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# NORTH CAROLINA STATE ALUMNI ASSOCIATION **CASE STUDY**

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# NC State Alumni Association Case Study

The N.C. State Alumni Association engages alumni and friends through programs and services that foster pride and enhance a lifelong connection to NC State.

## Challenge

The N.C. State Class Ring is a cherished tradition, but our client didn't feel the marketing efforts behind it gave it justice. The old marketing was tired and dated and they wanted to rebrand with the student in mind, to promote the NC ring and ceremony as more of a milestone and tradition.

## Approach

Without any on-site experience at N.C. State, we needed to get some inside information from the students prior to brainstorming. From a brief

discussion with a small group of students, we learned that key drivers to ring purchase are a sense of accomplishment that ties students to the University and unites them with other N.C. State alumni. We also learned that it's a meaningful tradition in many families, a rite of passage that students look forward to. Finally, we learned that traditions at N.C. State are solid, and the red brick on campus is well known and beloved.

With this information in hand we began by rebranding all of the ring tradition materials from the invitation,



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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