



# Magazines increase perceived value and reduce client costs

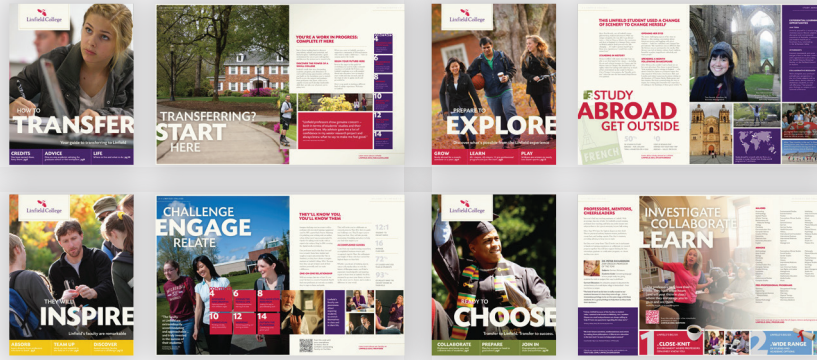


For Linfield's 2012-2014 recruitment suite, we recommended replacing some of the standard viewbooks and brochures with magazines. Designed for use over a two-year cycle, multiple pages and articles tell the Linfield story more effectively, and the web-printed format is less costly to print.

^ The series of 16-page magazines targeted to juniors and seniors in high school showcase the Linfield experience, list key facts and incorporate numerous calls to action.

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**BUSINESS** A small (1,700 students) private, liberal arts college in McMinnville, Oregon  
**MARKET** High school students and their parents, high school counselors

## Magazines are more interesting and sharable than brochures

### CHALLENGE

With a limited budget and numerous specific and targeted publications to produce, we needed to engage audiences in the Linfield story while also reducing production costs. Using the existing sequence of publications, we identified which pieces would repurpose best as magazines, and added in two new publications for transfer students — a transfer viewbook and a transfer guide. The updated brand guidelines directed a format for each issue.

### STRATEGY

Building on the updated brand identity system, articles, call-outs, captions, quotes and statistics in a magazine format provide recipients with a deeper look at what makes Linfield unique. Each issue is targeted to a specific group or purpose — from the junior viewbook (Explore) to faculty profiles (Inspire). The visit planner includes details about the region and how to plan a visit. Each spread includes calls to action via email, QR code or URL.

### RESULTS

The more extensive content in the easier-to-read format has proven engaging to students and their parents. The magazine format is more likely to be kept and shared than a traditional brochure or viewbook.

“Our goal was to create the biggest impact out of the budget provided. By reducing production costs, we invested in stronger creative to tell a broader, deeper and more engaging story using this magazine format.”

— Jennifer Larsen Morrow  
 President, Creative Company, Inc.

Each magazine has a specific purpose and topic, covering transfer information, faculty profiles or how to plan a campus visit.

