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# NORTH CAROLINA STATE ALUMNI ASSOCIATION CASE STUDY

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letters, emails, and social media, we created a clean and classic feel to the design, focusing on the staples of the tradition: the ring and the bell tower. We created the taglines “The Tradition Starts Here” and “Where your ring will take you?” to complement the imagery.

In addition, we created a mini brick campaign for incoming freshman where each student receives a mini brick engraved with the “Building a new tradition” tagline and their Graduation Year, with each brick assigned a unique number at freshmen orientation truly making it a one of a kind

### Results

Not only was the new brick tradition a huge hit, bringing tears to the eyes of the parents of incoming freshmen, the increased engagement among students with the program has been noticeable:

#### Fall 2014:

393 registrations to attend the Bell Tower Event  
968 registrations to attend the ceremony

#### Fall 2015

452 registrations to attend the Bell Tower Event  
1032 registrations to attend the ceremony (there were over 1100 people in attendance)

### Reasons for Success:

*Focused Strategy:* The information obtained through sample group allowed us to focus our creative strategy on the elements surrounding the ring tradition that would help increase engagement. Our focused strategy helped to strengthen the tradition and encourage students to not miss out on being a part of it.

*Multi-Touch Points:* Through this campaign we proved that an integrated campaign with multiple touch points increases student interest. By engaging, not only the student but the parents with mail, email, and social media, we increased student interaction and involvement in the ring events.



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