



ADVERTISING - OUTDOOR

In support of the direct mail campaign, Ivy Tech used billboards to maintain top-of-mind awareness.



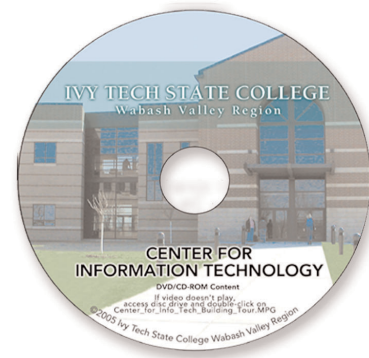
ADVERTISING - DIRECT MAIL

A campaign of two direct mails was used to target individuals and business interested in continuing education opportunities.



ADVERTISING - PRINT COLLATERAL

The print collateral was used to support the many choices the college offers and reinforce the overall brand of "Make It Happen!"



INTERACTIVE MEDIA - DVD

Ivy Tech State College produced a DVD project to announce the highlights and advantages of the new Center for Information Technology.