

Converge has been Brescia's chosen marketing partner for the past four years. The college was looking for a fresh, innovative campaign concept for their recruitment creative and the Brescia Bold brand. The 2016 Empower Up campaign bloomed from campus discovery conversations, market research with prospective students, and a truly collaborative partnership between the Brescia and Converge teams.

CASE STUDY | CONTENT STRATEGY & WEBSITE REDESIGN

STRATEGY

In true inbound fashion, the strategy for this project started with why. The Converge team sat down with Brescia Enrollment leadership to discover what makes the Brescia College experience so unique.

- User Personas were developed to capture the target audience for this campaign
- 5 Ad Campaign concepts, 3 Viewbook covers and 2 Home Page Design concepts were tested and validated by graduating seniors at Mother Theresa Catholic High School in London, Ontario



"Ann and her team are amazing to work with. As professionals, they bring the best of their abilities alongside solid research and market testing. We are constantly surprised and delighted by their level of creativity and insight. In our most recent work, Converge delivered a campaign that was fresh, energetic and most importantly, resonated with our target audience."

MARIANNE SIMM, VICE-PRINCIPAL OF STUDENTS, BRESCIA UNIVERSITY COLLEGE

RESULTS

- Refreshed Viewbook and International Viewbook focused on the prospective student
- New Competencies Brochure, Program Templates and other recruitment creative
- Mobile-optimized, long-scroll home page design for the web



INBOUND MARKETING



WEBSITE REDESIGN



DIGITAL ADVERTISING



CONTENT STRATEGY



GOOGLE ANALYTICS



SEARCH ENGINE OPTIMIZATION