

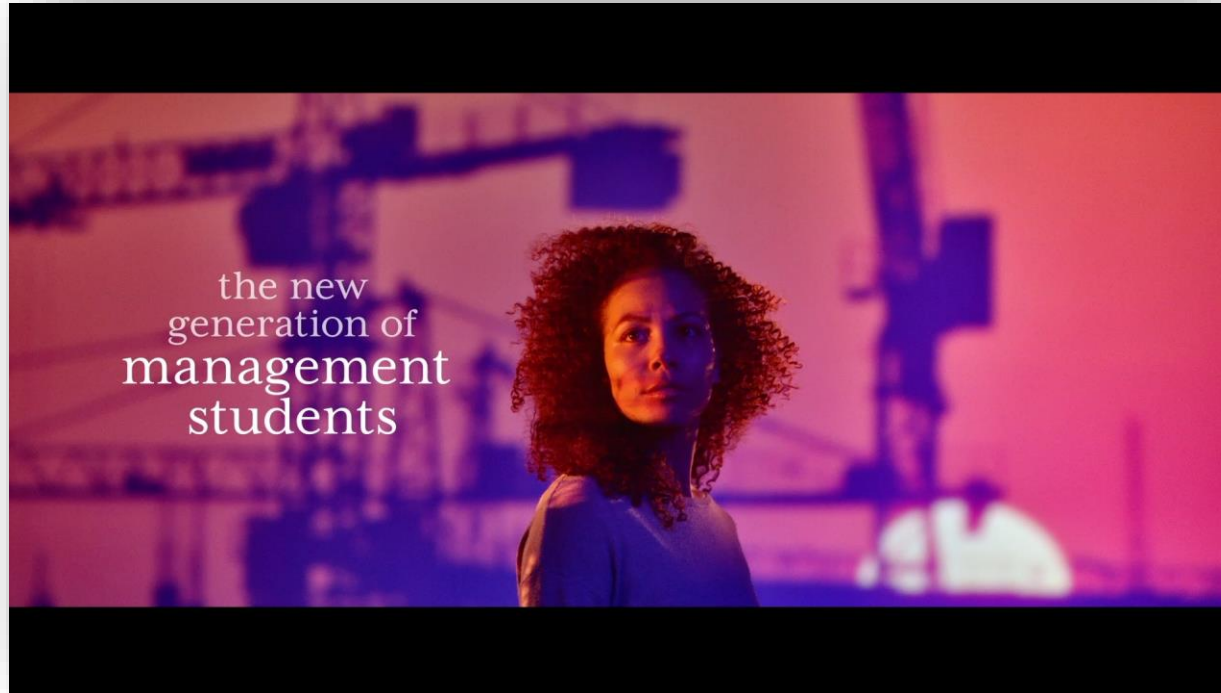
# MBA of VALUE

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Rotterdam School of Management, Erasmus University  
integrated marketing campaign

