



Helping a higher education institution replace brand confusion with brand cohesion to inform student recruitment



Objective

A higher education institution needed to differentiate its distinct community, industry and education outreach programs in an efficient way so it could create more interest among potential students, without creating competition among its own programs.



Methodology

During in-depth qualitative interviews with key education and industry stakeholders, we discovered insights for top-of-mind, unaided, and visually aided program and brand perceptions.



Outcome

Insights about brand confusion pointed to the need for a singular, cohesive and collaborative brand message across functions and institutions. The enthusiasm for the programs provided insights for creating and communicating a message and imagery supporting the programs as culturally relevant and in sync with the times.

Close the gap between what you think and what you know.