

SUL ROSS CASE STUDY



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CLIENT: Sul Ross State University

INDUSTRY: Education

PROJECT: Exploding Page Recruitment Mailer

SG SERVICES: Direct Mail and Creative Services

BACKGROUND

Sul Ross State University in Far West Texas boasts a combination of small class sizes and an appreciation of both fine arts and the sciences and popular professional programs in a relaxed, friendly environment.

PROJECT GOALS

With enrollment down in 2012, Sul Ross State University was looking for an “eye-catching” direct mail campaign to build their Fall 2013 class. They were also looking for a partner that could provide creative and copywriting services.

CHALLENGES

Students are inundated with advertising. With the addition of social media, students have more access to information which makes that more challenging for colleges and universities to stand out to this audience.

OUR APPROACH

When we discussed this project with Sul Ross State University’s VP of Enrollment, they told us they were looking for help designing a compelling piece that would stand out to their audience. Structural Graphics developed a “higher education” theme for the campaign, We used the Exploding Page mechanism, which proved to be the perfect mechanism to accommodate showing a large image gallery.

SUCCESS

Sul Ross State University was so happy with the design of the piece and the success of the campaign, they decided to reprint 10,000 more later in the year. The recruitment mailer resulted in 26% more applications for admission than the previous year.