’s main site. Visitors can watch videos about academics, sports and even entertainment in and

around Huntington University. They can also take a virtual tour of the campus and meet their counselor.

The Youniversity campaign’s five-year lifespan gives it the ability to evolve and adapt to optimize results. Each year, tactics and designs are changed and refined to keep the campaign “fresh.”



3

“HUzic” to their ears.

One of the most innovative components of the Youniversity campaign was music. In the earliest stages, Big proposed that Huntington University hand out Christian music CDs at college fairs, concerts, etc. to prospective students. These CDs would feature music by newer bands that most students would recognize.

As the campaign evolved, Big’s music promotion evolved with it. The most recent campaign replaced the music CD’s with songs that can be downloaded from the Youniversity microsite – called “HUzic.”

First time visitors can gain access to download an entire CD by registering with contact information. Once registered they are encouraged to check back monthly for new releases.

