

WOW! case studies!

City of Sunderland College

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Project

The Director of Marketing commissioned us to consult on the College's Reputation Campaign; they were losing market share to local sixth forms and need a radical overhaul of their marketing strategy

Results

The project (which is still on-going) is being spearheaded and managed by the Director of Marketing himself and has just used Wow! as a sounding board/advisor regarding the campaign; he took advice from Wow! on customer motivations (particularly that of 16-18s and their parents) and used this advice to formulate and select their campaign messages; strong, short messages (such as 'The highest number of students entering higher education in the City'), which appealed to the needs and wants of their target audiences were placed billboards/buses etc. throughout the City.

The Strategic Marketing Manager also attended one of our public training courses recently, saying:

"Excellent delivery"

Andrew Marshall, Strategic Marketing Manager, City of Sunderland College

