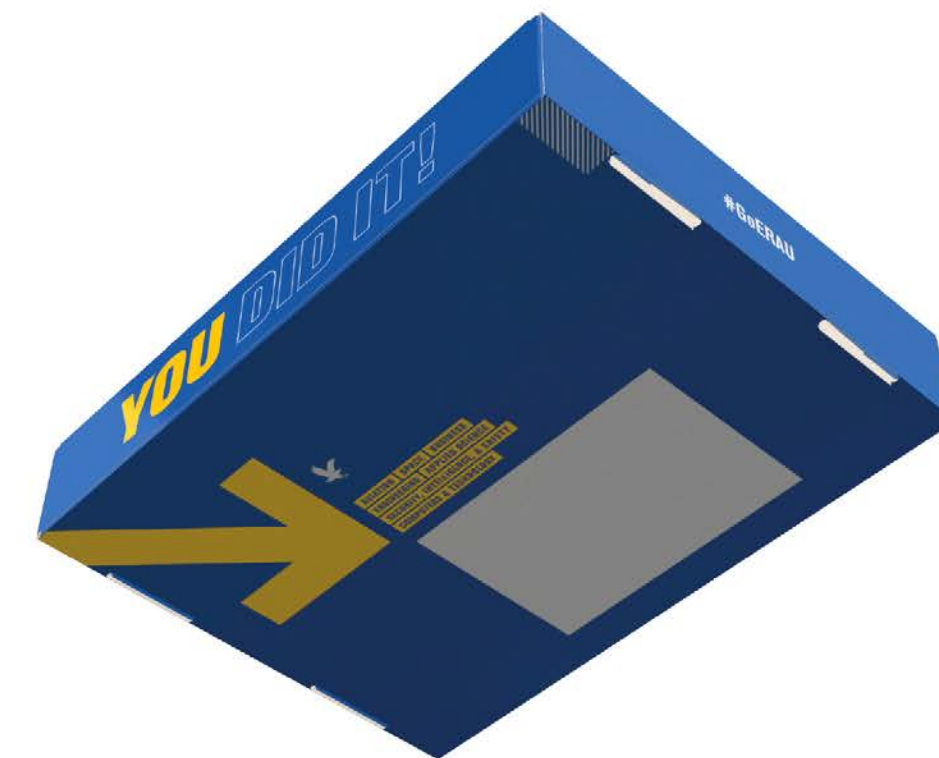


# ACCEPTED STUDENT PACKAGE

Enrollment Marketing  
Redesign Project





## Previous Accepted Student Packet

- Booklet Envelope
- Pocket Folder
- Bi-fold Next Steps Document
- Acceptance Letter
- Degree Certificate



# THE CHALLENGE.

To elevate the student acceptance experience.



## How do we create an **exciting acceptance experience** (during a pandemic)?

One that will leave a lasting impression and generate action

## How do we **stand out** among the other acceptance notifications these students will be receiving?

Multiple offers, from our competitors

## Can we **realistically meet the deadline** for our fall acceptance cycle?

Beginning of October rollout



Kickoff meeting: **July 1**

Concept due: **July 13** (9 business days)

