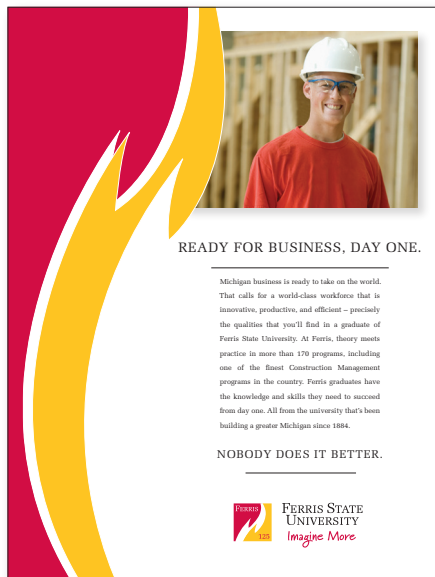
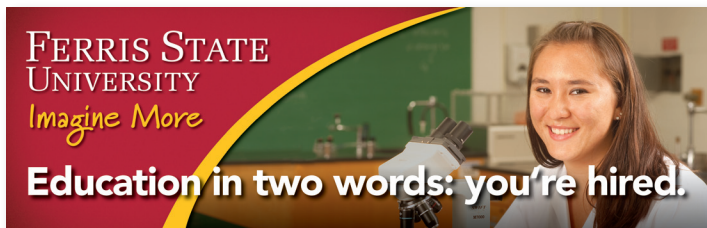


Web Ads



Outdoor



Print Ad

TV Spot



CHALLENGE

Establishing a consistent brand identity is key to being considered as a choice for higher education. Ferris State University was suffering from an image as a “last chance” school as a result of inconsistent image and messaging that was being communicated to potential students.

SOLUTION

Pace & Partners worked closely with Ferris marketing, administrative, and academic staff to devise tactics to help Ferris mend its image, control its brand and begin the process of building consensus about its mission. We then helped Ferris establish a polished brand identity, and developed the tagline, “Imagine More,” to clearly communicate the range of programs and career choices offered.

RESULTS

Ferris continues to sharpen its image and primary mission within the university and through its advertising, which is now approached with the confidence of a repositioned brand and consistent graphic presence. In 2009, Ferris became the fastest-growing public university in Michigan.

COMMUNICATIONS

