



A compelling and readable senior viewbook



The senior viewbook, targeted to seniors in high school who are choosing which colleges to apply to, is the flagship publication in the recruitment suite. It must have visual impact, stand out from the rest, and engage the reader in the Linfield story.

^ A subtle varnish of the Linfield seal over a matte printed cover, with a fold-out extra panel, added elegance and impact.

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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

Build the Linfield story, tie in the Big Six and encourage response

CHALLENGE

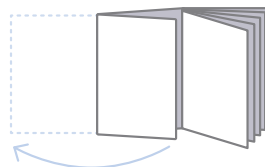
As the final piece in the recruitment suite, the senior viewbook must connect with high school seniors who are a good fit for Linfield. An elegant format should add value and importance, while content needs to reinforce the Big Six throughout. The quality of the education and faculty; the Oregon lifestyle; costs and financial aid; essential statistics and highlights; and the Linfield experience must be shown in a visually attractive layout, with lots of calls to action.

STRATEGY

To add presence and impact, we chose an oversized 24-page publication (9 x 12 page size) with a dramatic, spot-varnished cover with a fold-out panel. Strong photos support each topic and give a sense of place. The Big Six infographic in the center emphasizes the six factors that add up to the Linfield experience. Each spread builds the Linfield story through pictures, copy and statistics and adds a call to action to encourage engagement via email, website or through a QR code.

RESULTS

Response has been positive, with the Linfield admission team using the viewbook as a primary communication tool.



^ (top) The three panel opening spread folds out from the cover to introduce Linfield. Subsequent spreads tie in the Big Six, show off the campus, and present the Oregon lifestyle.