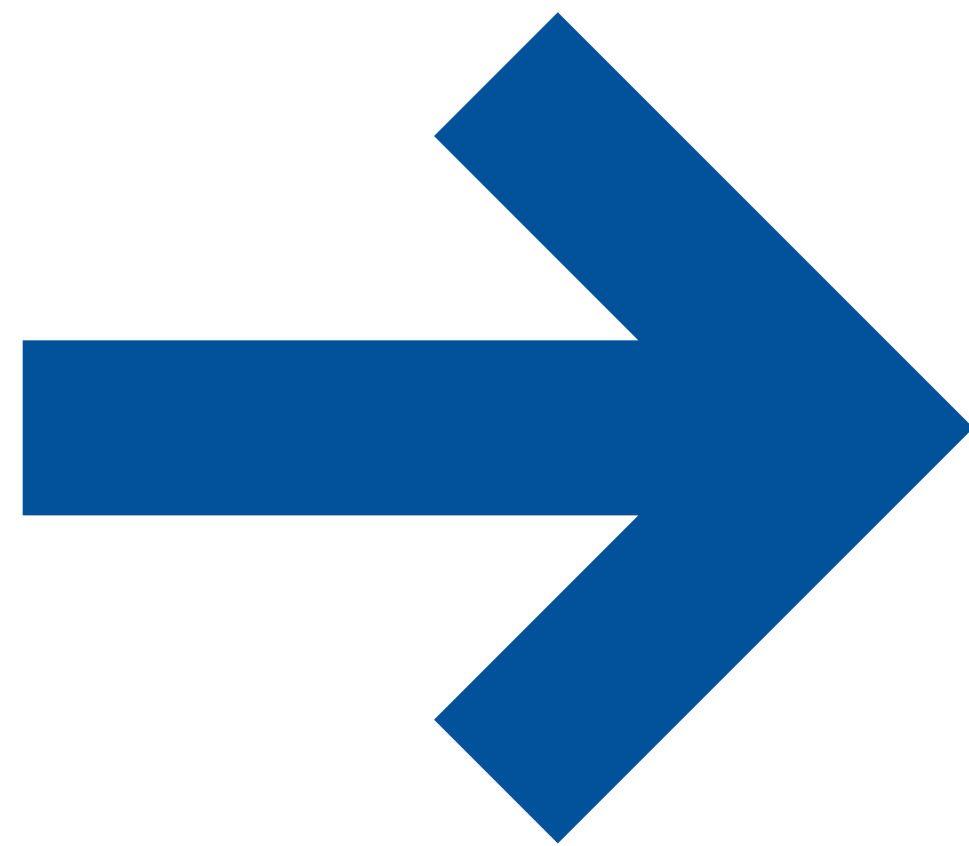
First package mailed: **October 16**





**HOW  
EXACTLY  
DID WE  
GET HERE?**





## **The Process**

**Research**

**Brainstorming / Concepting**

**Sketching**

**Wire Frames / Mockups**

**Creative**

**Estimating**

**Presentation / Prototype**

**Revisions**

**Approval**

**Production**

**Testing**

**Fulfillment**

**Mailing**



**WE  
ASKED  
OURSELVES...**





**...it's not just about making things **look pretty**.**

**What are **other universities** doing?**

**How do we want prospective students to **feel**?**

**How do we explore the power of **touch**?**

**What **action(s)** do we want them to take?**

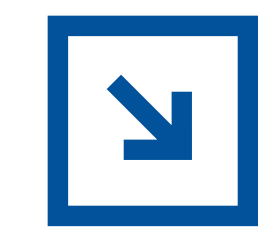
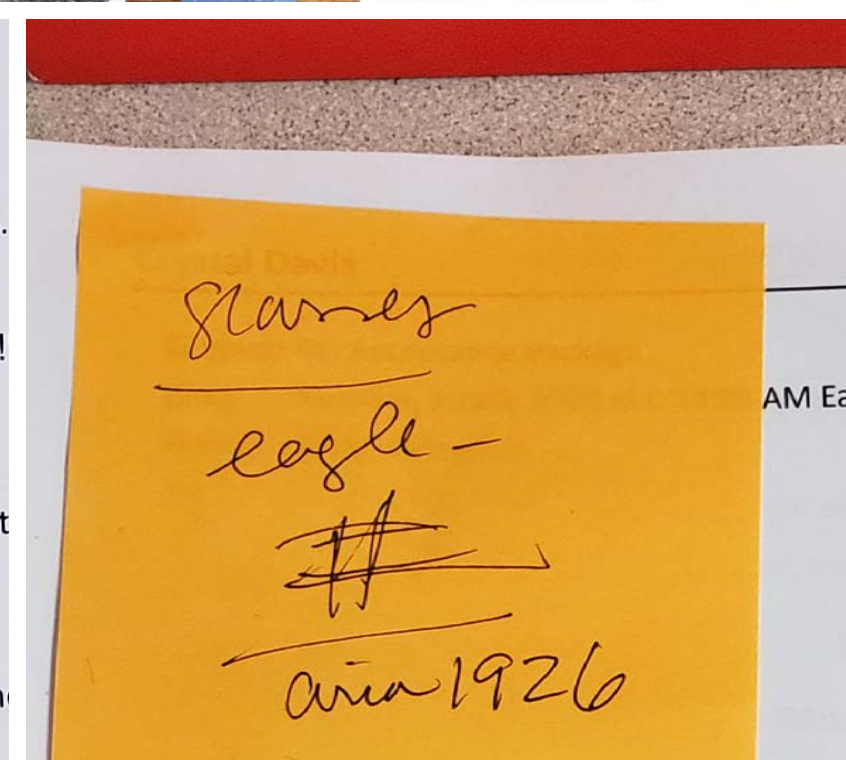
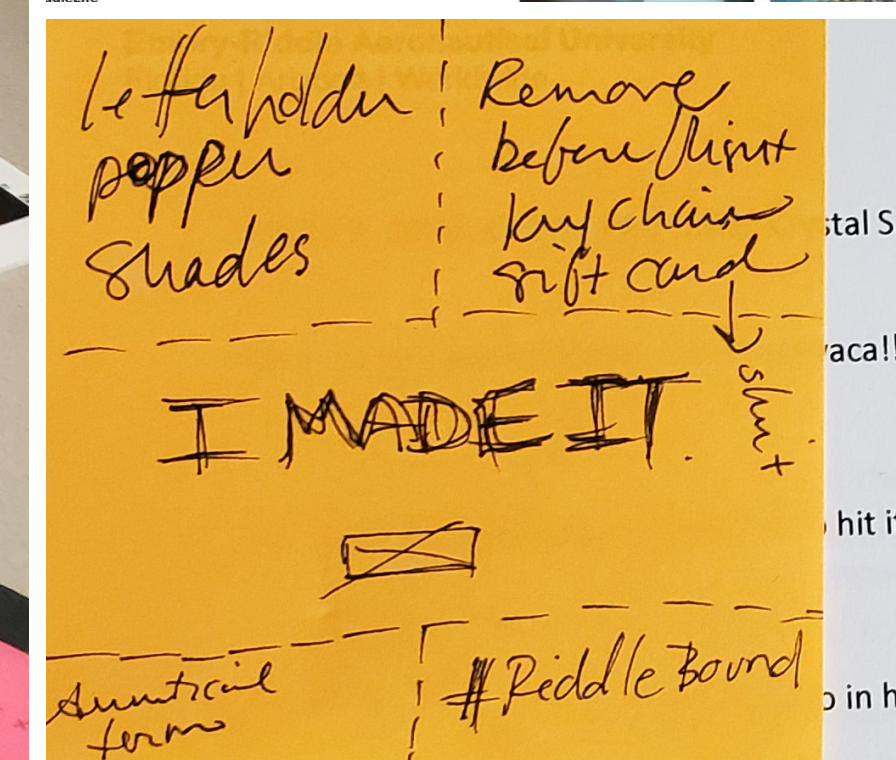
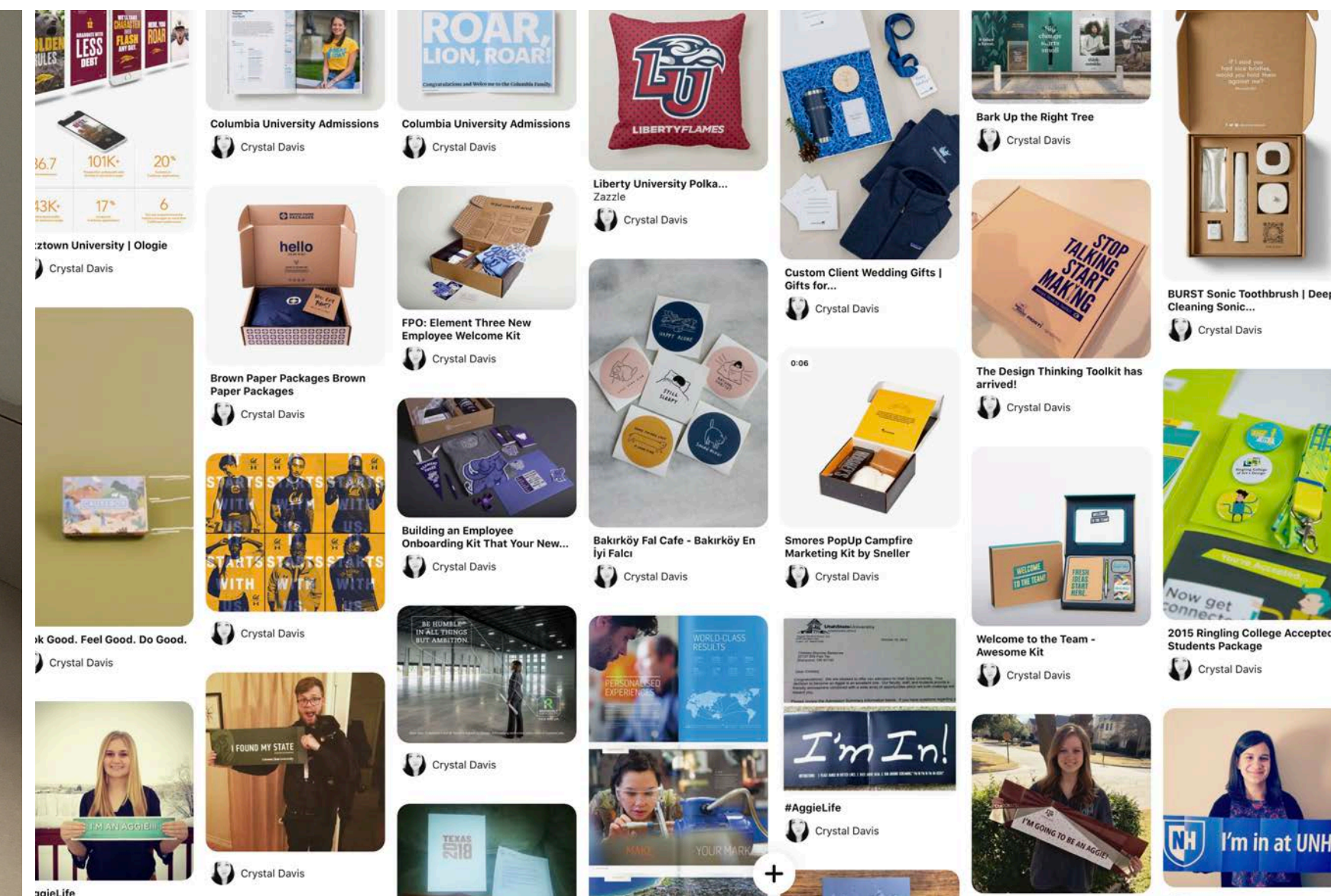
**How do we encourage social **sharing** and **engagement**?**

