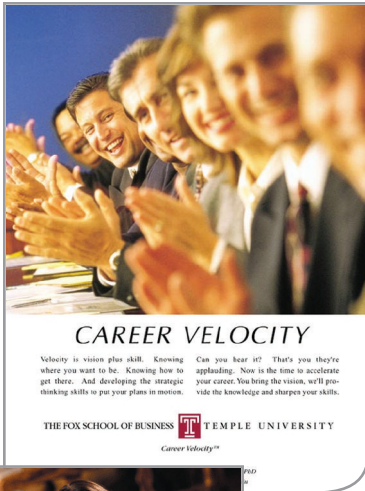


Case History

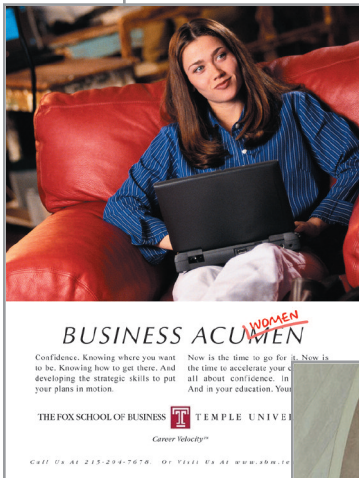


Situation: Temple's business school was renamed after a major benefactor, Richard J. Fox. The business school's image was excellent outside of the Philadelphia region but not very impressive within the Philadelphia region, which supplied over 80% of its students.

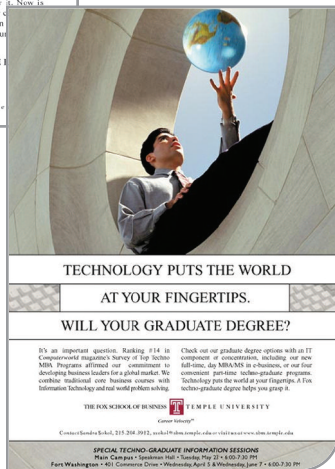
The dean of the business school hired Hunter to improve the image of the school in conjunction with its renaming.

Objective: Develop a new brand image to overcome existing negative perceptions.

Strategy: Reposition the brand and establish brand guidelines for internal and external communications. Use the highly visible MBA programs as the vehicle to launch the brand.



Outcome: The brand was repositioned as "the school for those who know they are going to succeed and want to accelerate their progress." The brand personality was developed as confident bordering on cockiness, but always with an air of success.



The MBA program experienced a 40% increase in applications and a higher average GMAT score.

Ads for MBA Campaign



Hunter is a brand strategy and communications firm that helps companies build their businesses through the power of a strong brand. For more information, please visit our website at www.rjhunter.com or contact John Willis at john@rjhunter.com or 877.363.0606 x801.