



EDUCATION PORTFOLIO

GEILE/LEON MARKETING COMMUNICATIONS



INTRODUCTION

SYLLABUS

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SUBJECT:

DATE: __/__/__ (Su) (M) (T) (W) (R) (F) (Sa)

Take one look through the G/L portfolio, and you'll quickly see that we have got a **master's in education marketing**. Many of our brightest and **most successful clients over the years** have been the schools, colleges and universities that are molding the brightest minds and most successful students every year. Here's how we consistently help our education clients **make the grade** year after year.



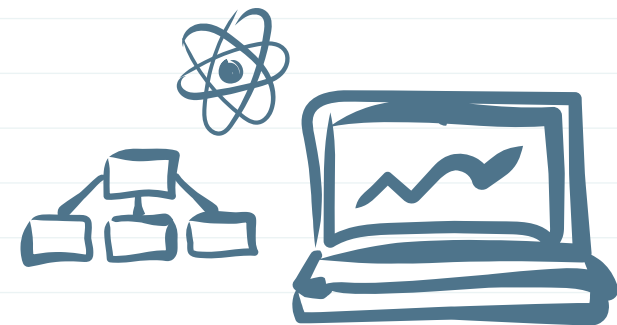
SUBJECT: **SYLLABUS**

DATE: __/__/__ (Su) (M) (T) (W) (R) (F) (Sa)

It starts with **discovery and research**. Through interviews with internal stakeholders, target audiences and more, we use our expertise to **develop a deep understanding of your institution's brand, goals, personality, obstacles and any other relevant resource**. This research is the foundation for and proof of everything that we do.

Next, we take everything that we've learned and put it through our unique process called **Distilled Thinking**. This process boils every bit of research and information down to produce the unique and essential truths about your institution. Through this process, we craft the **positioning and personality** that will communicate your purpose and differentiate your institution from competitors in a way that is truly unique to and supportable by your institution alone.

Finally we develop the **creative communications** that bring this new and unique positioning to life. This isn't a pass/fail production — we don't settle for anything less than A+, game-changing creative concepts and executions that **meaningfully resonate with and are remembered by your target audiences**. We put ourselves into the minds of prospective students to develop campaigns that will truly impact them and influence their perception of your school.



SUBJECT: **PHILOSOPHY 101**

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With years of experience in education, we know that different institutions need more than different brand positions to be successful: they need different **marketing tactics, techniques** and **mediums**. That is why we've become experts at every tactic, technique and medium there is while constantly keeping up to date with the **latest and greatest marketing opportunities and practices**. We'll discover the services that will be most effective for your unique situation. We'll discover and execute flawlessly the services, which could include:

- Brand/Strategy Development
- New Brand Introduction (external & internal)
- Traditional Advertising (print, broadcast, etc.)
- Digital Advertising
- Social Media (includes content)
- Collateral Development (viewbooks, brochures, etc.)
- Website Design/Redesign
- Enrollment Strategies

The greatest benefit from partnering with G/L is that all of these capabilities will be right at your fingertips. We are a **full-service agency** that builds meaningful campaigns for the brands that we work with and **meaningful relationships** with the people who run them. We aren't your know-it-all professor, we're your classmate... your classmate that just happens to also know it all.

Our philosophy is simple: **everything your brand says and does should mean something**...mean something to current and prospective students, mean something to faculty, and mean something to those who see and know your name. That's where Geile/Leon and our mantra of "**make it mean something**" comes in to make the difference. That's why we're in business.

SUBJECT: **OUR TRANSCRIPT**

DATE: __/__/__ (Su) (M) (T) (W) (R) (F) (Sa)

Two of our higher education clients have seen an **increase** in **freshmen enrollment** this year, as reported by the *St. Louis Business Journal*.

LINDENWOOD UNIVERSITY ENROLLMENT **6%** INCREASE

RANKEN TECHNICAL COLLEGE ENROLLMENT **15%** INCREASE



WashU Olin Business School

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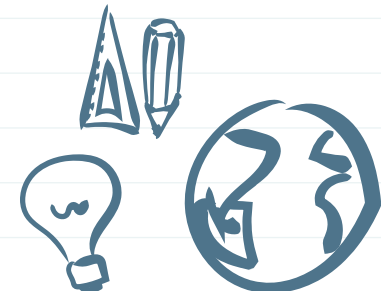
SUBJECT: **WASHINGTON UNIVERSITY OLIN BUSINESS SCHOOL**

DATE: __/__/__ (Su) (M) (T) (W) (R) (F) (Sa)

The Olin Business School at Washington University of St. Louis **embodies** the **entrepreneurial spirit of St. Louis**, which is fast becoming a **global player** in **innovation** and **technology**. With this in mind, they completely revamped their MBA program to be globally minded and suited to the modern world. For the rollout of the new program, they developed an overarching brand strategy, but needed a creative partner to bring the brand to life through **creative executions** and **attention-grabbing campaigns**.

