

THE WORLD WON'T WAIT: CHALLENGED TO GROW APPLICATION POOL AND GROW UNDERREPRESENTED AUDIENCE SEGMENTS

THE CLIENT

Lead, Learn, Serve. Harvard Kennedy School considers themselves a new kind of institution. The John F. Kennedy School of Government at Harvard University was established in 1936. At the time, the United States was recovering from the Great Depression, and the government was grappling with historic domestic and international challenges. HKS developed and has stuck with a mission to improve public policy and leadership so people can live in safer, freer, more just, and more prosperous societies.

THE MARKETING CHALLENGE:

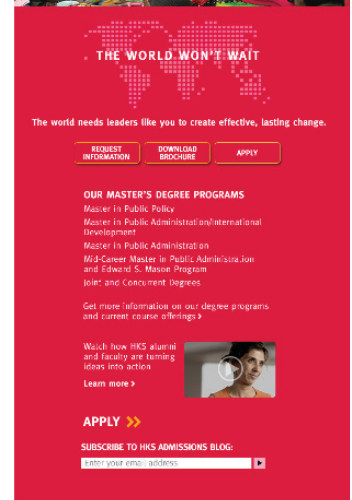
The need to attract prospective students and help them understand and identify the transformative experience that HKS could provide. This experience needed to be better defined. In addition, HKS offered limited financial aid while its competitors offered partial or full scholarships.

A BIT OF INSIGHT

Through conducted research it was determined that the focused upon HKS target felt passionate about changing the world; it's their calling. Also, a primary underrepresented segment — women — are hard to reach especially during their mid-careers due to work schedules and family responsibilities.

APPROACH

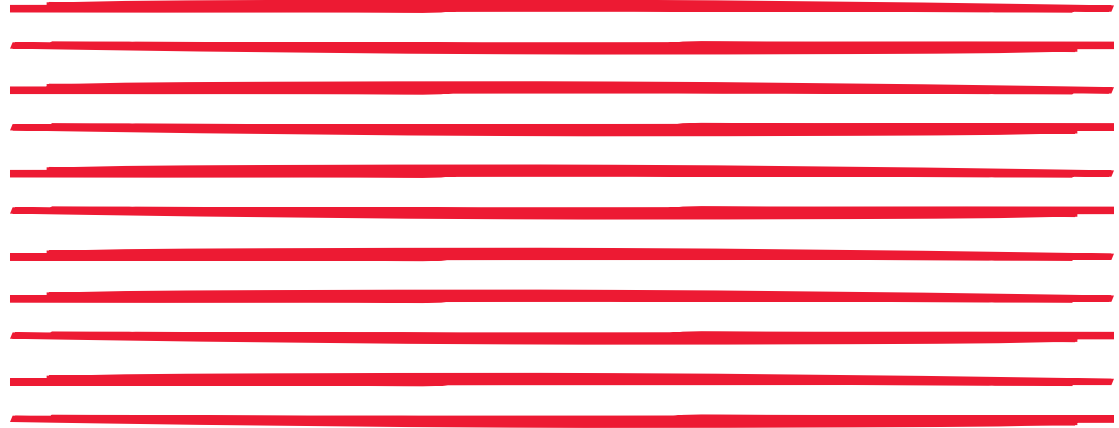
- Launched a new creative campaign, leveraging the strong HKS brand: "The World Won't Wait"
- Launched a targeted digital campaign with remarketing that would appeal to a global audience





THE RESULTS

- Campaign drove highly efficient leads and grew and succeeded in growing application pool
- Exceeded goal of generating database in order to leverage lead capture program for remarketing
- Campaign CTR performed higher than the industry average



Who is H2M/WCM?

H2M Brand Haus (H2M) also doing business as Wallwork Curry McKenna (WCM) were both founded in the early '90s. We have offices in both Boston, MA as well as Fargo, ND. Yep, that's right — **FARGO**. Why you may ask? We believe that combining the thinking of people living "outside major metropolitans" with the experience found from people living within the "East Coast Hustle" delivers a unique perspective not easily found elsewhere. Our combined expertise builds brands and experiences for organizations who are often important pillars in their region. It's common for our clients to stick with us for 5, 10, or even 20 years because we establish trust by delivering ongoing value.

We consider ourselves a **BRAND DIFFERENTIATION** agency. What does that mean? (We get asked a lot.) While reviewing our catalog of work you will notice a focus on creating strategies, positions, and creative that deviate from the norm and avoid parody. By taking this approach we strive to influence perceptions that then motivate people to do what our clients want them to do, with a goal to create truly unique content that helps our clients stand out in an oversaturated advertising climate.

WHAT WE DO

Brand Identity/Differentiation/Positioning • Go-To-Market Strategies
Art Creation & Direction • Copywriting and Content Creation • Video Production
Social Media Strategy & Support • Digital & Traditional Media Placement
Measurement, Reporting, Recommendations

SERVICES ARE TABLE STAKES

We can try and prove we're more creative than the next shop, that we're more experienced or that we're more qualified, but what really matters to us is our values and the approach we take to improving business for our clients and their communities.

GIVE US A SHOT 😊