# 'MBA of VALUE' campaign

Campaign Video + 7 :15 knockdowns for social media

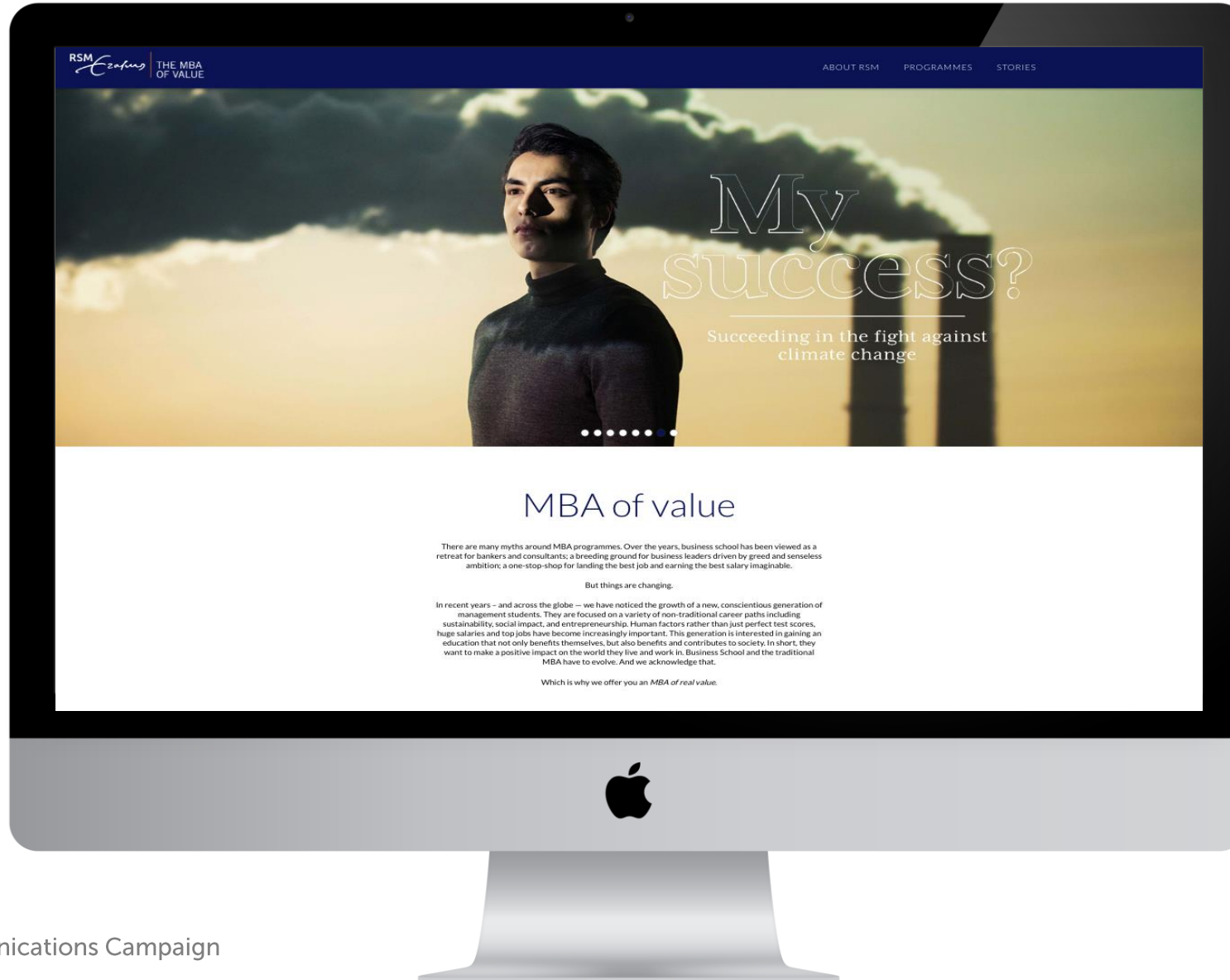


[Link to video](#)

- [Knockdown 1](#)
- [Knockdown 2](#)
- [Knockdown 3](#)
- [Knockdown 4](#)
- [Knockdown 5](#)
- [Knockdown 6](#)
- [Knockdown 7](#)
- [Knockdown 8](#)