As WashU Olin's creative partner, **we acted as stewards for the Olin brand**, infusing their globally minded, globally mobile ethos into all of their creative and strategic communications. G/L created focused campaigns for **Hulu, Pandora, social media** and **station domination campaigns** for the busiest train stations in Washington, DC and Atlanta. **Consistency** in all brand and messaging touchpoints created a **unified brand voice** for WashU Olin, connecting their brand and MBA program with those who wished to **change the world, for good**.

In January of 2020, after successfully implementing digital, video, social and print campaigns, WashU Olin's new global MBA program has received **high rankings** from numerous, respected industry publications and well-deserved accolades from Poets&Quants. Most recently, **Poets&Quants**, a leading digital journalism outlet and a thought leader in all things related to business schools, named WashU Olin's newly revamped MBA program as the **MBA program of the year in 2019**. G/L continues to support and lead all of WashU Olin's creative initiatives and looks forward to continuing our **successful partnership**.





PRINT AD



LINKEDIN RESUME GUIDE



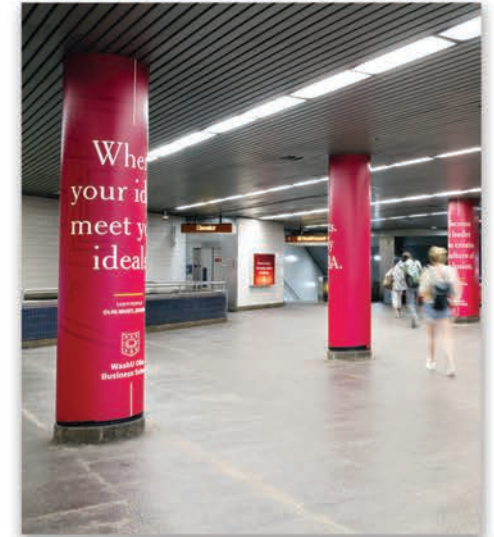
WOMEN'S LANDING PAGE



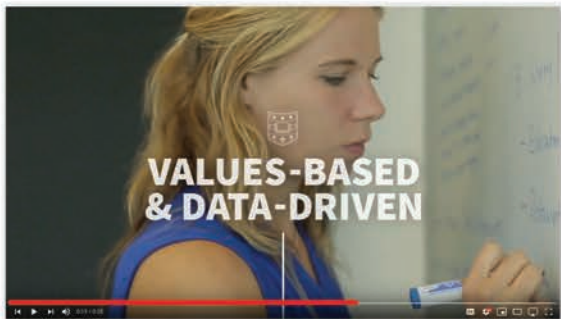
POSTCARD



DIGITAL ADS



TRANSIT OUT-OF-HOME



VIDEO PRODUCTION



COTTEY
COLLEGE

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SUBJECT: **COTTEY COLLEGE**

DATE: __/__/__ (Su) (M) (T) (W) (R) (F) (Sa)

Cottey College, an **all-women's college** in rural Missouri, wanted to update their brand to be more **modern and relevant**. Looking to resonate with prospective students seeking a **specialized college experience**, Cottey partnered with G/L to provide a complete and comprehensive brand overhaul.

The "**Creators of Incredible Futures**" branding, tagline and campaign rolled out in February 2018 with excitement and optimism. The bold look highlights the unique students at Cottey with **hero portraits** that make the college (and the students) **stand out from the competition**.





POSTERS



POSTCARD



TRAVEL BROCHURE

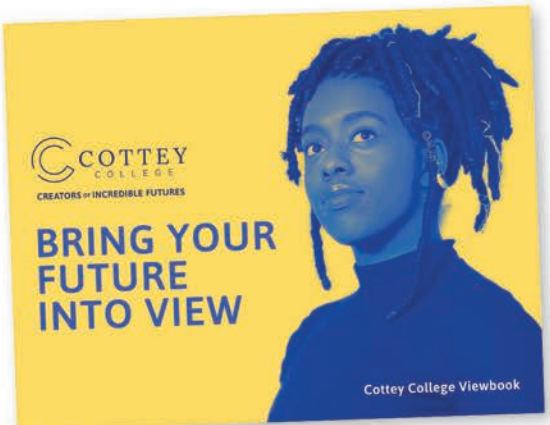


BUSINESS CARD





T-SHIRT



VIEWBOOK





LINDENWOOD

REAL EXPERIENCE. REAL SUCCESS.

