

University Leans on Insights for Stand-Out Recruitment Campaign

A state university sought to understand its unique selling proposition in a crowded field of competing local college options. They turned to KNow to uncover what makes the school stand out.



Business Challenge

How can the university create recruitment campaigns to stand out in a crowded field?

In a major US city, college students have a wide range of options to choose from when selecting a college. Other than specific program offerings or rankings, it can be hard for a school to stand out.

Our client wanted to break out from the pack to develop a message that they could own. What is the unique experience they offer?



Methods Used

A multi-phase series of stakeholder interviews and team workshops

KNow conducted a series of interviews with stakeholders: students, parents, college counselors and internal teams.

In between phases, the KNow team lead insights workshops to iterate on next steps and collaborate with a branding design team.

The final phase of research tested the branding concepts before the designs were finalized.

Business Outcomes

Insights revealed the university enjoys a strong brand identity ready for a fresh campaign

Before the research, the university only had a vague grasp on what set them apart. **Now, the university can definitively say, "this is what we are about and this is the experience of being a student at our school."**

The university created a recruitment campaign that stands out from other schools, and better understands the brand identity for use across all marketing efforts.

KNow
RESEARCH

Insights, delivered.

The whole team was wonderful to work with. We were impressed with the presentation of their results and findings – from the pulled quotes and learnings to the video.
- Strategic Projects Manager

Case Study

www.knowresearch.com