**What **information** is required?**

**What are the **components**?**

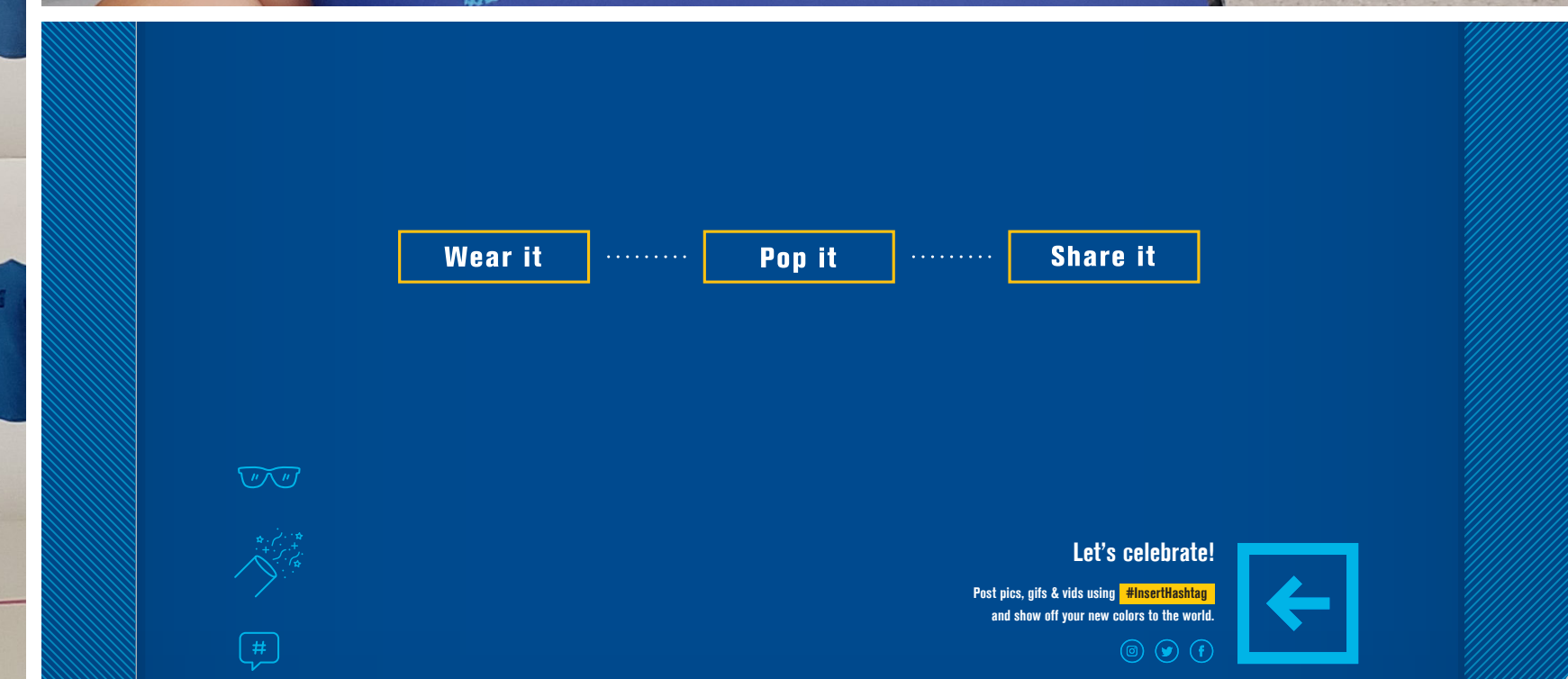
**What is our **message** and **voice**?**



