

Achievements

In just over two years, new marketing strategies have positively changed the recruitment model for the University of Redlands and helped turned a budget deficit into a budget surplus.

- Generated highest number of inquiries and enrollments in the school's 107-year history
- Marketing delivered a 4:1 ROI - return in enrollment revenues to marketing spend
- Marketing delivered \$20.4 million in revenues, \$8.1 million over goal
- Earned \$6.4 million in media ad value through public relations strategies
- Launched new website and increased external visits to over 1.5 million per year
- Named 2011 Best University Brand Campaign in CASE Western District
- Named 2011 Best University Advertising Campaign in CASE Western District
- Named 2011 Best University Institutional Website in CASE Western District
- Named 2011 Best University Magazine in CASE Western District
- Named 2011 Best University Video with National PRSA Bronze Anvil Award
- Named 2011 American Advertising Federation IE Best of Show for Radio/TV

Approach

In 2009, marketing was brought into the University at the senior administration level with the directive to regain lost market share and grow enrollments.

Through a data-driven and brand-positioned marketing strategy, an integrated campaign including advertising, direct marketing, web, public relations, and social media interaction was developed and deployed. The campaign was engineered to maintain awareness year-round covering 17,000 square miles and six distinct media markets from West Los Angeles through San Diego. Campaign elements included TV, print, radio, internet, billboards, direct mail, promotions and public relations. The campaign was designed with a consistent look and feel tied into the boldness of the University's colors and a confident attitude to attract a more demanding student looking for more from their educational experience.

**Dare to be different.
You'll fit right in.**



Situation

Founded in 1907, the University of Redlands is a highly ranked private liberal arts university with eight regional sites and a main campus located in inland Southern California between Los Angeles and Palm Springs. Although the University is ranked consistently in the top 5% of America's Best Colleges by *Forbes*, considered an A+ School and Best Value by *U.S. News & World Report*, and ranked in the top 15% of America's Colleges by *Princeton Review*, the University suffers from low awareness with prospective students - both traditional undergraduates and professional adults. Revenue generation for the University is 86% tuition dependent with enrollments trending down in all academic units over the past several years.