



WE DO **EDU**

Building a Diverse Brand with Integrity

The Challenge

St. John's University, one of the largest Catholic institutions of higher learning in the country, wanted to create an integrated marketing campaign for the Enrollment Services Office that capitalized on the University's strong religious heritage and would translate across all media formats. To be successful, the work needed to connect with multiple ethnic and socioeconomic groups who might not otherwise consider a private Catholic university within their reach.

The Solution

Inspired by colorful stained glass and a diverse student body already on campus, we created a new look and feel that attracted both secular students and students of faith throughout the diverse boroughs of New York City. We created a constant stream of contact to all audiences, delivering engaging content at various touchpoints throughout the student search cycle. Additionally, we created personalized websites for each prospective student, creating a custom experience based on their

indicated interest, drawing them into the culture of St. John's and its unique offerings.

The Outcome

As a result of this multimedia campaign, not only did we maintain the integrity of St. John's religious traditions, but St. John's experienced a response rate of **over 25% across all student types and a 30% increase in prospective students who signed up for a campus tour.**



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