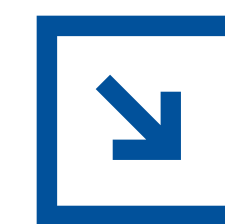


Research / Brainstorming Stage

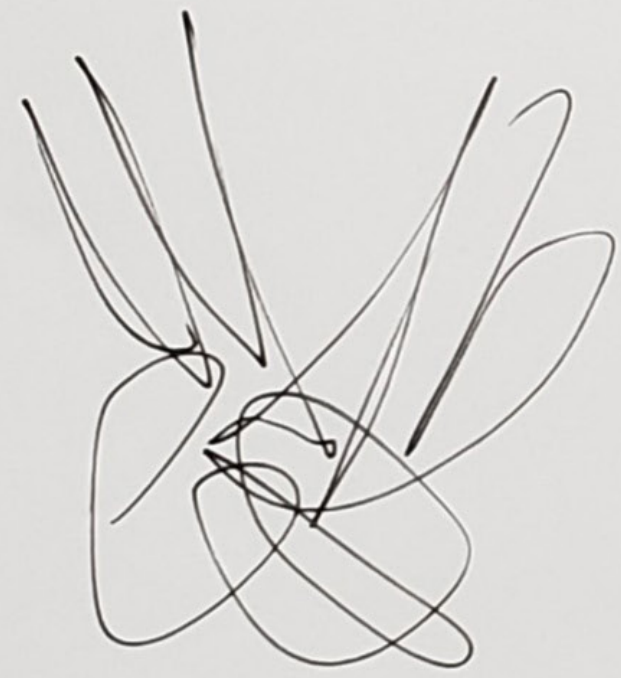




Exploring Messaging

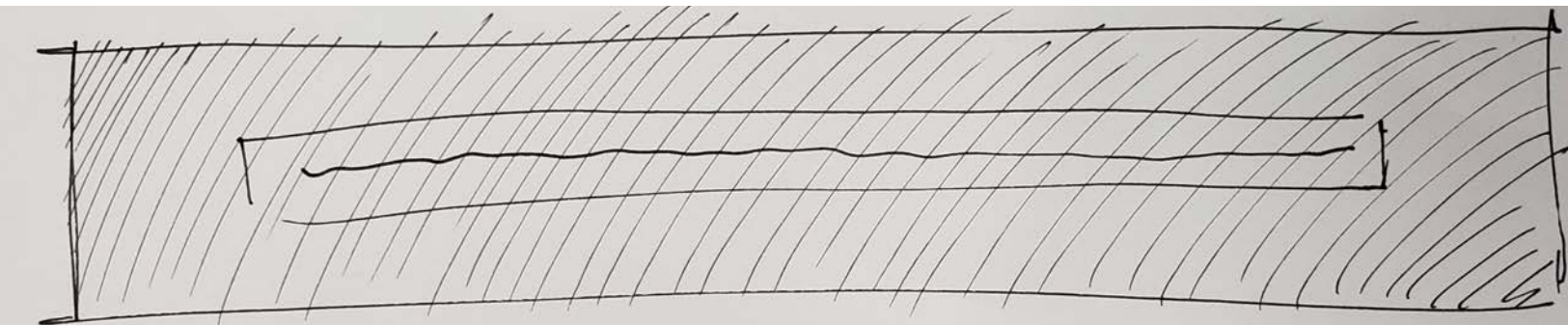
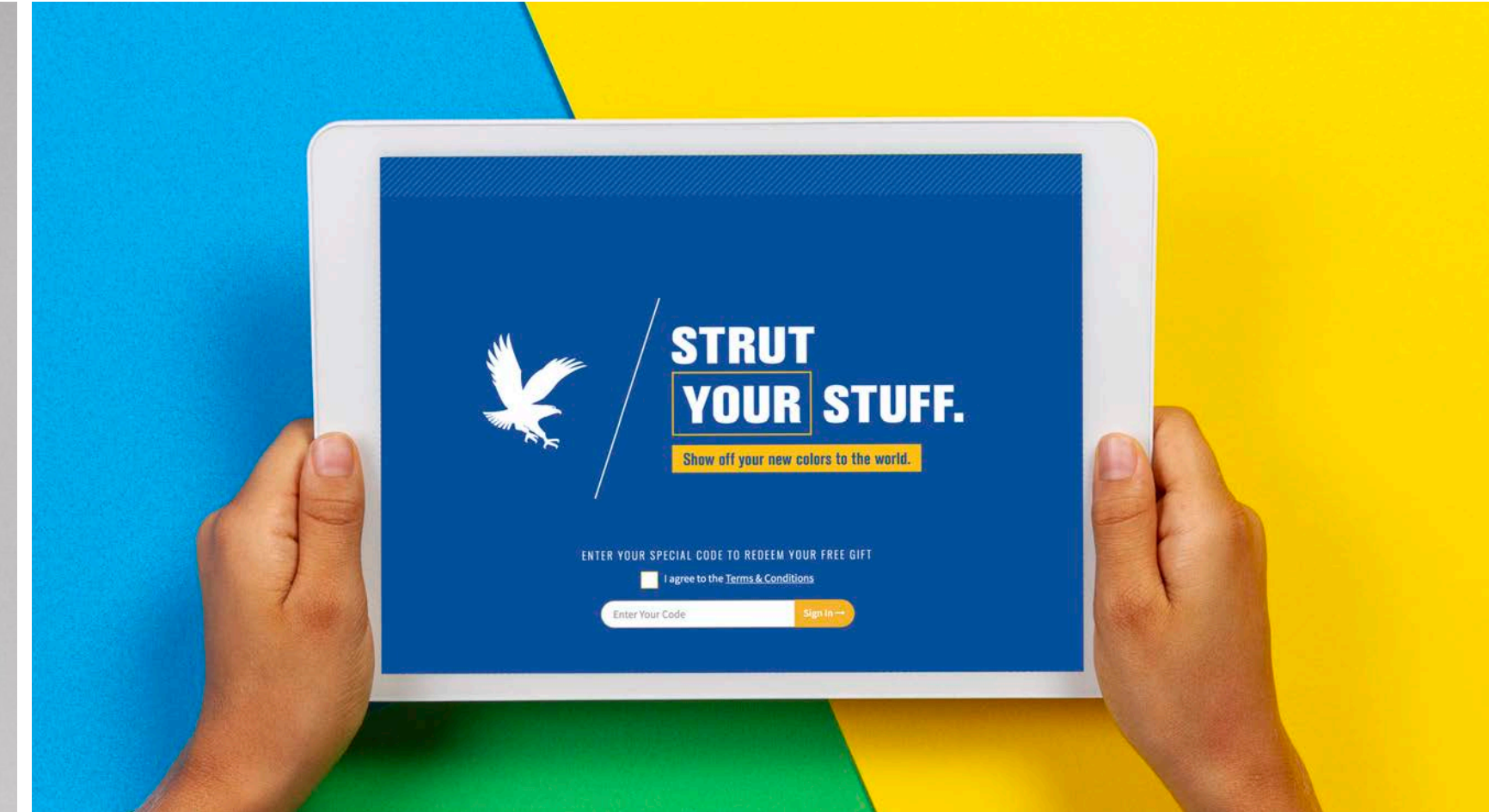
