

IMPROVED MARKETING MAKES ALL THE DIFFERENCE

PROJECT OVERVIEW: PHI CHI THETA

A business fraternity at Indiana University wanted to improve its brand awareness in time for the upcoming recruitment.

After conducting an in-depth social media audit and a campus awareness survey, the team identified the business fraternity's main weakness:

- **Lack of brand awareness:** In a survey of 25 randomly selected IU students, only 50% had heard of the business fraternity. Within that 50%, the students did not know how the client differed from other IU business fraternities.

PROJECT FOCUS



- Analyze current brand awareness and online presence
- Redesign marketing materials to improve brand awareness
- Teach fundamentals of design software to better market future recruitment

OUR RECOMMENDATIONS

Proposed suggestions on how to make social media accounts more visually appealing and clearly showcase client's values to potential rushees

New ways to promote recruitment for the spring semester:

- Designed promotional recruitment flyers to be distributed to generate interest
- Provided tips on advertising throughout campus at low cost with expanded reach

Led Adobe InDesign workshop with 12 business fraternity members and created distributable handout of instructions so any member could gain design skills

RESULTS



Taught business fraternity members **graphic design skills** that are essential to creating engaging marketing materials



Increased number of rushees by 60% from the fall semester