

Stevens Institute of Technology Taps Tech Interest of Prospective Students with Music Download Card

■ Challenge: Build relations, be top-of-mind with college-going high school seniors

College marketers know that admissions is, when you get right down to it, a numbers game. To increase the likelihood of admitting the best students, simply increase the applicant pool by increasing the stream of applicants. Easier said than done—but, decidedly do-able, as the Stevens Institute of Technology discovered during its holiday campaign to high school seniors who had previously expressed interest in the college. Stevens, founded in 1870, is one of the leading technological universities in the world, offering Bachelor's, Master's and doctoral degrees through its schools of engineering and science, technology management, systems and enterprises, and arts and letters.

The Stevens team turned to ePromos associate Valerie Bogucharova for help in developing a promotion in tune with the holiday for what is a discerning—and notoriously fickle—crowd. Ideally, to appeal to high school seniors, the promotion would tap into students' love of the latest and greatest while reflecting the technological savvy of the school. Ultimately, the goal was to push Stevens' name top-of-mind as the college application season ended.

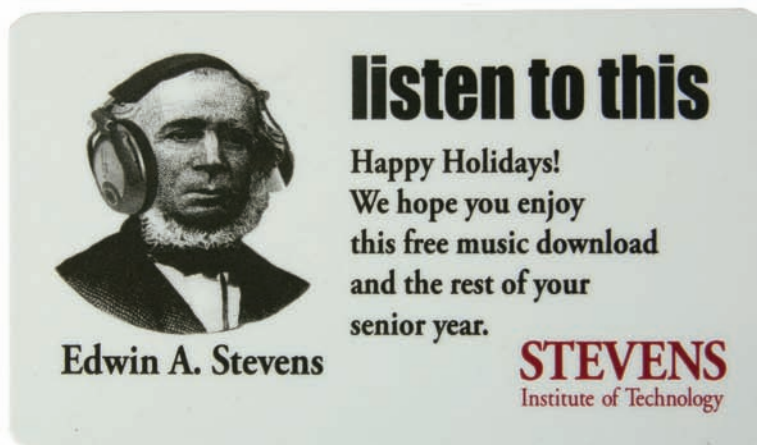
■ Solution: Funky music download cards to appeal to the techie in students

After exploring various options, Valerie and the team selected a senior-perfect promotion: music download cards, which the school would send in lieu of traditional holiday greeting cards. With a funky image of Institute founder Edwin Stevens donning headphones, the card invited students to visit a customized Web page where they could choose and download from a library of more than 1.5 million songs.

■ Result: Free music downloads play the right promotional note for the holidays

With only a small window remaining to get the promotion in the mail in time for the holidays, Valerie leveraged her sales finesse and marketing and merchandising expertise to rush the process, completing a production that normally takes fifteen days in just eight. The Stevens staff reported that students welcomed the thoughtful holiday gift—as evidenced by responses received and downloads made. Staff also expressed their appreciation to Valerie, who helped ensure the successful completion of Stevens' holiday promotion: and a measurable spike in visibility and ROI.

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