

CASE STUDY: COLUMBIA SOUTHERN UNIVERSITY

"We See You" Campaign



Developed a multi-channel campaign that resonated with diverse student personas while creating a cohesive and memorable experience that strengthened brand recognition and recall.

ideas.

Columbia Southern University approached evok to develop a multi-channel campaign that would elevate brand awareness and drive prospective students through the conversion funnel. The campaign needed to align messaging across multiple media channels, including TV, radio, OOH, digital, and social. The goal was to create unique marketing narratives targeting a variety of student personas that would be cohesive under one overarching theme, delivered in an authentic and genuine manner.

To achieve this goal, we developed a strategy that focused on understanding and speaking directly to CSU's target audiences. Through persona development, Evok identified four key segments: The Returning Student, The Seasoned Transfer, The Value Seeker, and The Connected Professional. Each persona had unique characteristics, needs, and challenges that informed the creative approach. The strategy was to create messaging that resonated with these audiences by addressing their pain points and highlighting CSU's unique value proposition as a flexible, affordable, and accessible online university.

CSU Prospective Students



Proposed Personas



Meet Stan,
The Returning Scholar



Meet Devon,
The Seasoned Transfer



Meet Ally,
The Value Seeker

work.

Developed following in-depth industry research, interviews/surveys and detailed persona creation, the “We See You” campaign concept aims to acknowledge and validate the challenges faced by prospective students. The campaign speaks directly to audiences in a relatable and empathetic manner with a creative formula that calls upon students with an identifier unique to their situation (“The Debt Doubter,” “The Multi-Tasking Parent,” etc.). It not only reassures them that CSU understands their circumstances but also provides supporting information on the school’s unique offerings. These include affordable tuition, fully online classes, and personalized support to help them finally cross that graduation stage. Each ad features a clear call-to-action, directing prospects to “See yourself at CSU” and visit the campaign landing page to learn more.

results.

At the time of this response, the “We See You” campaign is still in development, with pieces expected to launch by end of Q1 of 2024.