# 'MBA of VALUE' campaign

Campaign microsite



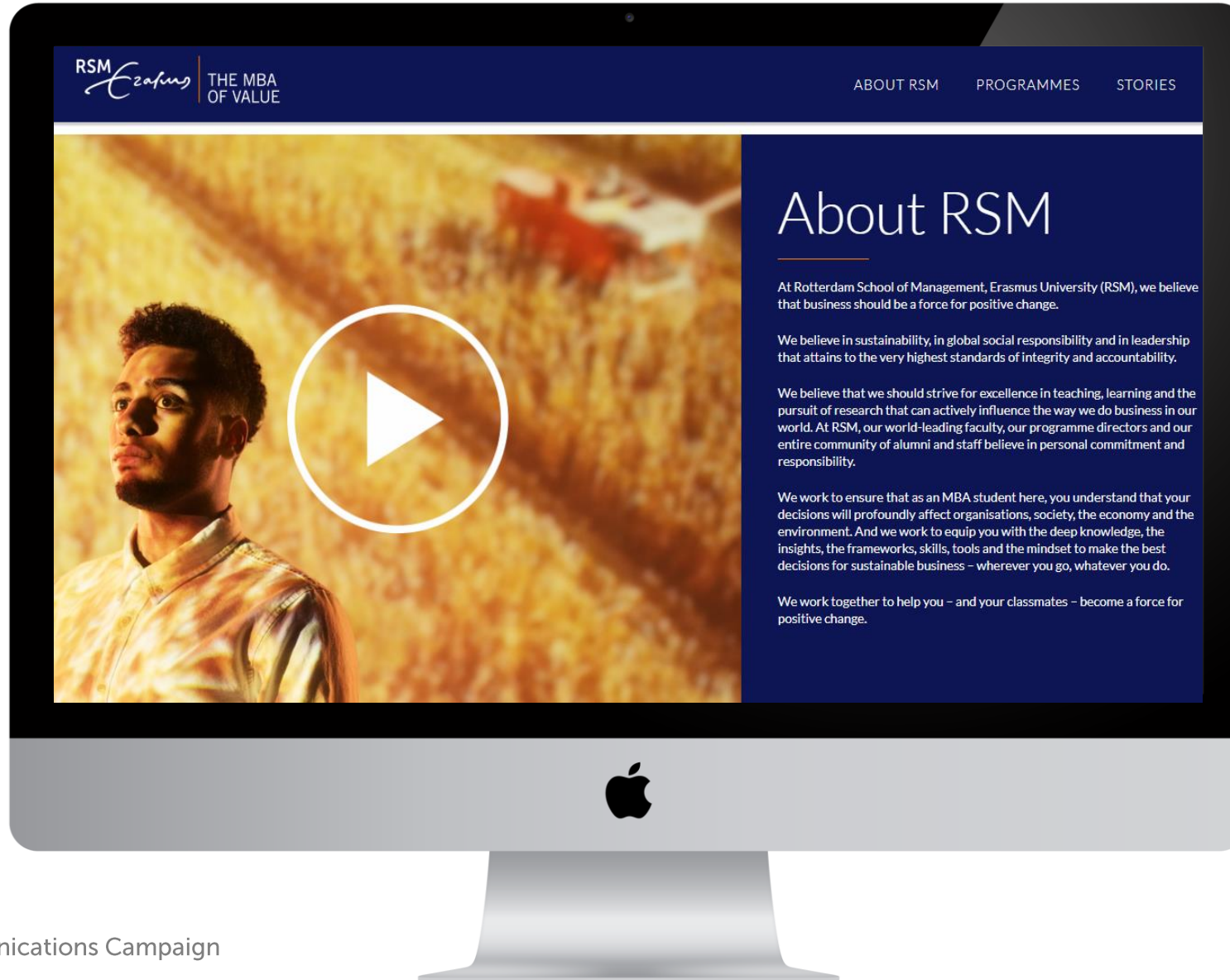
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# 'MBA of VALUE' campaign

