

# Case Study: Georgia Perimeter College Integrated Marketing, "Jump Start"

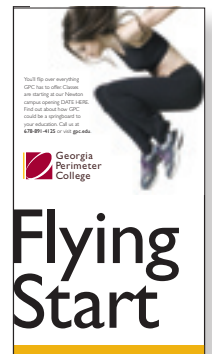
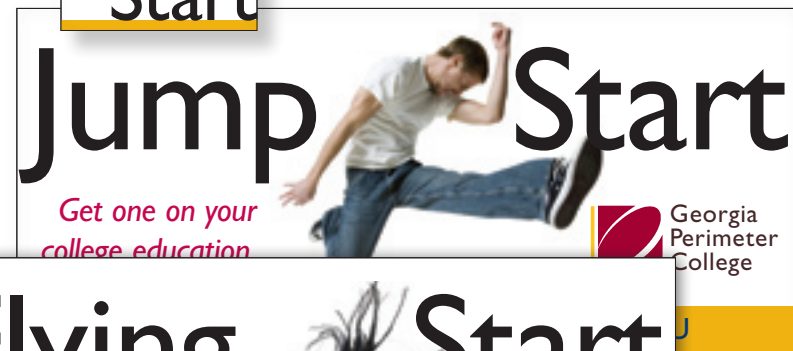
*The Need:* region-wide brand awareness. With 6 campuses in Atlanta and the largest student body of any college in Georgia, GPC suffered from a poorly defined brand.

*The relationship:* most students come to GPC to start college and finish their core studies before jumping into jobs or 4-year programs at other schools.

*The result:* to illustrate this relationship – and overcome a negative community college stereotype – we created a 2007-08 campaign with positive, vibrant energy.

*The integrated elements:*

- > Outdoor Boards: city-wide, these proved remarkably effective
- > Print Ads: models reflect the diversity of GPC students
- > Banners: on radio websites, ClarkHoward.com, monster.com
- > Splash Pages: tracked click-thru's from other media to GPC.edu
- > Tagline: Two Years That Will Change Your Life



Regional Advertising Campaign – Billboards, Print Ads