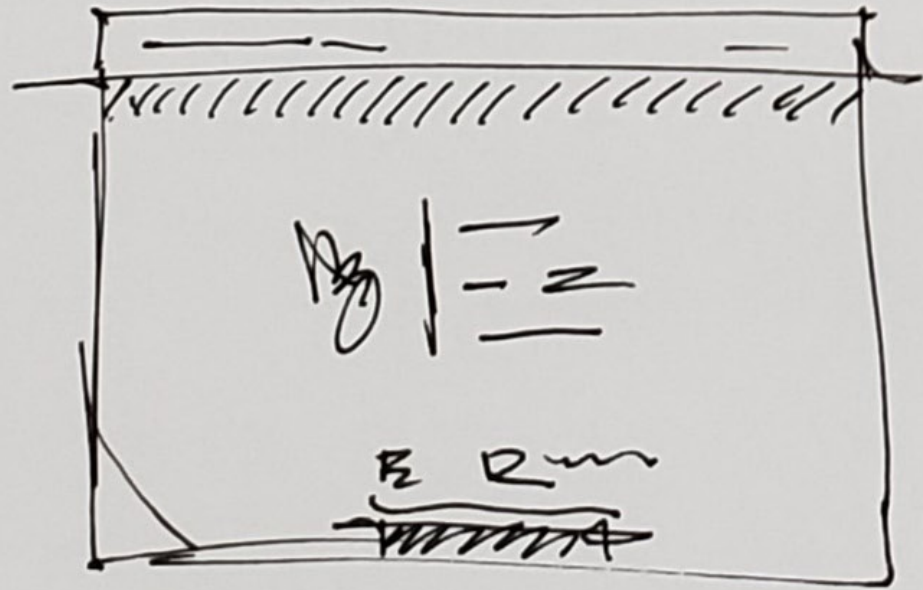
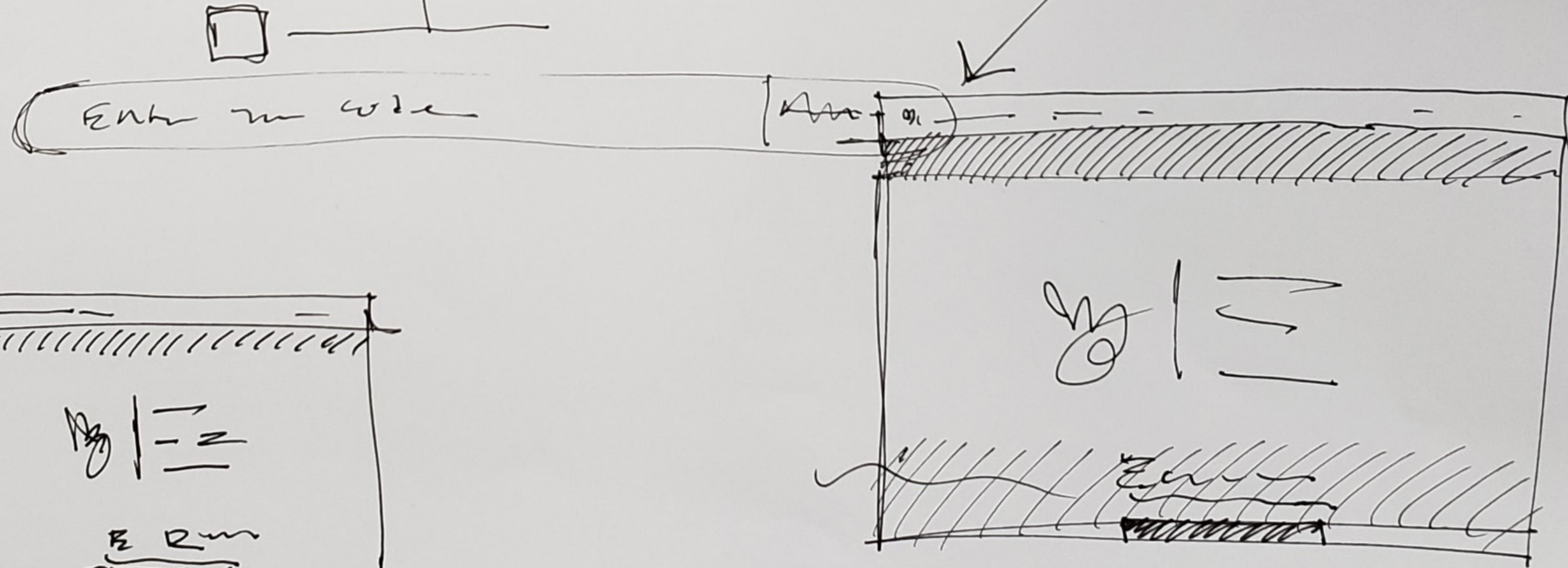


Exploring Touch / Components



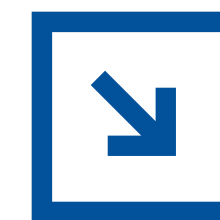
STRUT  
YOUR <sup>show me new</sup>  
STUFF <sup>colors to the world.</sup>

EMBLY-RIDDLE  
ARE UNKN.

