



Inquiries and applications increase



^ Junior viewbook (magazine), Senior viewbook (oversized magazine), Junior mailer

Business

Four-year liberal arts college in McMinnville, Oregon

Audience

High school students and their parents; high school counselors and other referral sources

Challenge

Boost enrollment and raise student profile by engaging students and parents with the Linfield experience; work within existing printing budget

Strategy

Design a brand program with color, copy and photos that appeal to high school students; incorporate consistent graphic elements across multiple pieces and formats to create recognition within recruitment tracks for high school sophomores, juniors and seniors. Distinctive look stands out from other colleges. Combine press runs in a two-year cycle for economies of scale

Results

Sixty-one percent increase in inquiries, 26% increase in applications and a higher student profile. Industry accolades and awards; higher peer recognition



^ "10 Tips" for Juniors

