

# MORE

SALARY

VALUE

OPPORTUNITY

› **WITH AN MBA** ‹

INNOVATION

RESPECT

Ad strategy for the MBA programs at Kennesaw State University  
Kennesaw, Georgia

# › **ABOUT**

Kennesaw State University's Master of Business Administration serves as the mainstay in graduate courses offered by its college of business. In order to meet enrollment goals for future semesters, a more aggressive marketing strategy was needed partially in the form of a new advertisement campaign. We devised a branding campaign that was all-encompassing in order to cover all the advantages that such a degree would provide, when attained through KSU. We chose MORE. We needed a campaign with an interchangeable language model so we could appeal to different focus groups' needs. This way we could advertise for individual selling factors of a graduate program, like MORE SALARY, or MORE OPPORTUNITY, or even MORE RESPECT.



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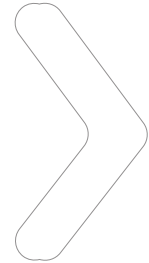
# ➤ **EARLY CONCEPT**

Prototype designs for the ad campaign focused on people and competition. We tried a few different visual styles and experimented with some approaches unorthodox of a collegiate branding voice. Ultimately, these concepts were not successful due to their reliance on outdated visuals (modern cars don't have mechanical odometers, and a briefcase is no longer the current-age indicator of a businessperson). We were also presented with the unique constraint of having no photography for the ad campaign. The visuals needed to be applicable anywhere and everywhere in order to get the most out of our targeting, and we didn't want to rely on a select few to be the literal face of the program.





# ›ADS



Key examples of the MORE campaign out in the world. We capitalized on ad opportunities and working contracts local to the Metro Atlanta area, but with reach that could potentially extend far beyond Georgia. Highlighted here is our ad for the Hartsfield-Jackson Atlanta International airport, which is the busiest airport in the world. We have also partnered internally with the KSU's Div 1 athletics team to boost our message during peak sports seasons on their jumbotron and courtside digital ads.

[View the animated airport ads HERE](#)



# PRINT

We placed the MORE campaign in CEO Magazine, Georgia Biz Magazine, and Leadership Cobb to reach influential professionals and leaders in our community. These publications align with our mission to showcase KSU's MBA programs as a premier choice for leadership and innovation in business education. By targeting these audiences, we amplify our commitment to developing leaders who drive economic and organizational success.





# ›DIGITAL

Many MORE campaign assets were ad hoc requests for specific ideas. During the run of the campaign, the program expanded its features, and acquired new spheres of influence within the business community. We needed to create additional assets that reflected these changes and signs of brand growth.

As a result of the MORE campaign and other factors, we achieved record enrollment in our WebMBA program and one of the largest incoming classes for our Evening MBA program.



MORE ›INNOVATION

MORE ›GROWTH

MORE ›VALUE

MORE ›RESPECT

MORE ›OPPORTUNITY

GET

›MORE WITH AN MBA‹

FROM KENNESAW STATE UNIVERSITY

Kennesaw State University's Master of Business Administration programs are recognized globally by **CEO Magazine**, **The Princeton Review**, **Fortune**, and more for providing rigorous and relevant educational experiences that translate into real-world career advancement. As one of the **top 50 universities in the nation** for producing Black MBA graduates, KSU is committed to showing an increasingly diverse student population how they can **get more with an MBA**.

DISCOVER KSU'S MBA PROGRAMS



KENNESAW STATE UNIVERSITY  
COLES COLLEGE OF BUSINESS



KENNESAW STATE UNIVERSITY  
COLES COLLEGE OF BUSINESS  
MBA Programs

VALUE  
OPPORTUNITY  
INNOVATION  
RESPECT  
SALARY

› MORE WITH AN MBA

NETWORK  
CAREER SERVICES  
FLEXIBILITY  
SKILLS  
ROI

Get **MORE** with an MBA  
from **Kennesaw State University**

WEBMBA  
EVENING MBA  
EXECUTIVE MBA



RURAL MANAGEMENT

›MORE CONCENTRATIONS

BUSINESS INTELLIGENCE

SALARY  
VALUE  
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RESPECT

MORE ›WITH AN MBA‹

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KENNESAW STATE UNIVERSITY



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**KENNESAW STATE**  
UNIVERSITY  
COLES COLLEGE OF BUSINESS