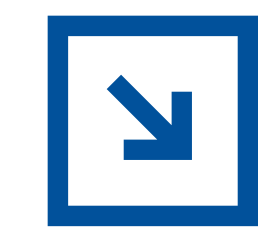
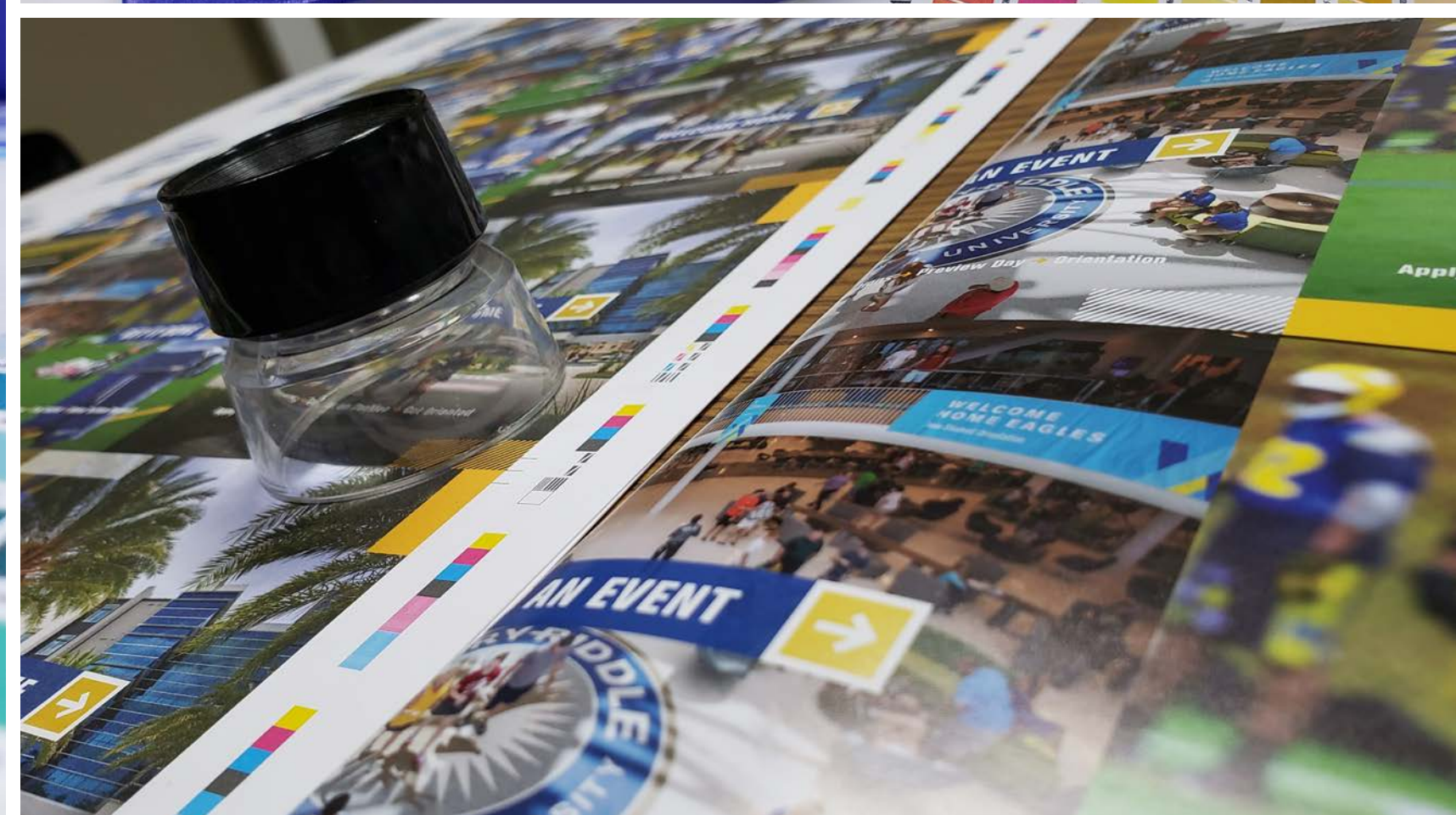


That's right...

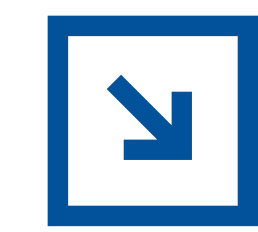
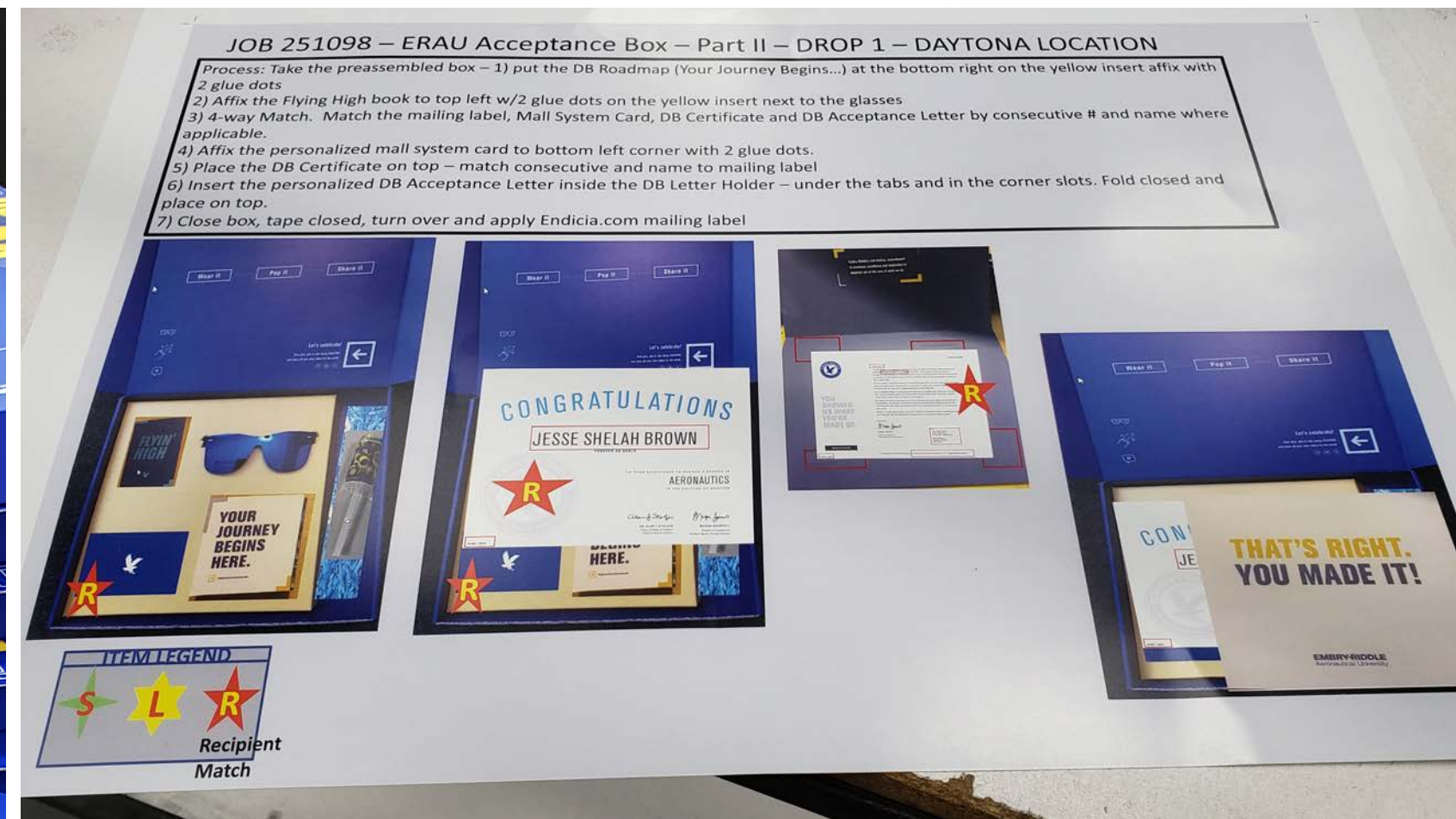
You're one of us now!