Campaign microsite



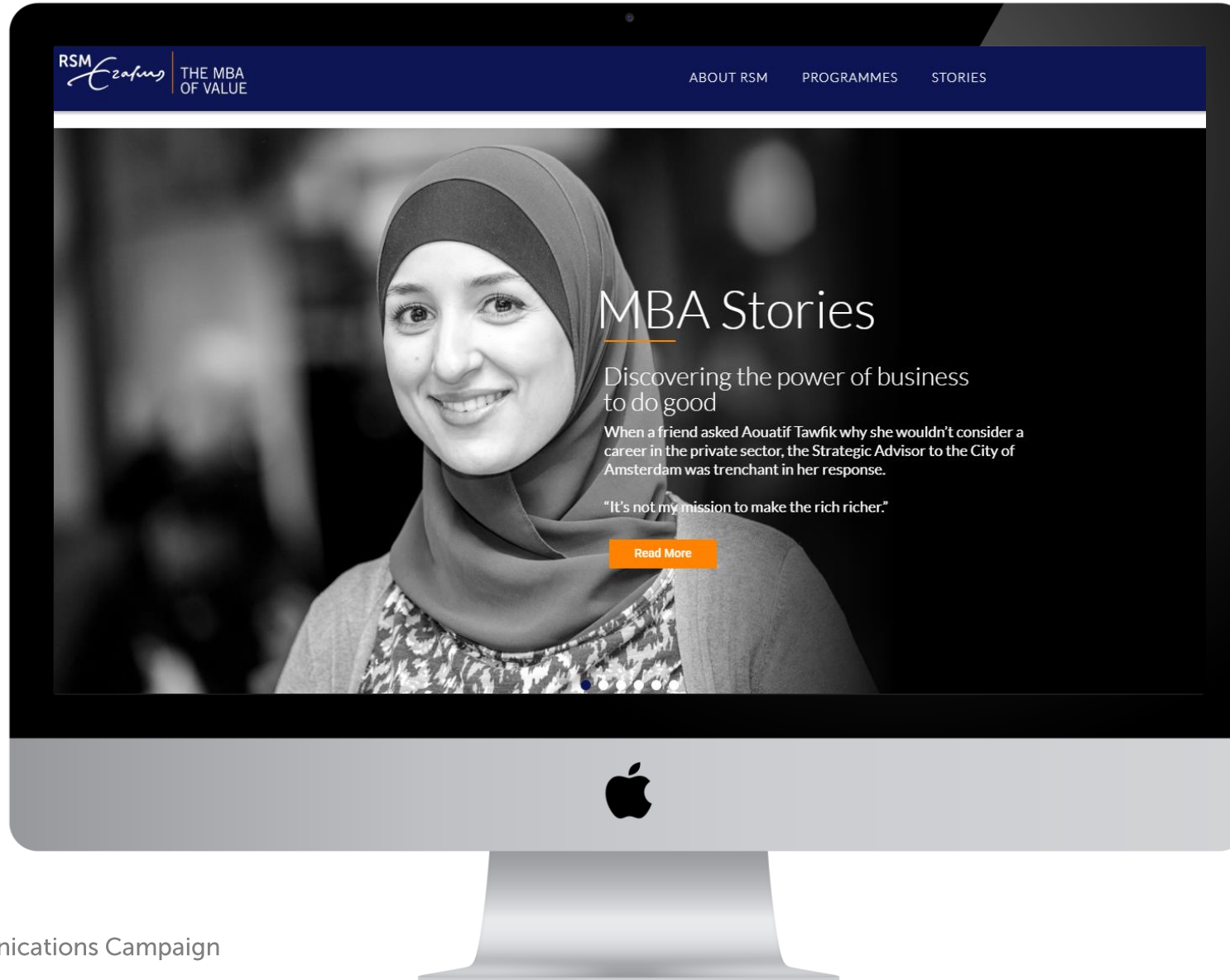
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# 'MBA of VALUE' campaign

