



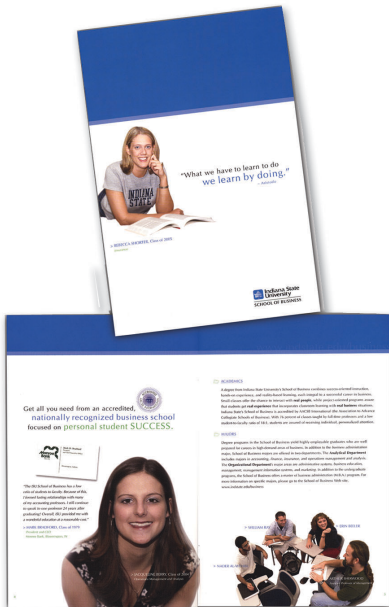
ADVERTISING - DIRECT MAIL

The direct mail pieces sent to students in the dorms and to their parents at home promoted on-campus living at Indiana State University. Related materials in the campaign included an outdoor board, table tents, posters and tray liners in the student commons.



ADVERTISING - OUTDOOR

A large outdoor board placed close to campus to target those who may be thinking about moving or who have moved off campus was part of the campaign promoting on-campus living.



ADVERTISING - COLLATERAL

A viewbook for the College of Business featured words and photos from real students, faculty and successful alumni.



ADVERTISING - DIRECT MAIL

A direct mail promotion based on super hero trading cards was developed to market a new information technology program and three related existing programs.