Digital Components




Production Stage



Fulfillment / Mailing Stage



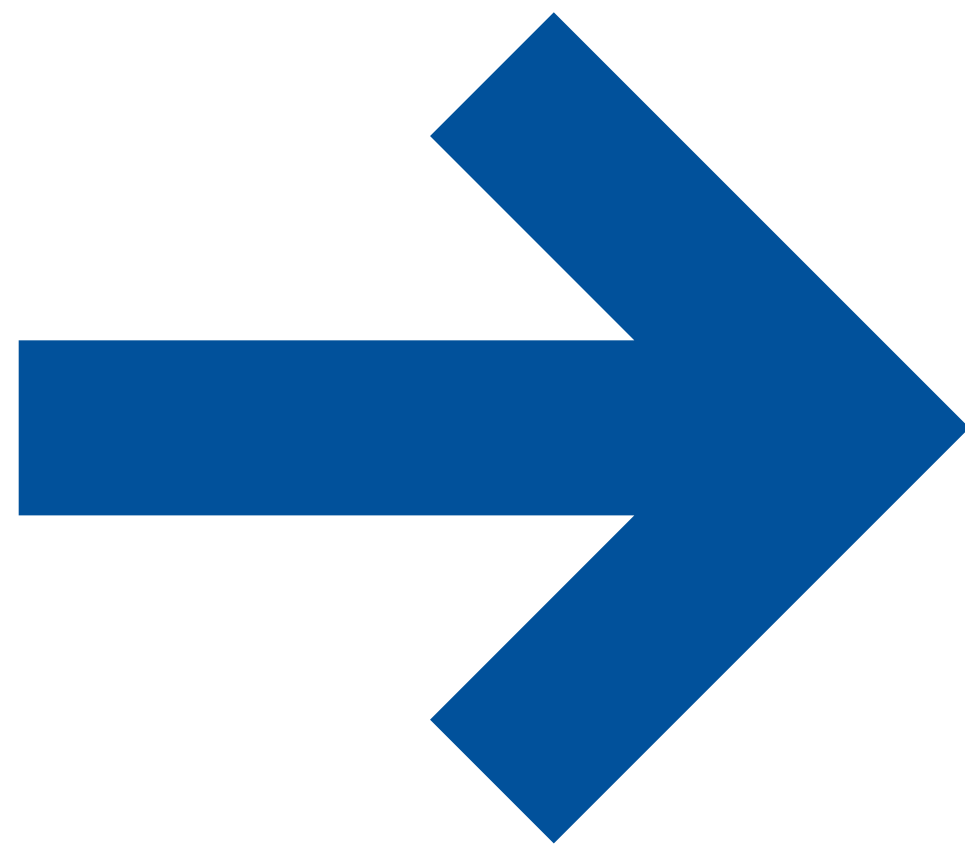
**WHAT'S  
IN THAT  
BOX?**







- Ear-Lock Mailer Box
- Tray Insert
- Mini Notebook
- Gift Card
- Mirrored Sunglasses
- Confetti Popper
- Crinkle Paper
- Accordion Fold Brochure
- Z-Fold Letter Holder
- Acceptance Letter
- Degree Certificate




## **Much more than an acceptance letter.**

We are **building** excitement, **reinforcing** our brand, **increasing** the value of our brand through touch and interactive components, **encouraging** social sharing #GoERAU, **building** affinity, **paying homage** to our aviation roots, **reminding** students we are an established institution and **informing** students of their next steps in the admissions process.



**YOU'VE  
GOT MAIL.**





**How did the students  
(and their families) react?**

**TAKE  
A LOOK!**





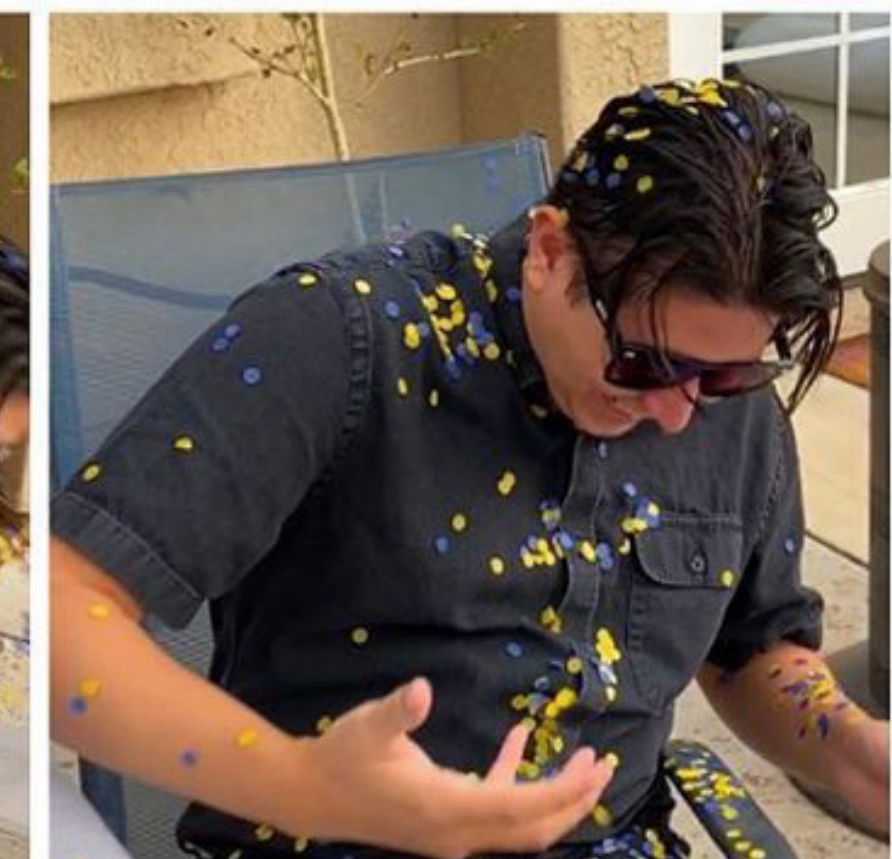
I can't believe I got accepted into Embry-Riddle Aeronautical University- **my first-choice for college!** I wouldn't be here without my friends and family so I wanted to thank everyone who's been there by my side. I'm so excited to further my education and get my bachelors degree in aeronautical science as an Eagle at ERAU!

