



## CASE STUDY

SOMETIMES A LITTLE RESEARCH  
GOES A LONG WAY

*One New England College*

**THE**  
**Allied** GROUP

*Driving Marketing & Operational Performance.*

## > THE COLLEGE

The **College** is a New England institution with a very strong reputation as well as a brand that is perceived to be exclusive, and just below “Ivy League”.

## > THE ISSUES

With enrollment down for this particular program and increased competition from area colleges, this New England Institution was faced with a mandate to boost enrollment and begin to understand and identify its competitive advantages. In addition it was important to begin developing a profile of an “ideal” student in order to more easily identify more of them.

While we were faced with a specific task (increase enrollment in the IDP program), it was clear that in order to be successful, we needed to first do some research to determine what was important to prospective students and what messaging was correct in order to captivate and communicate with them in a way they could relate.

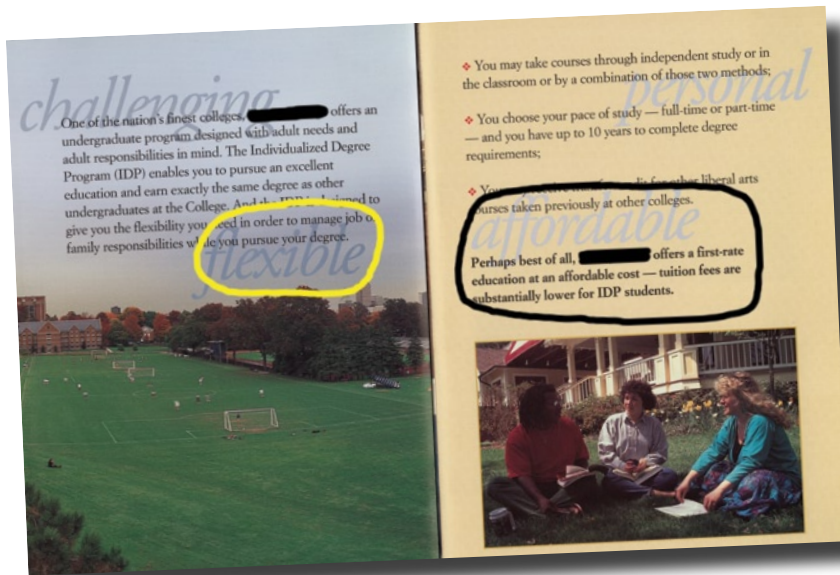
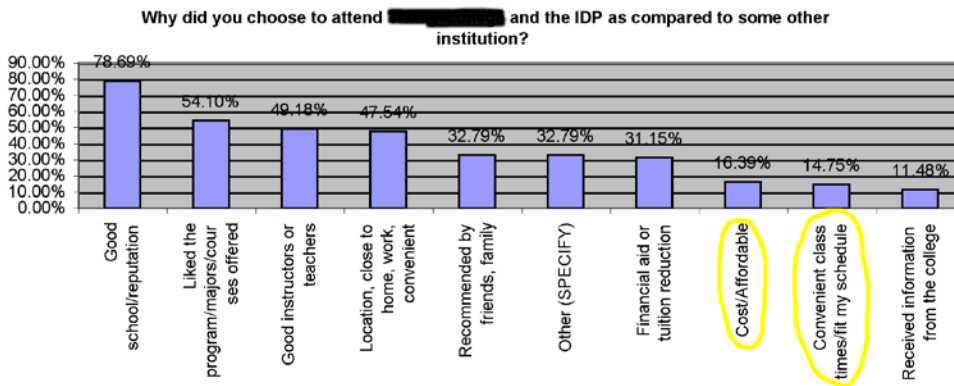


**The Allied Group**  
was challenged to  
increase enrollment  
for a specific  
graduate program.

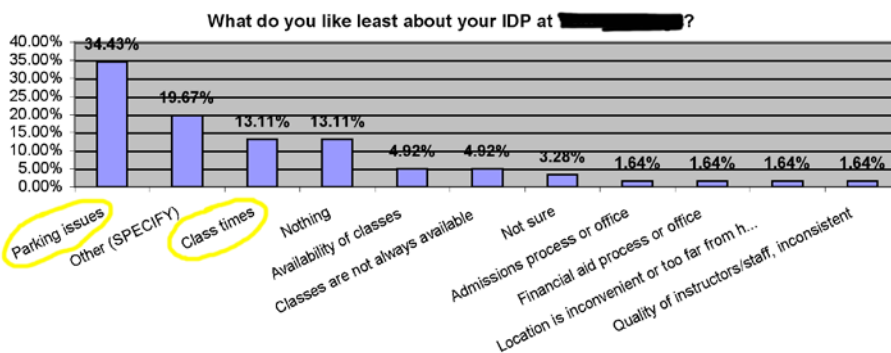
> THE SOLUTION

The Allied Group proposed and began to develop and implement a formal research project aimed to determine what current students were saying about this program, what they liked, disliked and what factored into their decisions to originally chose this program.

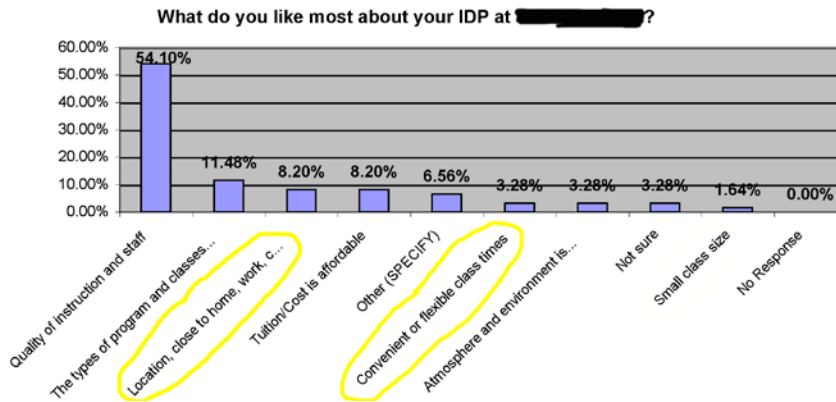
> EXAMPLES, INFORMAL RESULTS & EXISTING COLLATERAL & MESSAGING



The Allied Group was called in to research the issue and make recommendations with the understanding that the results of the research would dictate the direction of future efforts.



> EXAMPLES, INFORMAL RESULTS & EXISTING COLLATERAL & MESSAGING



# RESULTS

The overall results of the research revealed that there were many areas of inconsistency in messaging.

In addition, many of the message areas that were focused on, turned out to not be that relevant to many students.

These results have enabled us to come up with a solution that focuses solely on the areas that existing students told us were important.

How did you first hear about the IDP at [redacted]?

