

CASE STUDY: Bloomfield College

Marketing Material Based on Positioning Platform

Bloomfield College

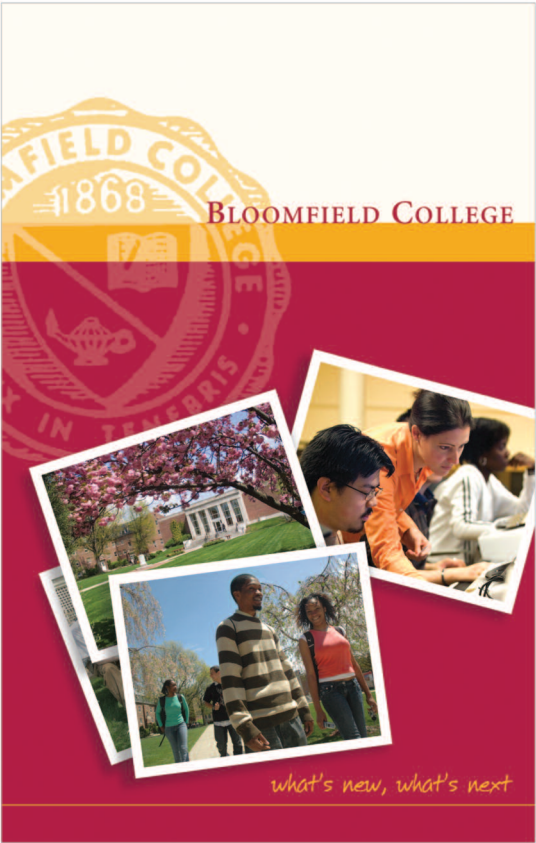
Bloomfield is a small liberal arts college based in northern New Jersey. It prides itself on its 140-year heritage of providing educational access to the dynamic new generations of strivers who define and empower the American dream

The college retained us to refine its message and image and articulate the attributes as well as the look and feel that are authentically Bloomfield.

Based on extensive interviews and work with a special committee, we helped Bloomfield forge a positioning platform whose planks define how the college wants to be perceived by prospective students and key stakeholders. We crafted “Next Generation Thinking” as the college’s core theme and identified five key Bloomfield attributes: open, transformative, innovative, rigorous and personalized.

Building on this central message foundation, we worked with the college to write, design and produce a range of new marketing communications pieces, including admissions material, the college’s web site, and select direct mail and advertising projects.

Most recently, we assisted the college in developing a new theme-driven piece to raise the visibility of Bloomfield’s work and commitment to promoting global studies and providing greater access to international experience and exposure.



A RANGE OF NEW MATERIAL REINFORCES BLOOMFIELD’S IDENTITY AS A COLLEGE WITH A PROUD LIBERAL ARTS TRADITION. THE COLLEGE SEAL AND THE BLOOMFIELD NAME SET IN A CLASSIC FONT VISUALLY REINFORCE THIS MESSAGE.

THE GUIDING THEME and five core attributes serve as the foundation for consistent messages and communication



Advertising, Web and International Studies Brochure

Increasing Visibility

A mix of outdoor advertising in Bloomfield's local market is being supplemented by direct mail, email marketing, and consistent engagement with local high schools and college fairs.



SPEARHEADING A TOTAL REDESIGN OF THE COLLEGE'S WEB SITE, WE ASSEMBLED A TEAM OF SPECIALISTS TO ENSURE THAT THE SITE NOT ONLY SUPPORTS THE BLOOMFIELD POSITION AND BRAND IMAGE BUT ALSO OFFERS A HIGH LEVEL OF FUNCTIONALITY. THE NEW SITE IS A STRATEGIC MARKETING AND RECRUITMENT TOOL AS WELL AS A VALUABLE RESOURCE FOR THE ENTIRE COMMUNITY.



New print material written and designed for the college's international study programs, above, serves to widen and enhance the school's reputation for excellence well beyond its geographic location. A direct mail campaign, right, also reaches out to prospective students, emphasizing Bloomfield's core attributes: open, transformative, rigorous, innovative and personalized.