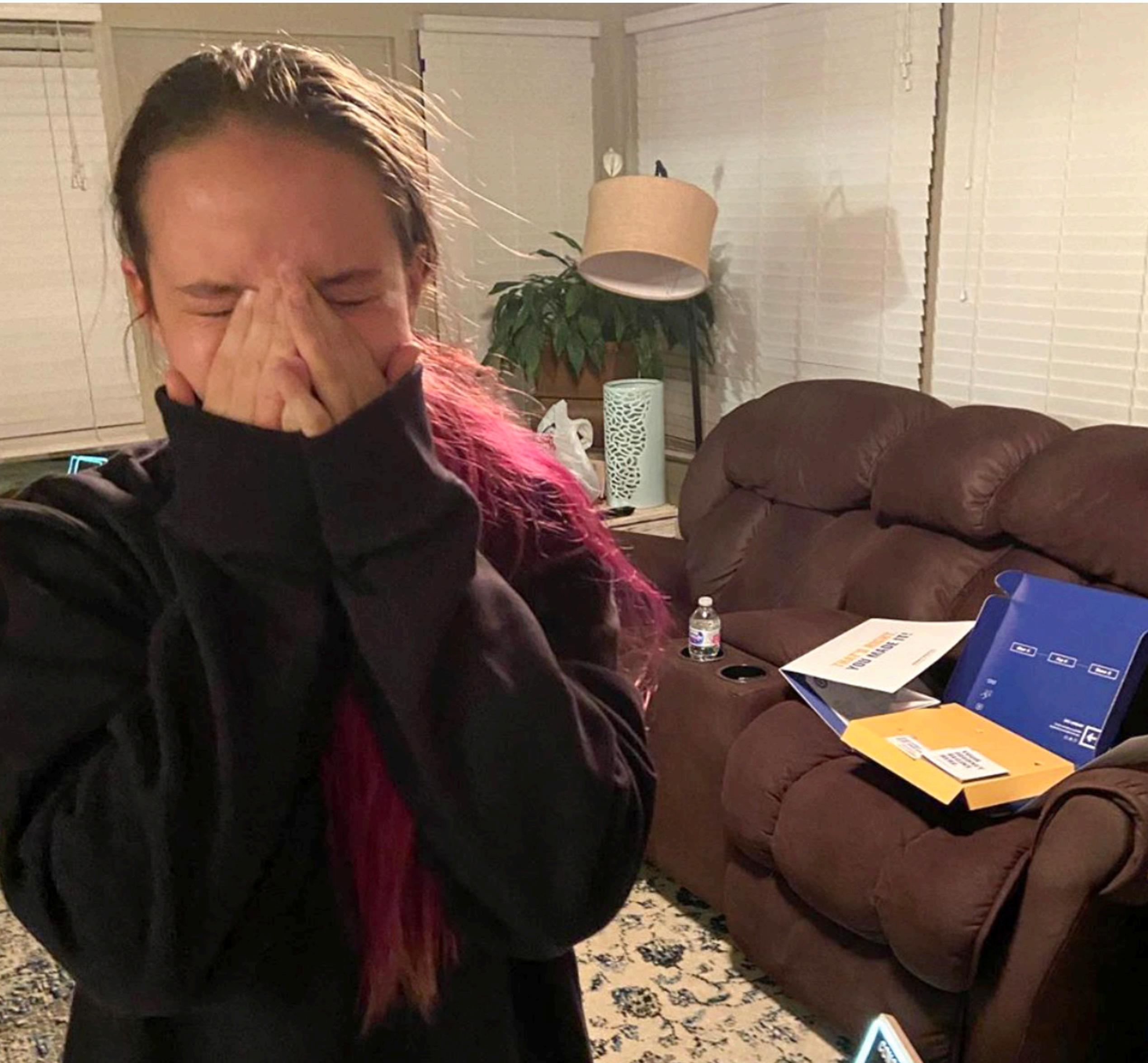






I can't believe I got accepted into Embry-Riddle Aeronautical University-**my first-choice** for college! I wouldn't be here without my friends and family so I wanted to thank everyone who's been there by my side. I'm so excited to further my education and get my bachelors degree in aeronautical science as an Eagle at ERAU! #goerau #embryriddledaytona #embryriddleaeronauticaluniversity @embryriddledaytona





We got home from Team State Tennis to find a package from Embry-Riddle! Nathan is in!!! PTL!! Florida and aeronautical engineering, here we come!! #GoERAU #praisethelord #hardwork #embryriddle #thankyoufortheprayers







# HOW DID THEY FEEL?

**We'll show you.**





“

**It was one of the happiest moments of my life! I have **never ran so fast** back to my house to open a package.**

”



“

**I really liked it and it was very excited  
to get a **tangible form of acceptance**  
instead of just an email!**

”



“

**I was excited to see the box delivered by the mailman, and I immediately knew I was accepted. The box had great presentation with the certificate, checklist, and free gifts.**

”





“

**I was super excited. Already a box was more than what I was expecting, especially since I didn't feel I was able to get into ERAU, but then when I saw it, I was ecstatic. I thought it was really cool, and I look forward, finances permitting, to attending next year!**

”

