YOU CAN WRITE YOUR OWN RULES

THE CAMPAIGN

Ivy Tech Community College serves adult learners across Indiana with real pathways to careers and certifications. Its scale and impact were undeniable — but perception hadn't caught up. This campaign asked one question: does the brand inspire belief at the moments that actually matter? Not with hype. With humility, respect, and emotional clarity.

THE CHALLENGE

Ivy Tech was respected by employers and public-sector leaders, but prospective students still dismissed it as a fallback, or worse, "not for me." Parents questioned the long-term value. Students quietly wrestled with doubt — about school, about fit, about themselves. The problem was never awareness. It was belief.

THE SOLUTION

Instead of giving answers, we listened for the real emotional barriers standing between adult learners and enrollment. What we found: ambition wasn't the gap. Belief was. So we built messaging that treated the audience as capable, thoughtful, and worthy of respect — with Ivy Tech positioned not as the hero, but as a credible, supportive guide standing beside them.

THE RESULTS

5% REGISTRATION RATE

among an audience that had applied but not enrolled.

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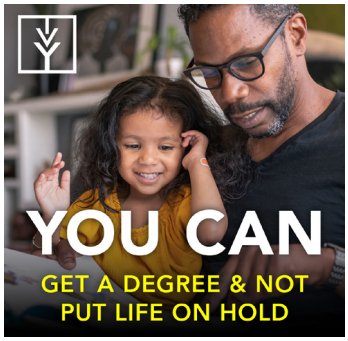

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