



WE DO **EDU**[™]

Building a Brand that Builds Character

The Challenge

As one of the most competitive and globally recognized schools of science, engineering and technology, NYU-Poly needed to address the shortage of STEM professionals in America. To do this, the institution needed a way to activate domestic students to consider careers in those fields.

The Solution

The college-bound Millennial generation was eager “to change the world and make a difference.” We reframed this as a challenge, tapping into the aspirations of STEM-focused and general students alike by asking, “What will YOU do?”

This campaign, through powerful messaging across a full suite of print, interactive, and out-of-home channels, made the school and its prestigious programs more attractive to those who may not have previously considered a career in STEM.



diverse academic backgrounds than in previous years, which were predominantly composed of students with a hard science and mathematics focus. The school also experienced a surge in domestic applicants, increasing diversity of enrollment. Additionally, this effort **won the title of Best Total Recruitment Package of the Year at the 2012 HEMR awards show, the top honor in higher education marketing**, among others.



The Outcome

Through our campaign, the institution reported a significant spike in campus visits and campus tours in 2012. Applicants for this year also hailed from more



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