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SUBJECT: **LINDENWOOD UNIVERSITY**

DATE: __/__/__ (Su) (M) (T) (W) (R) (F) (Sa)

Lindenwood University in St. Charles, MO determined that the students most likely to choose Lindenwood were most strongly influenced by the opportunity to gain **real-world experience**. Lindenwood developed the **“Real Experience. Real Success.”** tagline and challenged G/L to bring the brand to life through **digital marketing** communications and a new **viewbook**.

G/L developed a new aesthetic approach **crafted to stand out amongst competitors** and communicate Lindenwood’s greatest strengths to the right audiences. We regularly optimized digital marketing efforts to **increase performance** and **decrease costs per conversion**. Lindenwood’s cost-per-lead at week two of retargeting and pay-per-click ads was \$250 and \$44 by week eight. Impression share across all campaigns rose from 16% to 64% during the same timeframe. Ten weeks into the campaign, our campaign optimization strategies had generated **311,000 impressions**.





DIGITAL ADS



DIGITAL ADS



VIEWBOOK



RANKEN

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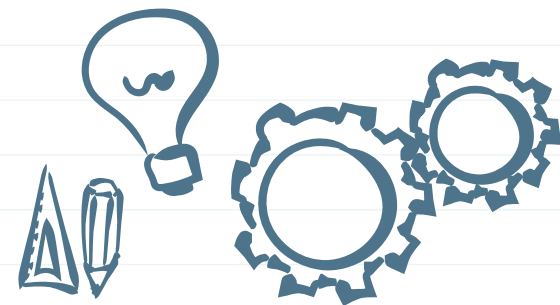


SUBJECT: **RANKEN TECHNICAL COLLEGE**

DATE: __/__/__ (Su) (M) (T) (W) (R) (F) (Sa)

Ranken Technical College, one of the **premier technical colleges** in the Midwest, recognized that the U.S. workforce was lacking skilled technical workers capable of replacing retiring baby boomers. Ranken sought out G/L's expertise to **drive enrollment** and execute a **public relations strategy** that would help to dispel negative misconceptions about technical school education.

G/L developed a new brand look that evokes the **straightforward, real-world and expert nature** of the Ranken brand. G/L also created a comprehensive set of brand guidelines designed to provide the Ranken community with a thorough understanding of how the Ranken brand should be communicated. Ranken continues to receive ongoing coverage in **local and national** broadcast and print media. G/L's public relations efforts have resulted in high profile success stories throughout the region, as well as **increased enrollment** at Ranken.





OUTDOOR

E-BLAST



JOIN US AT OUR UPCOMING RANKEN EMPLOYER EVENTS

EMPLOYER BREAKFASTS
 Employers are invited to present information about their company to our College and current students from Ranken schools.

ST. LOUIS	WENTZVILLE	PERTSVILLE
1 April 1, 2019	1 March 26, 2019	1 April 12, 2019
1 April 18, 2019	1 April 1, 2019	1 April 19, 2019
1 April 25, 2019	1 April 8, 2019	1 April 26, 2019
1 May 2, 2019	1 April 15, 2019	1 May 3, 2019

JOB FAIRS
 Employers are invited to present information about their company to our College and current students from Ranken schools.

ST. LOUIS	WENTZVILLE	PERTSVILLE
1 May 15, 2019	1 May 7, 2019	1 May 14, 2019
1 May 22, 2019	1 May 14, 2019	1 May 21, 2019

LEARN MORE AT RANKENEMPLOYEREVENTS.COM

POSTCARD



TRIFOLD BROCHURE

POSTCARD



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UPPER IOWA

— UNIVERSITY —



SUBJECT: **UPPER IOWA UNIVERSITY**

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Upper Iowa University (UIU) is a private, not-for-profit university located in Fayette, IA. UIU challenged G/L to develop an **integrated marketing plan** with the goal of achieving a **cohesive brand and message**.

Through a comprehensive **brand discovery session** with UIU leadership and the development of a detailed brand architecture — G/L developed the “**Education Built for Life**” brand identity that fits every UIU learning modality. UIU experienced **growth in applications and enrollment** as a result of the clear and impactful “Education Built For Life” campaign. Prospective students had better perceptions of the UIU brand and were more confident in the opportunities that UIU offered its students.





EDUCATION BUILT FOR Amy

She's a working mom.
She's out the door by 7 to drop the kids off at school. Working a 9 to 5 or later job packed with reports and meetings. Taking classes between dinner, bedtime and soccer practice. Even with her busy life, she's craving that next promotion. And an advanced degree can help her get there.

