

ESTABLISHING AWARENESS THAT BOSTON ISN'T JUST A CITY, IT'S SUFFOLK UNIVERSITY'S CAMPUS

THE CLIENT

Since 1906, Suffolk University has been woven into Boston's thriving urban landscape, offering a truly immersive environment in which to live, learn, and explore. Suffolk provides students with the keys to successful lives and careers: access, opportunity, and experience. Suffolk University offers a wide range of undergraduate, graduate, and law degree programs with real-world experience at their cores. Accessibility is in their DNA, which is why they offer flexible ways to learn, from part-time and evening schedules to certificates for working professionals and online classes. Their small class sizes allow faculty to learn each student's name, recognize his or her potential, and build important mentoring relationships.

GOALS

Increase Brand Awareness • Enhance Reputation • Qualified Prospecting
Acquisition Efficiency

THE MARKETING CHALLENGE:

- \$16.3 million Boston ad spending and 650 colleges & universities in Boston
- Considered secondary to many of the most prestigious universities in the country
- Need to support all schools: Undergrad, Grad, and Law
- Limited preexisting benchmarks

A BIT OF INSIGHT

- The Suffolk experience is unique because Boston is its campus and integrated with Boston industry
- Focus on each Suffolk school independently to differentiate for career opportunity connections

APPROACH

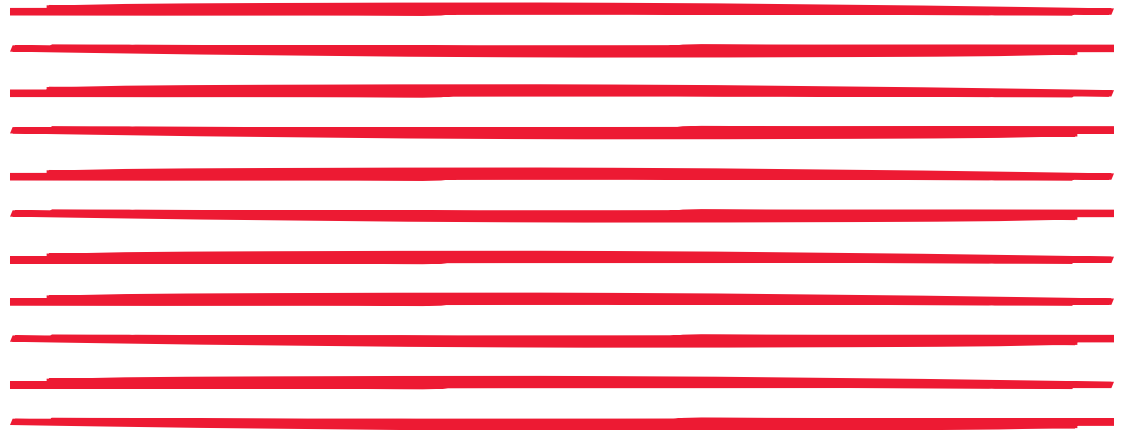
- Work to drive awareness through selective high visibility integrated campaign with new creative: **"Our Campus is Boston"**
- Integrate the full arsenal of technology and analytics within the media plans to allow for granular targeting that extends through every step of the decision process. We refer to our strategy as **"Untraditional. On Purpose."**
- Expand influence to Alumni and Transfer students
- Develop KPI-driven campaign with lead conversion metrics and awareness initiatives
- Work to leverage and optimize the exposure of each ad digitally at every stage in the decision funnel including Connected TV, programmatic Display, SEM, Social, Streaming, Out of Home, and Video allowing us to build every media campaign with strategic refined targeting, shifts in tactics, and a deeper analysis of what drives qualified leads





THE RESULTS

- A database of learning that effectively drove more qualified leads (+365%) at a lower cost per inquiry (- 62%).
- Increased response engagement, inquiry volume
- Anecdotally, campaign is seen everywhere in downtown Boston which represents top-of-mind-awareness



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. ☺