

**CASE STUDY**

THE COLLEGE OF WILLIAM & MARY

Elevating Brand Visibility to Capture the Transitioning Military Market

CHALLENGES

The College of William & Mary sought to solidify its reputation as a premier destination for military-connected students. While the institution holds a prestigious academic standing, they recognized the need to proactively market their brand to the military community to maintain a competitive edge. Facing the same intensified competition for students seen across higher education, William & Mary aimed to increase top-of-mind awareness specifically among service members preparing to re-enter civilian life.

Cutting Through a Crowded Marketplace: Colleges and universities are vying for the same limited group of students, driving up marketing noise. William & Mary needed a high-impact strategy to differentiate itself from other institutions and ensure its message was seen by the right audience at the right time.

Reaching Service Members at the Pivotal Moment: Connecting with service members specifically during their transition window—when they are actively deciding on their next career or educational steps—is difficult. The college needed a vehicle that provided guaranteed access to this transient population.

Achieving Consistent Brand Recall: A single touchpoint is rarely enough to influence a major life decision like choosing a university. William & Mary faced the challenge of balancing a major "splash" to grab attention with the sustained visibility required to keep their brand relevant throughout the year.

SOLUTION

To achieve maximum visibility and brand authority, the College of William & Mary executed a high-impact print and branding campaign within G.I. Jobs®, the leading resource for transitioning military. This strategy focused on dominating the visual landscape of the most critical publication in the industry:

- Dominant Placement in G.I. Jobs
- Sustained Frequency Strategy
- Strategic Brand Positioning

RESULTS

The campaign successfully established the College of William & Mary as a highly visible and authoritative presence within the military transition space. By anchoring their strategy with a Gatefold in the "Mother of All Transition Guides," the college secured a dominant share of voice among a captured audience of active job and education seekers.

Maximized Brand Reach: The Gatefold placement delivered high-impact impressions to a massive readership of transitioning service members, ensuring the college was a focal point during their critical decision-making window.

Enhanced Brand Recall: The combination of a high-impact launch and sustained 1/3 page ads created a "surround sound" effect, significantly increasing the likelihood that prospective students would remember and consider the university.

Authority and Trust: Appearing prominently in the industry's most trusted guide validated the college's commitment to veterans, effectively differentiating them from competitors relying on lower-tier marketing channels.



WHY IT MATTERS

In a competitive higher education landscape, visibility is credibility. By leveraging a Gatefold in the premier transition guide, the College of William & Mary did more than just buy an ad; they planted a flag. This strategy proves that combining high-impact placements with consistent frequency is the most effective way to build brand equity and ensure that when a service member is ready to choose a school, William & Mary is the first name they think of.



Service. Redefined.

