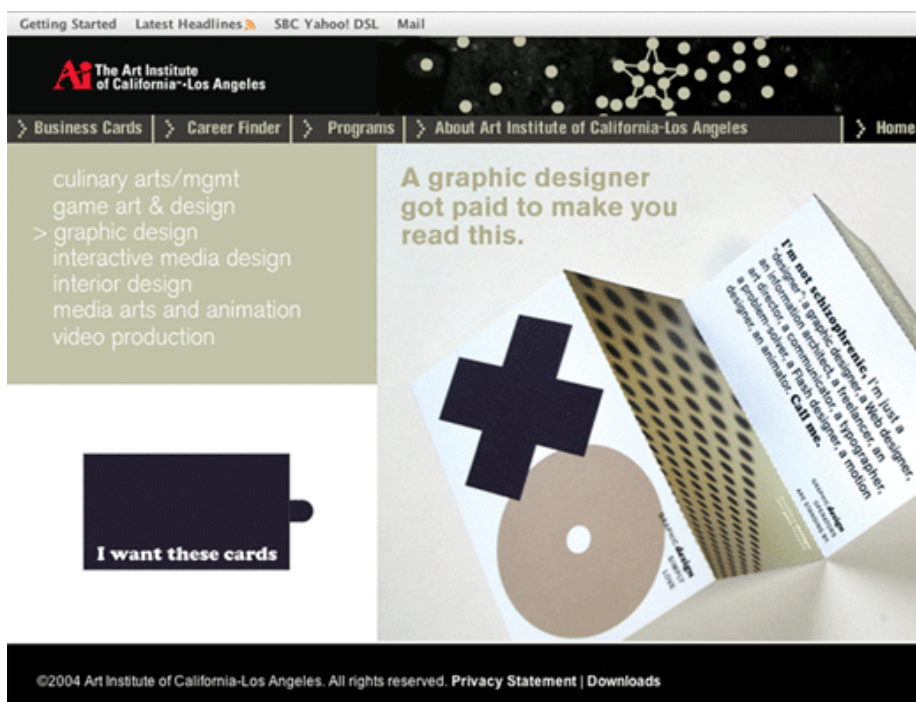


CASE STUDY / THE ART INSTITUTE: DIRECT MAIL CAMPAIGN AND MICROSITE  
**AN UNCONVENTIONAL APPROACH TO ENGAGE AUDIENCE**

The Art Institute of California (AI) was looking to increase enrollment. At the same time that art program funding was being cut from state curricula, AI was looking to capitalize on this weakness and gather prospects from community colleges. They also wanted to generate interest among high school seniors.



PowerBar sport specific landing pages



PowerBar sport specific landing pages

**CHALLENGE**

OIC was asked to provide the Art Institute of California sales force with more qualified leads to drive enrollment and better return on their marketing spending.

**SOLUTION**

OIC designed a unique integrated marketing campaign to create awareness of the Art Institute and showcase its opportunities to prospective students and candidates. The campaign deliverables include radio advertisement, banner ads, e-blasts, print ads, and a redesign of the website, including a dedicated landing page. Interested candidates were further pursued through special events, direct mail package, and brochures, to reinforce the consideration. For the AI marketing team, the sales force were provided with uniquely designed business cards with offer/incentives and strategy for telemarketing. Finally, an online response-tracking mechanism was also implemented to collect data.

**RESULTS**

The Art Institute of California increased their leads by 98 percent and doubled their special events attendance record, driving their cost-per-lead down by 49 percent.

**/ THE ART INSTITUTE OF CALIFORNIA INCREASED THEIR LEADS BY 98 PERCENT AND DOUBLED THEIR SPECIAL EVENTS ATTENDANCE RECORD.**

**/ THE COST-PER-LEAD DECREASED BY 49 PERCENT.**