Campaign microsite



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RSM  
Erasmus

# 'MBA of VALUE' campaign

print campaign

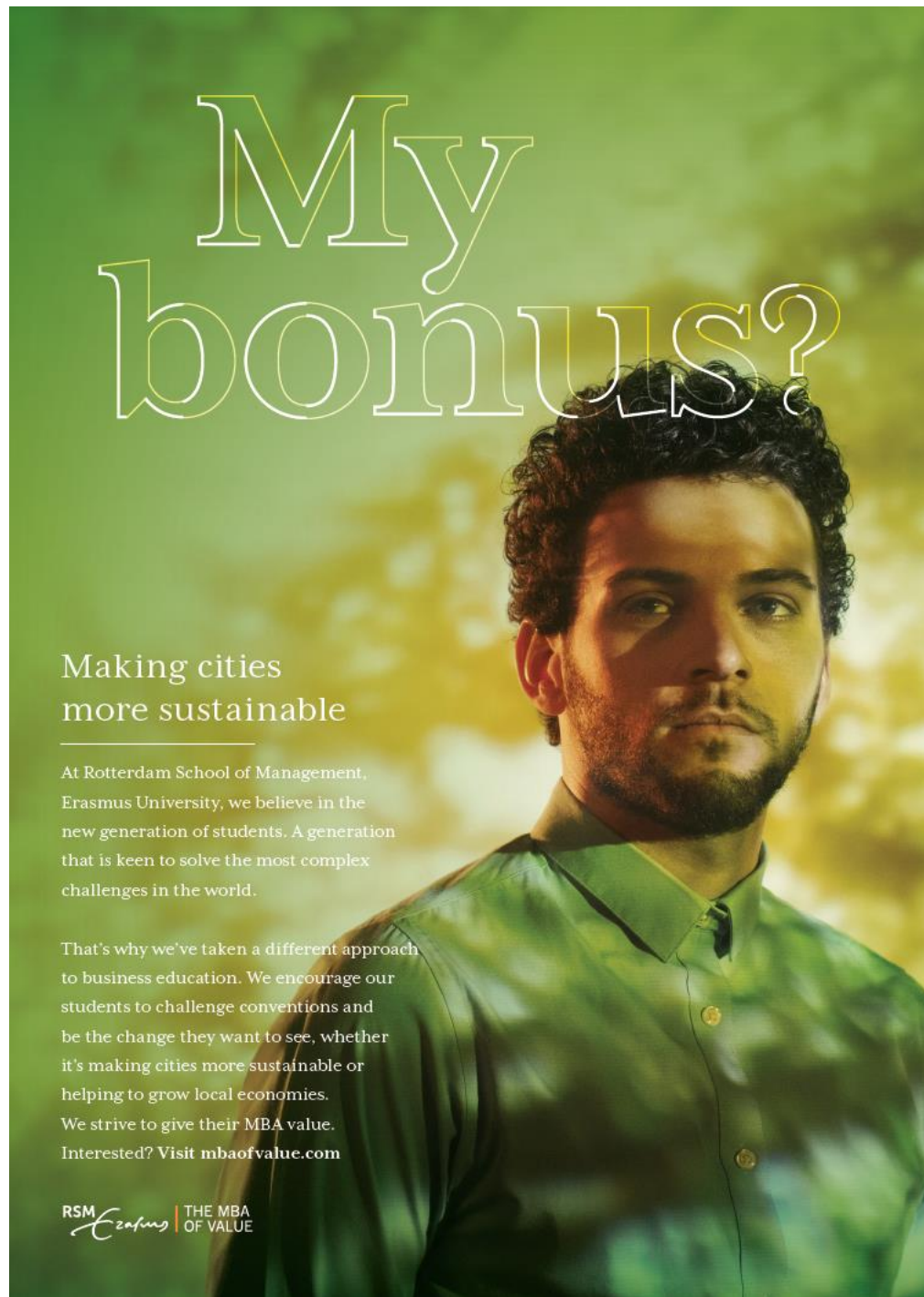


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# 'MBA of VALUE' campaign

print campaign

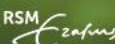


# My bonus?

## Making cities more sustainable

At Rotterdam School of Management,  
Erasmus University, we believe in the  
new generation of students. A generation  
that is keen to solve the most complex  
challenges in the world.

That's why we've taken a different approach  
to business education. We encourage our  
students to challenge conventions and  
be the change they want to see, whether  
it's making cities more sustainable or  
helping to grow local economies.  
We strive to give their MBA value.  
Interested? Visit [mbaofvalue.com](http://mbaofvalue.com)

RSM  | THE MBA  
OF VALUE

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RSM 

# 'MBA of VALUE' campaign print campaign



# My benefit?

Building businesses  
that benefit  
the environment

At Rotterdam School of Management,  
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that is keen to solve the most complex  
challenges in the world.

That's why we've taken a different approach  
to business education. We encourage our  
students to challenge conventions and  
be the change they want to see, whether  
it's building businesses that benefit the  
environment or reducing poverty.  
We strive to give their MBA value.  
Interested? Visit [mbaofvalue.com](http://mbaofvalue.com)

