

FEARLESS BRANDING

CASE STUDY: EVERGREEN VALLEY COLLEGE

Evergreen Valley College Stands Out and Increases Enrollment by 11%

Through Brand Vision – our proven, systematic positioning process – we strengthened EVC’s market position through an innovative strategy that resonates deeply with its best-fit students:

Unlike other community colleges that focus on what students can become, Evergreen Valley College embraces its students for who they are right now.

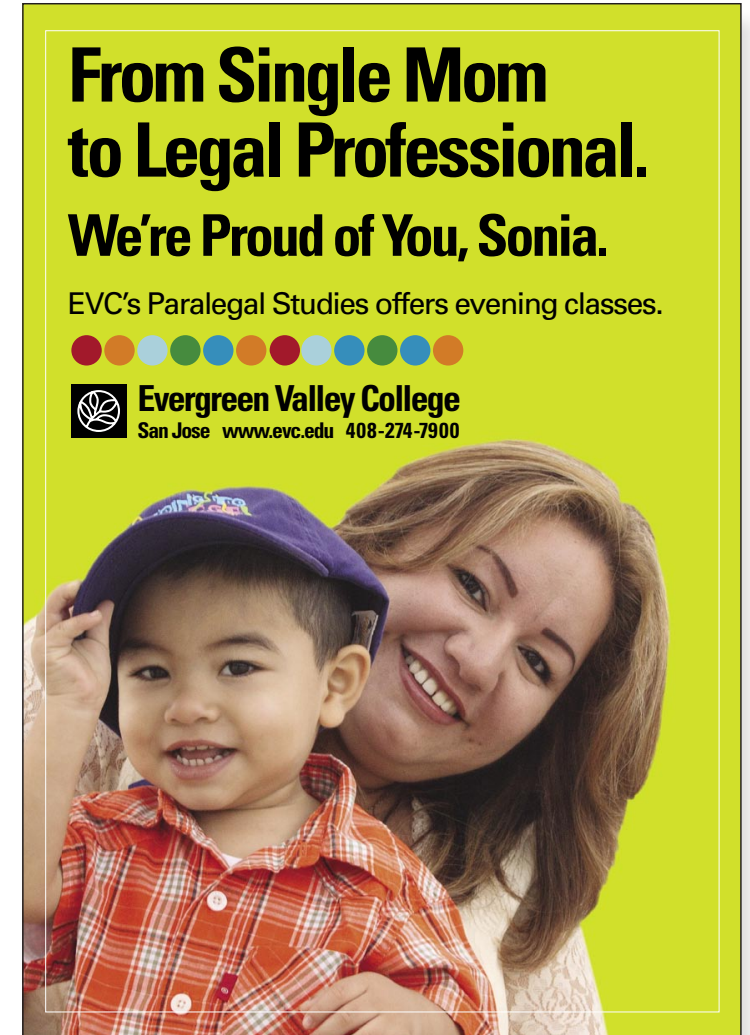
Developing EVC’s Fearless Brand resulted in the development of a successful new campaign: **We’re Proud of You.**

“EVC’s brand strategy is right on the money. Now we have a distinctive brand that’s producing results. Our enrollment is up 11% over this time last fall. Thank you!”

**David Wain Coon, Ed.D., President
Evergreen Valley College**

“Brand Vision was the key to creating a distinctive campaign that makes EVC stand out. You’re fun to work with!”

**Alka Joshi, Principal
Alka Joshi Marketing**



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CHALLENGE

Evergreen Valley College in San Jose needed to significantly increase its client base. (It calls them students.) Before making a substantial investment in new communications materials, EVC needed to know:
What message would make a difference – and increase enrollment?

SOLUTION

EVC'S Fearless Brand: Embraced

Through Brand Vision, we developed a Fearless Brand based on a simple emotional truth that is deeply relevant to EVC students and completely unique in community college marketing. We guided EVC through four key steps that led to its breakthrough campaign:

Identify and understand the target audience

EVC students are different from their peers: First in their families to attend college, they lack family support and need help to overcome barriers to completing college. To increase enrollment, the college needed to appeal to students it could serve best.

Develop the brand promise

A breakthrough moment occurred during Brand Vision. EVC's president said he planned to give a tour to a prospective student. We asked: ***How do you want that young man to feel when he graduates?*** The president responded: ***Embraced.*** (Note: He did NOT say I want him to feel like a paralegal or an auto mechanic.)

A Fearless Brand was born.

Build the brand promise into business practices

We developed three powerful actions that EVC faculty and staff must use to live the brand:

- **Validate** each member of the community for who he or she is
- **Celebrate** individual accomplishments and contributions of students, faculty and staff
- **Nurture** their talents so they can grow

Communicate powerfully and distinctively

The simplest ideas are usually the best. And the most fearless.

After discarding a number of ideas, Alka Joshi, whose firm created EVC's campaign, brainstormed: ***"What if we simply told the students 'We're Proud of You?'"*** AHA! She captured the emotional simplicity of "Embraced" and brought it to life in the multi-media campaign featured here.

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THE RESULTS

- Enrollment and state funding increased by 11% in a year when other community colleges grew from 0 to 3%.
- Campaign won first place in California Community College PR Organization's annual awards.
- Significant improvement in EVC's awareness as the "We're Proud of You" campaign extends into radio, print and outdoor advertising, and San Jose media expands its coverage.

Does your organization need a powerful message?

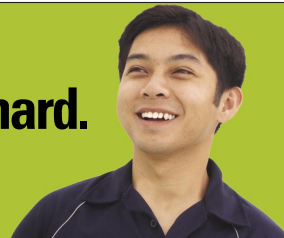
A Fearless Brand is the foundation for more effective marketing.

Let's explore it! Call Robert Friedman 415 292 5100

From Independence High School to Independence. We're Proud of You, Richard.



 **Evergreen Valley College**, San Jose | www.evc.edu | 408-274-7900 | Intersession: Jan. 2-24 | Spring Session: Jan. 28



From Foster Youth to Nurtured Adult.

We're Proud of You, Rose.

EVC's Foster Youth Program provides one-on-one mentoring and financial support.



Evergreen Valley College
San Jose www.evc.edu 408-274-7900