Upper Iowa University makes it possible.
As Upper Iowa University, a private, not-for-profit institution, we get the message it can be to balance work, life and education all at once. That's why we'll work with you, no matter where you are in life, to find education that's built for you. With no more than 10 courses over the duration, our hybrid online and traditional classroom learning gives you 10 degree programs. The path you take is entirely yours.

This is Amy's path.
What Will Yours Be?

YOURPATH.UIU.EDU CLASSROOM ONLINE SELF-PACED

PRINT AD

POSTCARD Headline

UPPER IOWA UNIVERSITY
EDUCATION BUILT FOR LIFE

NEW STUDENT Orientation

JULY 27 - 29

13:1 Class Size

learn more at uiu.edu

*Miss Peasock
440 Washington Street
Fayette, Iowa 50512*

POSTCARD

VIEWBOOK SPREADS

HEADLINE GOES HERE AND Here

HEADLINE GOES HERE

3.5

87%

6,000

13:1

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VIEWBOOK SPREADS



BRAND GUIDELINES



OUTDOOR



WEBSITE RESKIN



SUBJECT: **URSULINE ACADEMY**

DATE: __/__/__ (Su) (M) (T) (W) (R) (F) (Sa)

Ursuline Academy is a Catholic college prep high school for young women in St. Louis, MO. Looking to communicate their brand and offerings through **impactful, cost-effective mediums**, they partnered with G/L to create new marketing communications pieces that would **invigorate their brand**, including a new admissions video and a new admissions brochure.

Together, Ursuline and G/L brought the “**Discover The Power Within U!**” brand to life. Our marketing **communications** pieces and admissions materials **generated excitement** among accepted and prospective students. Ursuline students felt more confident in their decision to attend Ursuline Academy, and prospective students were more aware of and interested in the unique benefits that Ursuline Academy offered.







VISITATION
A C A D E M Y

Viz

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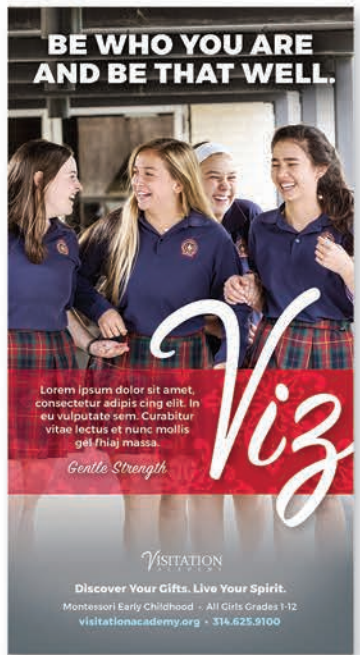
SUBJECT: **VISITATION ACADEMY**

DATE: __/__/__ (Su) (M) (T) (W) (R) (F) (Sa)

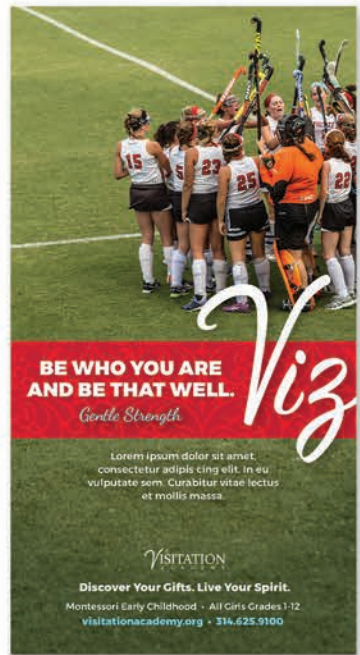
Visitation Academy, an independent, Catholic school in St. Louis, MO sought to **communicate their unique offerings** and stand out to prospective students in a competitive market, but were challenged by a lack of community awareness surrounding their distinct upper, middle and lower schools. Visitation enlisted G/L's help to develop a **fresh aesthetic approach and brand identity** that would drive enrollment and resonate with current, past and future students through a **cohesive marketing plan** that brought clarity to their organization.

G/L developed the "**Discover Your Gifts. Live Your Spirit.**" brand identity to champion the most important and influential truths about Visitation Academy. The new brand rolled out with excitement and optimism and has helped Visitation Academy to **increase enrollment and alumni relations** as well as communicate the distinctions among each school within the Visitation Academy organization.





PRINT ADS



POSTCARD



BRAND GUIDELINES



SUBJECT: **NEXT SEMESTER? YOUR BRAND**

DATE: __/__/__ (Su) (M) (T) (W) (R) (F) (Sa)

Whether you're looking to increase enrollment, graduate into a new brand, build awareness or anything in between, we're ready to rock and enroll, **creating on-target and meaningful work.**

Give us a call today because class is already in session!

TIM LEON, *President, Brand Strategist*
tim@geileon.com