

CASE STUDY: Ramapo College

CHALLENGE

Ramapo College offered a Masters program that needed higher awareness and called on us for a campaign that would attract young people to pursue their Masters in New Jersey rather than at a New York City university.

SOLUTION

We created the “Master Your Universe” theme, which was meant to tap fond memories of characters from their childhood and make them feel self-empowered.

RESULTS

The ad campaign ran successfully for three years and was adapted to brochures and posters with “Take-One” cards.

Contact us today to learn how your business can profit from our Brand-Edge™ Process.



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