

CASE STUDY: Thomas Edison State College

CHALLENGE

Thomas Edison State College is an innovative leader in higher education, providing busy adults the opportunity to attain 14 different degrees. The college wanted to expand enrollment and turned to us to sell the benefits of prior learning assessment as well as distance learning in which students have online and email contact instead of attending a campus classroom.

SOLUTION

We developed a campaign with imperative headlines (“Fulfill Yourself”... “Inspire Yourself”... “Enrich Yourself”) that targeted the varying psychographics of the target audiences. The campaign strategy was carried through to: print, radio, TV, outdoor and web banner advertising.

RESULTS

The integrated marketing communications program helped Thomas Edison State College exceed its enrollment goals, in terms of both time frame and number of applications. The campaign ran for three years and was expanded to include other graduate success stories.

Contact us today to learn how your business can profit from our Brand-Edge™ Process.



**THOMAS
EDISON**
STATE COLLEGE
Higher Education.
For Adults with Higher Expectations.



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