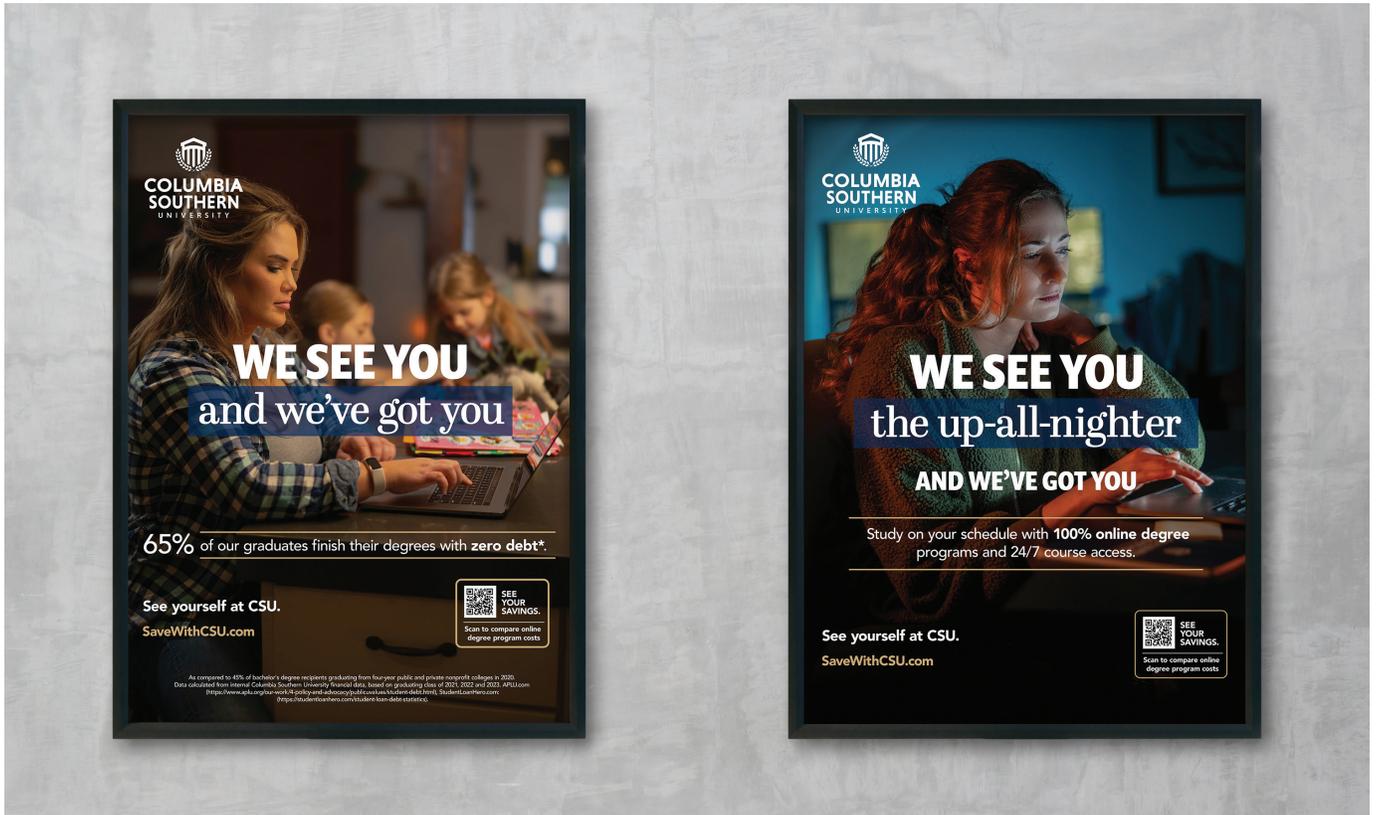

**COLUMBIA
SOUTHERN**
UNIVERSITY

WE SEE YOU
the multi-tasking parent

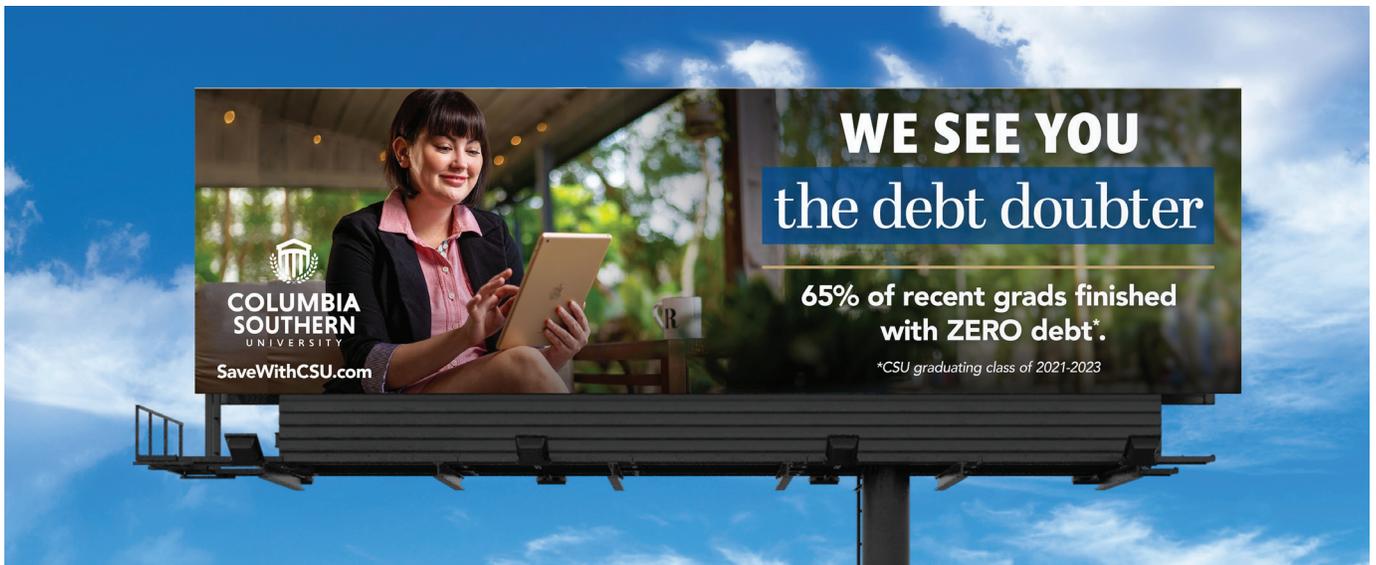
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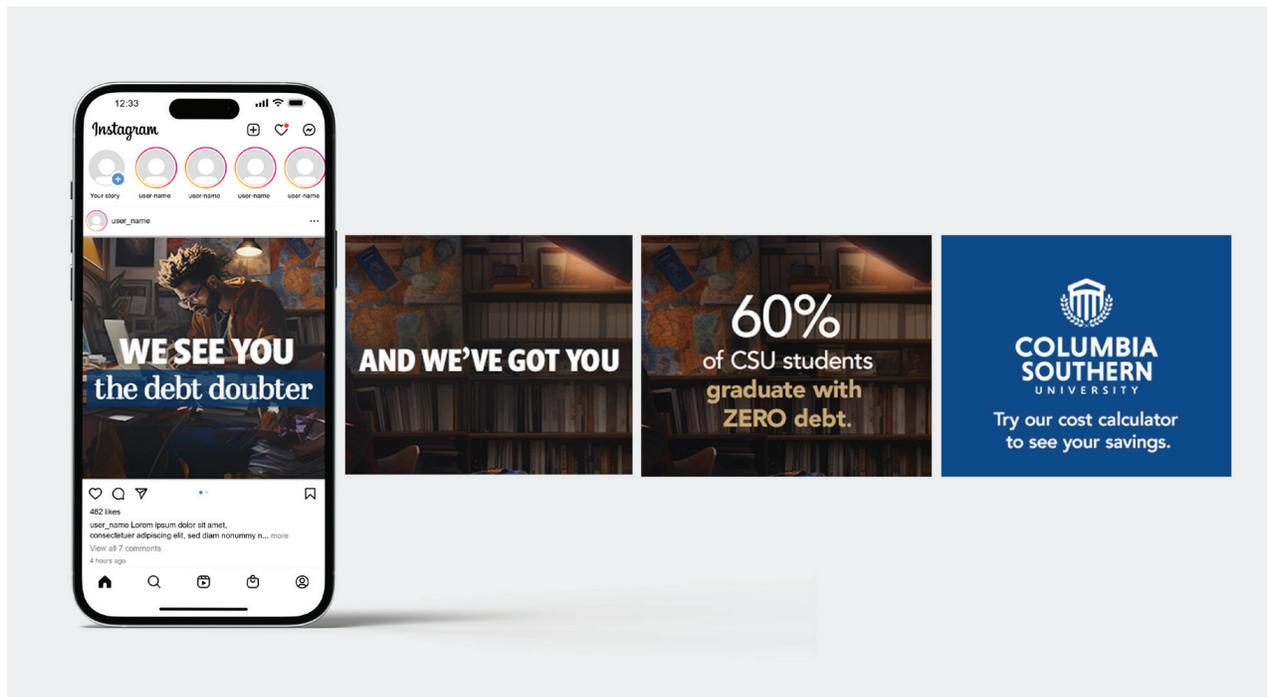
Print Advertising



Out-of-Home Advertising



:30 TV Commercial
vimeo.com/manage/videos/877636931/7aacbcfa53



Targeted Social Advertising

Columbia Southern University continued



Out-of-Home Advertising