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Mount Royal University

Case Study

June 1, 2017



MOUNT ROYAL  
UNIVERSITY  
1910



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# The Mission

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Increase brand awareness and enrollment.





# The Challenge

The MRU brand had a reputation of being 'lesser' than its direct competitor, University of Calgary.





# The Plan

Build the new MRU brand with high school students. Yearly booking in 12  
Calgary high schools with fresh artwork changes every 3 months.





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# The Timeline

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Two years.





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# The Artwork

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Mixing between general brand building and specific  
"call to action".

1. Open House Advertisements
2. Event Advertisements
3. General Branding
4. Program & Facility Advertisements



# Artwork Examples



## The lab from 23,981'

When Raphael Siewinski reaches new heights, he brings his first-hand experiences back to Trevor Day's students in the lab. As students research low-oxygen environments, they plan how their own trek will turn research into practice.

[mru.ca/belong](http://mru.ca/belong)



## When you're here, you know

Over 95%\* of our students are happy they decided to come to Mount Royal University. Whether you're working with faculty doing research, creating social change or just being yourself, you belong here.

[mru.ca/belong](http://mru.ca/belong)

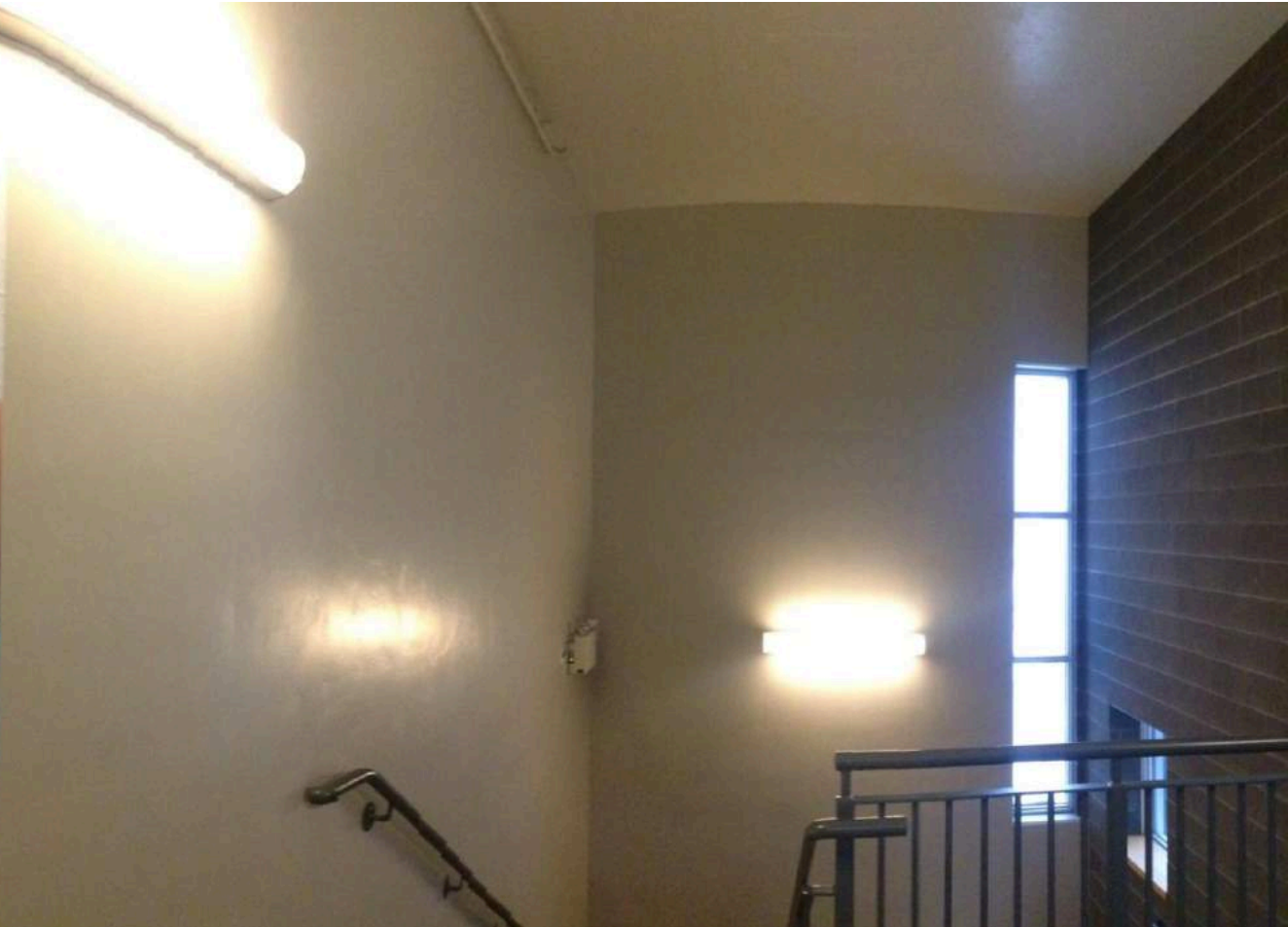
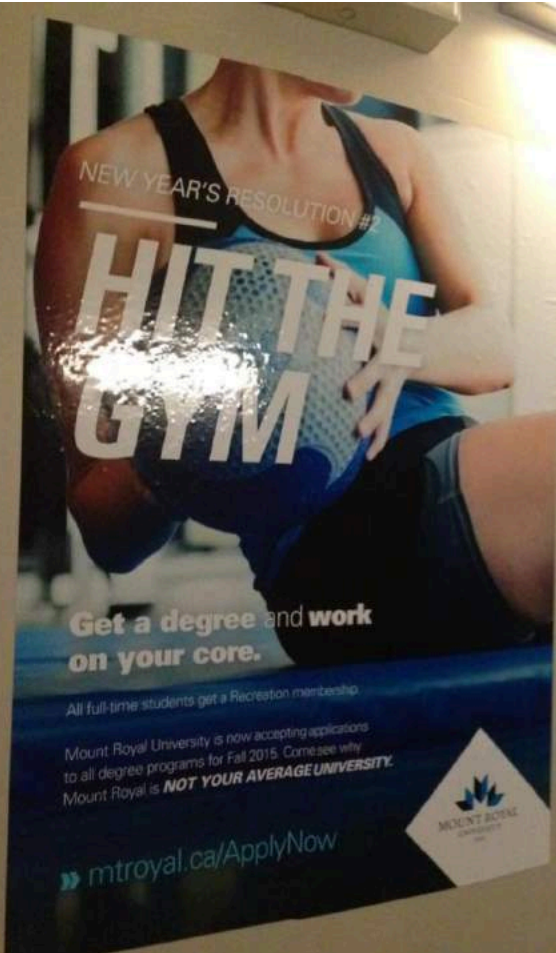


