

UNIVERSITY PRE-COLLEGE PROGRAM: MARKET & COMPETITION RESEARCH

OBJECTIVES

When auditing a university's pre-college program regarding competitors, key objectives include understanding competitor offerings, assessing market positioning, evaluating marketing strategies, and identifying opportunities and threats. For this Big 10 university's art & design school, understanding who their competitors in the pre-college space are and what their content strategies are.

SOLUTION

Auditing a university's pre-college program for competitors and content strategy provides crucial insights. It helps in analyzing competitors' offerings, market positioning, and marketing strategies. This analysis uncovers strengths, weaknesses, opportunities, and threats, guiding strategic decisions. Evaluating the content strategy identifies areas for improvement, ensuring alignment with audience preferences. Furthermore, the audit reveals emerging trends, gaps in the market, and opportunities for differentiation. Ultimately, it strengthens the university's brand positioning, messaging, and competitiveness in the pre-college education landscape.

RESULTS

1. Identifying areas of improvement

We were able to identify multiple areas of opportunity for this unit when it came to competitor content strategy. Updating performance media, changing targeting, and diversifying creative were all outcomes of this exercise.

2. Strengthening unit's messaging

By studying competitor messaging and asking questions of this unit's pre-college applicants, we were able to rewrite copy for this unit to use in email marketing, postcards, organic social, and performance marketing.

3. Revealing emerging trends in industry

In congruence with strengthening this unit's messaging, revealing the emerging trends in this industry helped update marketing strategy as well. Moves to vertical-first video shoots, pointed messaging about outcomes of the program, and interviews with past students helped this unit strengthen their voice in the industry.



AT A GLANCE

CHALLENGES

- Identifying competitors
- Assessing market positioning
- Identifying opportunities & threats

RESULTS

- Identified areas of improvement in paid advertising
- Strengthening unit's messaging
- Revealed industry's emerging trends



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"Working with an art and design program to audit their competitors was a lot of fun. Being able to look at competitor creative and copy and figure out how to help clients improve their brand."

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