

DIFFERENTIATING JHU

CAMPAIGN TO PROSPECTIVE STUDENTS

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the challenge

With the near-universal acceptance of the Common App among mid- and top-tier colleges and universities, high-achieving students have greater access to more schools.

Colleges and universities need to convince enough of the right students to apply (and attend once accepted).

the market

High school sophomores, juniors, and seniors (and their parents) with sufficient test scores, ambition, and achievement to (want to) succeed at Johns Hopkins University.

These are the same students sought by all top- and mid-tier institutions of higher learning.

the “pain point”

The most sought-after students are courted by dozens, if not hundreds, of institutions of higher learning.

Society, parents, and the students themselves put a lot of pressure on making applying and getting in to the right school, which makes the preponderance of options overwhelming and frustrating.

the insight

The most trafficked pages, by far, on the admissions website, are those that share successful admissions essays.

Students are **looking for help and guidance** in the admissions process. Institutions that provide that guidance **earn awareness, trust, and affection** from the people they most want to influence.

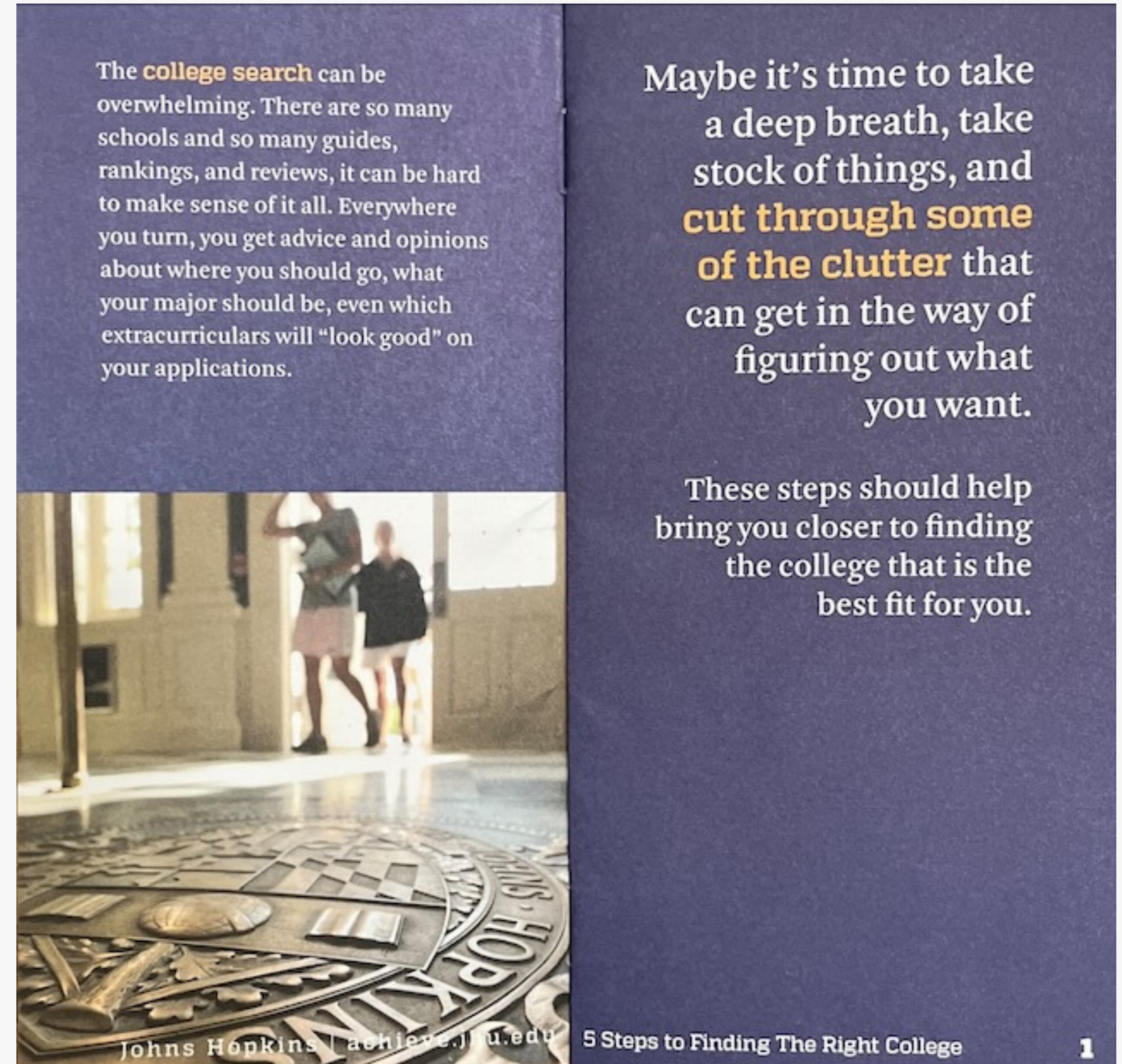
the strategy

Instead of the traditional focus on “selling” the school, lead with **genuinely helpful advice** for students (and parents) in thinking about this process and decision. After encouraging reflection on “fit” between student and school, **the pitch will be more effective** for the right students.

the deliverable



Building on the success of the successful admissions essays webpages, the creative provides **5 Steps to Finding the Right College** and shares the essays website as a bonus.



The **college search** can be overwhelming. There are so many schools and so many guides, rankings, and reviews, it can be hard to make sense of it all. Everywhere you turn, you get advice and opinions about where you should go, what your major should be, even which extracurriculars will “look good” on your applications.

Maybe it's time to take a deep breath, take stock of things, and **cut through some of the clutter** that can get in the way of figuring out what you want.

These steps should help bring you closer to finding the college that is the best fit for you.

Used in direct response mail, email, digital/landing page, and in-person presentations by admissions officers around the country

outcomes

Surveys reflect the content is well-received by in-person participants and...

Applications: **up 10%**

(i.e. more students applying)

Acceptance rate: **7% more selective**

(i.e. higher-caliber class seated)