

SFSU Leans on Insights for Stand-Out Recruitment Campaign

San Francisco State University sought to understand its unique selling proposition in a crowded field of competing local college options. .



Business Challenge

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

Potential students in San Francisco have a wide range of options to choose from, making it difficult for a school to stand out.

To break out from the pack to develop a message that they could own, SFSU wanted to understand the unique experience they offer and how to package that meaningfully for incoming Freshman and transfer students.



Methods Used

A multi-phase series of stakeholder interviews and workshops

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

KNow then led Insights Workshops to iterate next steps with the client and branding agency.

The final phase of research tested design routes with target audiences to optimize the campaigns.



Business Outcomes

Insights revealed SFSU enjoys a strong brand identity; it created an campaign to reflect that

SFSU can now definitively say, "this is what we are about and this is the experience of being a student at our school."

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

KNow
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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 Study¹

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