

WE'RE EXCITED TO PRESENT TWO CAMPAIGNS (BRAND & PROGRAM REVITALIZATION) THAT JUST RECENTLY LAUNCHED. WE'RE MONITORING PROGRESS.

THE CLIENT

Minnesota State Community and Technical College (MSCTC) is a member of the Minnesota state education system, a collective of 26 colleges, seven universities, and 54 campuses. MSCTC itself has five campuses which includes an online option. The core commitments of Minnesota State Colleges and Universities are to ensure access to an extraordinary education for all Minnesotans, be a partner of choice to meet Minnesota's workforce and community needs, and deliver the highest value/most affordable higher education option to students, employers, communities, and taxpayers.

THE MARKETING CHALLENGE:

The battle to help individuals understand the benefits of investing in higher education has been well documented. The opportunities received from earning a degree, such as better career opportunities, higher earnings, and job security, get lost in a negative stigma. The principal reason for not continuing a person's education is the overall cost that it takes to receive a degree, but a close second is time, primarily in reference to four-year schools. MSCTC is able to offer condensed programs allowing students to enter the job market sooner which means they start earning money and building experience faster. Shorter programs, less cash, less daunting.

The overall challenge that MSCTC faced was to raise awareness of its brand, programs, and the benefits of a two-year education while presenting that message in a unique fashion to differentiate themselves from other institutions that offer the same or similar programs and benefits.

MSCTC conducted marketplace research that included focus groups in order to develop a segmented understanding of the personas with which the college needed to identify. Four personas were chosen: The Upgraders, The It's Timers, The Wanderers, and The Next Steppers. H2M/WCM conducted the research and focus group activities. Armed with this information, MSCTC and H2M/WCM marched forward to create a position that would differentiate MSCTC from other higher education options. The need was obvious that we can't use simple messaging and standard college branding and statements in order to make an impact. The key idea was to AVOID PARODY.

THE STRATEGY: CAMPAIGN ONE – DEGREES FOR DAY JOBS. YOU DECIDE THE REST.

The approved concept centered around a simple theme – if you earn a degree, you get to make decisions that make sense for you, the individual. You got a degree, now you can buy the type of car you want, indulge in your favorite activity, heck – buy yourself silly things that perhaps wouldn't be possible without a degree. The creative and approach had to be unique, again with a clear directive to avoid higher education advertising parody. (e.g., A happy student sitting in the grass against a tree with their laptop.)



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MINNESOTA STATE Minnesota State Community and Technical College, A member of Minnesota State, is an affirmative action, equal opportunity educator and employer.

View videos with H2M/WCM's M State's Vimeo Showcase. PW: H2MMstate23!!

THE STRATEGY: CAMPAIGN TWO – PROGRAM ADS

In addition to the persona focused brand campaign, H2M/WCM was tasked to run a concurrent schedule that would focus on nineteen targeted programs that needed attention in order to fill classrooms. Keeping in mind that even going to a program level, focus had to remain on differentiating the creative in order for potential students to take notice.

KEEP THE OFFICE TOGETHER

Earn a degree as an Administrative Assistant.

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WHY TRY TO BLEND IN?

Get a Liberal Arts education.

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OPEN WIDE TO A CAREER

Earn a degree in Dental Hygiene or Dental Assisting.

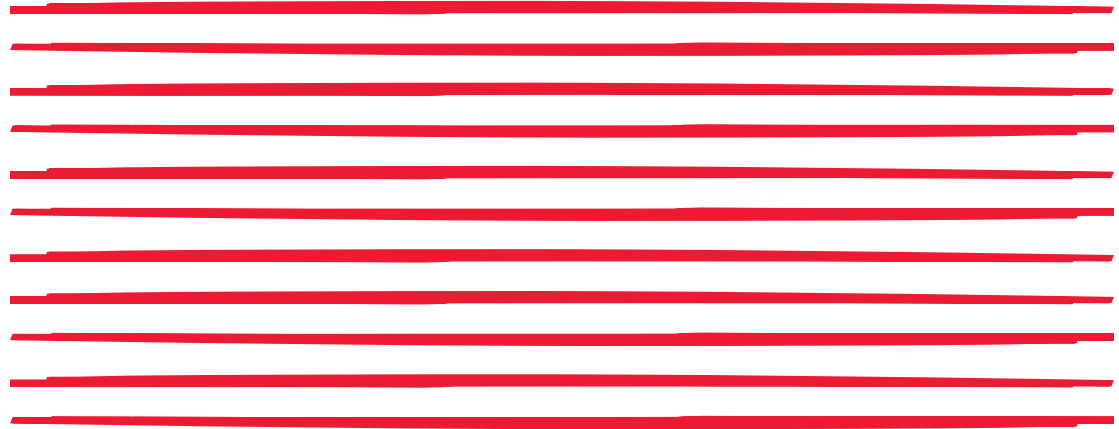
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H2M/WCM HAS WORKED WITH M STATE TO CREATE STRONG CONCEPTS TO BUILD A BIGGER BRAND AND INCREASE MARKET VISIBILITY. H2M/WCM'S APPROACH IS DIFFERENT. THEY ARE A CREATIVE PARTNER WHO ENCOURAGES US TO STAND OUT IN A HIGHLY COMPETITIVE MARKETPLACE, DISRUPT THE MARKET STEREOTYPE BY SHOWING OFF OUR UNIQUE BRAND, AND ENGAGE OUR AUDIENCES IN A MEANINGFUL WAY.

Karen Reilly, Dean of Integrated Communication, M State



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. ☺

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