



## CASE STUDY

# HOW TALKING TO PROSPECTIVE STUDENTS HELPED A PRIVATE UNIVERSITY IMPROVE THEIR BRAND HEALTH AND MARKETING EFFORTS



# MEASURING BRAND HEALTH AND ASSOCIATIONS HELPS MARKETERS AND COMMUNICATORS KNOW THE RIGHT STORIES TO TELL, WHERE TO TELL THEM, AND TO WHO

## OPPORTUNITY

A private university's marketing leader was tasked with enhancing the effectiveness of their marketing efforts and budget. To accomplish this, they wanted to gain a better understanding of how prospective students and employers perceived the University. They also wanted to benchmark the brand health of the University relative to their competitors.

To address these objectives, they hired PersonaTel to conduct a comprehensive survey and interview-based brand health and associations study.

## OUR SOLUTION

We devised a Brand Health study leveraging both live telephone and online surveys targeting over 500 prospective students and business leaders (potential employers). Below are key areas of inquiry the report and analysis included:

- Brand Health Benchmarking: Understanding the University's awareness, consideration, preference and advocacy relative to its competitors.
- Brand Associations: Exploring the words and descriptors prospective students and employers associated with the University.
- Academic Profile: The motivations, attitudes, evaluation process, and life circumstances impacting the desired areas of study, and enrollment.
- Demographic Insights: Collecting demographic data from prospective students to understand the composition of the target audience.

Personas of the University's supporters, detractors, Graduate and Undergraduate students were also developed to help inform outreach efforts. Lastly, we provided recommendations of how to optimize marketing, operations, and outreach efforts based on the findings.

## IMPACT

The Brand Health study provided invaluable insights and data-driven approach to enable the University to accomplish the following goals:

- Inform and enhance marketing and communication effectiveness
- Improved competitive positioning
- Integrate marketing and enrollment teams and tactics