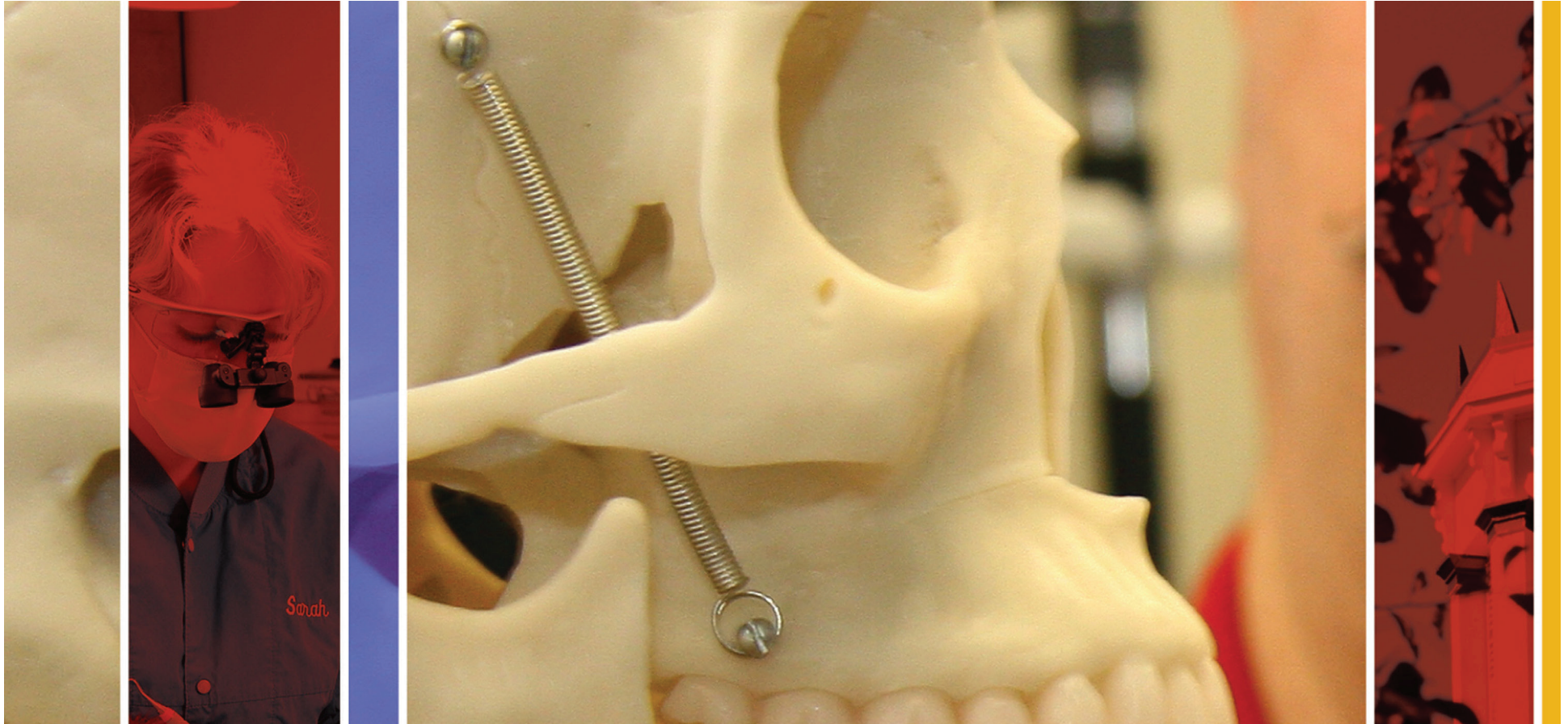




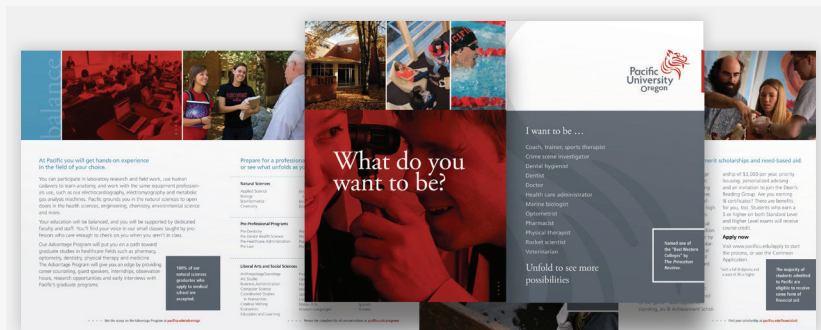
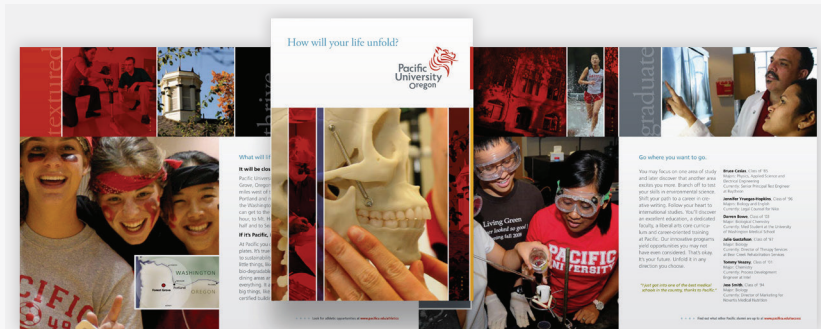
# Attracting students interested in science-based careers



Pacific University is well known for its sciences programs. Students at college fairs often asked, “What courses do I need to take to be a CSI?” This targeted mailer was designed to reach those students and introduce them to Pacific University.

^ Color bands overlaid with compelling photos drew in potential students who received this direct mail piece.

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**BUSINESS MARKET** A university offering focused programs around the natural sciences  
High school students with an interest in science-based careers

## A targeted mailer to build interest in the science programs

### CHALLENGE

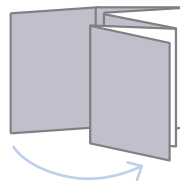
Education in sciences is the foundation for many different career choices, from coach and trainer to crime scene investigator, from optometrist to veterinarian. Pacific University offers extensive courses in both the foundational classes and career majors. The goal was to quickly create a simple mailer targeted to students considering a wide range of possibilities for a science-based career.

### STRATEGY

Working closely with the director of admission, we developed a six-panel mailer that posed, "What do you want to be?" then listed a number of possibilities. Panels organized additional information from Natural Sciences to Pre-Professional Programs to Liberal Arts and Social Sciences degrees. Additional panels outlined financial aid options, alumni outcomes, and what life would be like in Oregon, at Pacific University.

### RESULTS

Created to meet a tight deadline, the new mailer incorporated the Pacific University brand and met all of the objectives — meeting the deadline and reaching the right students.



➤ The multi-panel mailer folded and nested to reveal different sections of information to entice students to the career-oriented programs.



**BRAND OPTIMIZATION** Targeted brand implementation

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