\*2019 CIBC poll among students survey

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# Artwork in Action

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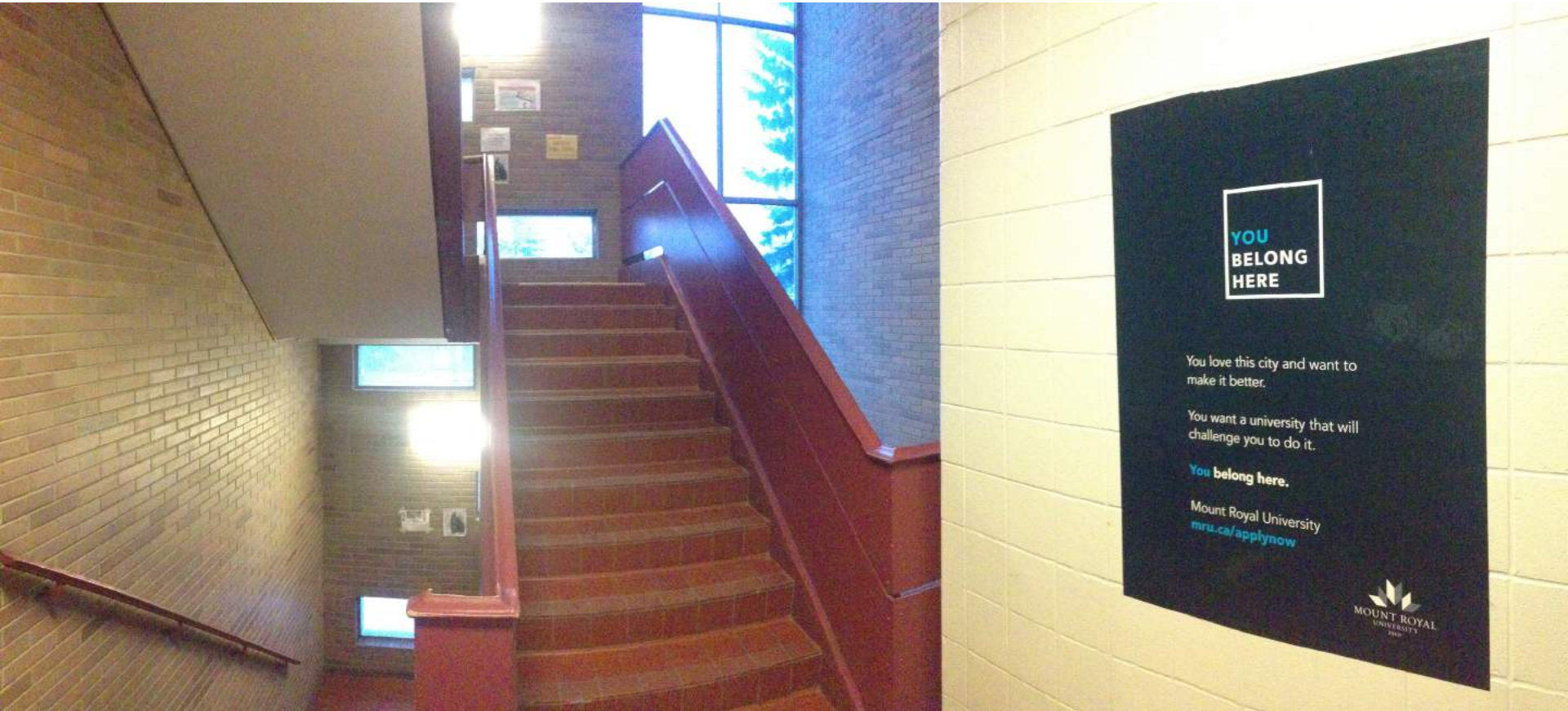




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# Artwork in Action

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# Artwork in Action

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NEW YEAR'S RESOLUTION #5

# MOVE OUT

**Get a degree and away from your little brother.**

New students are guaranteed a room in residence.

Mount Royal University is now accepting applications to all degree programs for Fall 2015. Come see why Mount Royal is **NOT YOUR AVERAGE UNIVERSITY.**

[mtroyal.ca/ApplyNewYear](http://mtroyal.ca/ApplyNewYear)

MOUNT ROYAL UNIVERSITY





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# Artwork in Action

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# Artwork in Action

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# The Results

**20% increase** in high school applications since 2014

**3000+ visitors** MRU open house. MRU athletic events. Attendance records consecutively set in:

- 2015
- 2016





ENROLL WITH US

CONNECT:

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