RSM *Erasmus* | THE MBA  
OF VALUE

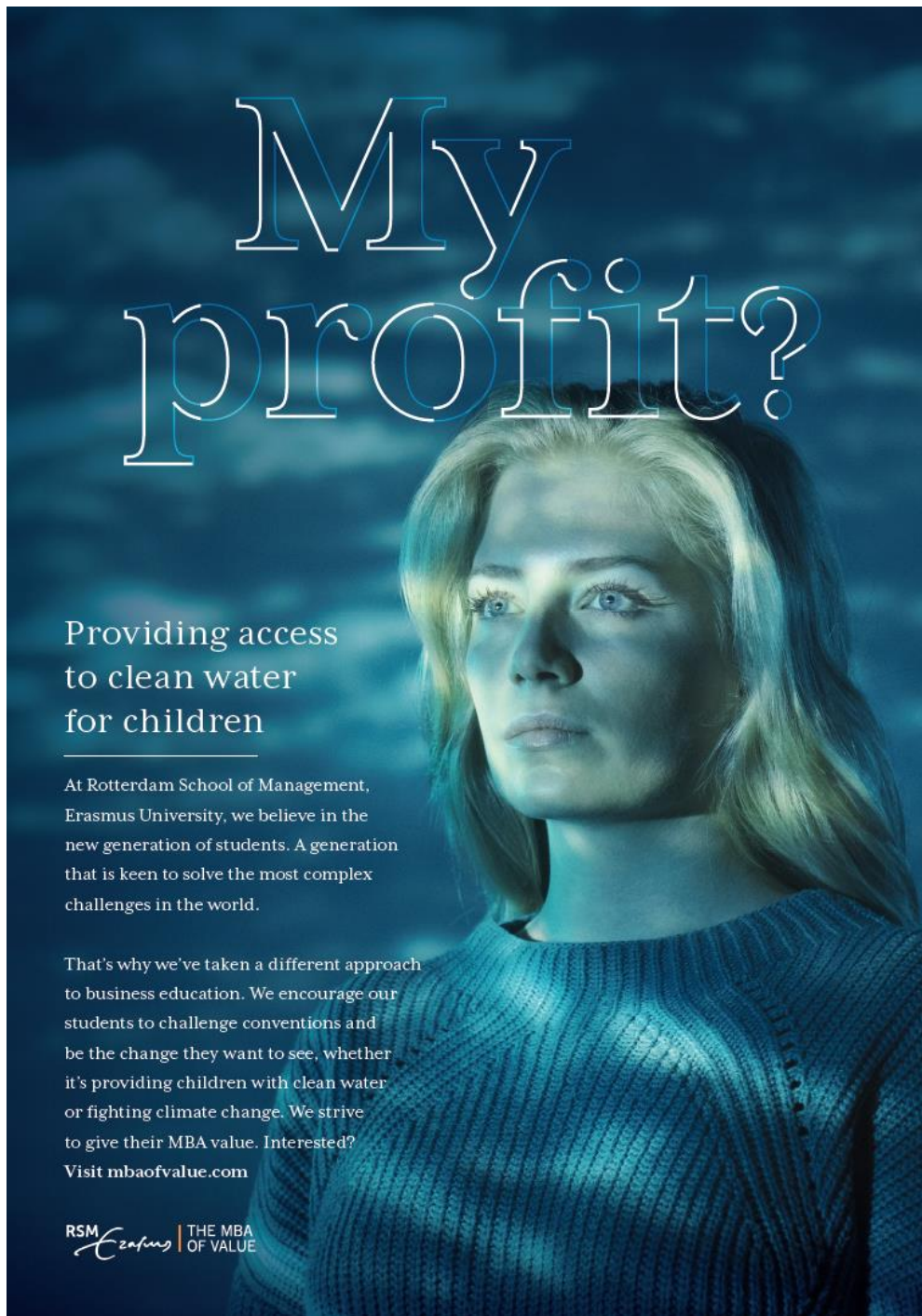
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RSM *Erasmus*



# 'MBA of VALUE' campaign

print campaign



# My profit?

Providing access  
to clean water  
for children

At Rotterdam School of Management,  
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new generation of students. A generation  
that is keen to solve the most complex  
challenges in the world.

That's why we've taken a different approach  
to business education. We encourage our  
students to challenge conventions and  
be the change they want to see, whether  
it's providing children with clean water  
or fighting climate change. We strive  
to give their MBA value. Interested?  
Visit [mbaofvalue.com](http://mbaofvalue.com)

RSM *Erasmus* | THE MBA  
OF VALUE

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RSM *Erasmus*

# 'MBA of VALUE' campaign

print campaign



# My goal?

Providing all children with access to quality education

At Rotterdam School of Management, Erasmus University, we believe in the new generation of students. A generation that is keen to solve the most complex challenges in the world.

That's why we've taken a different approach to business education. We encourage our students to challenge conventions and be the change they want to see, whether it's providing all children with access to education or fighting climate change. We strive to give their MBA value. Interested? Visit [mbaofvalue.com](http://mbaofvalue.com)

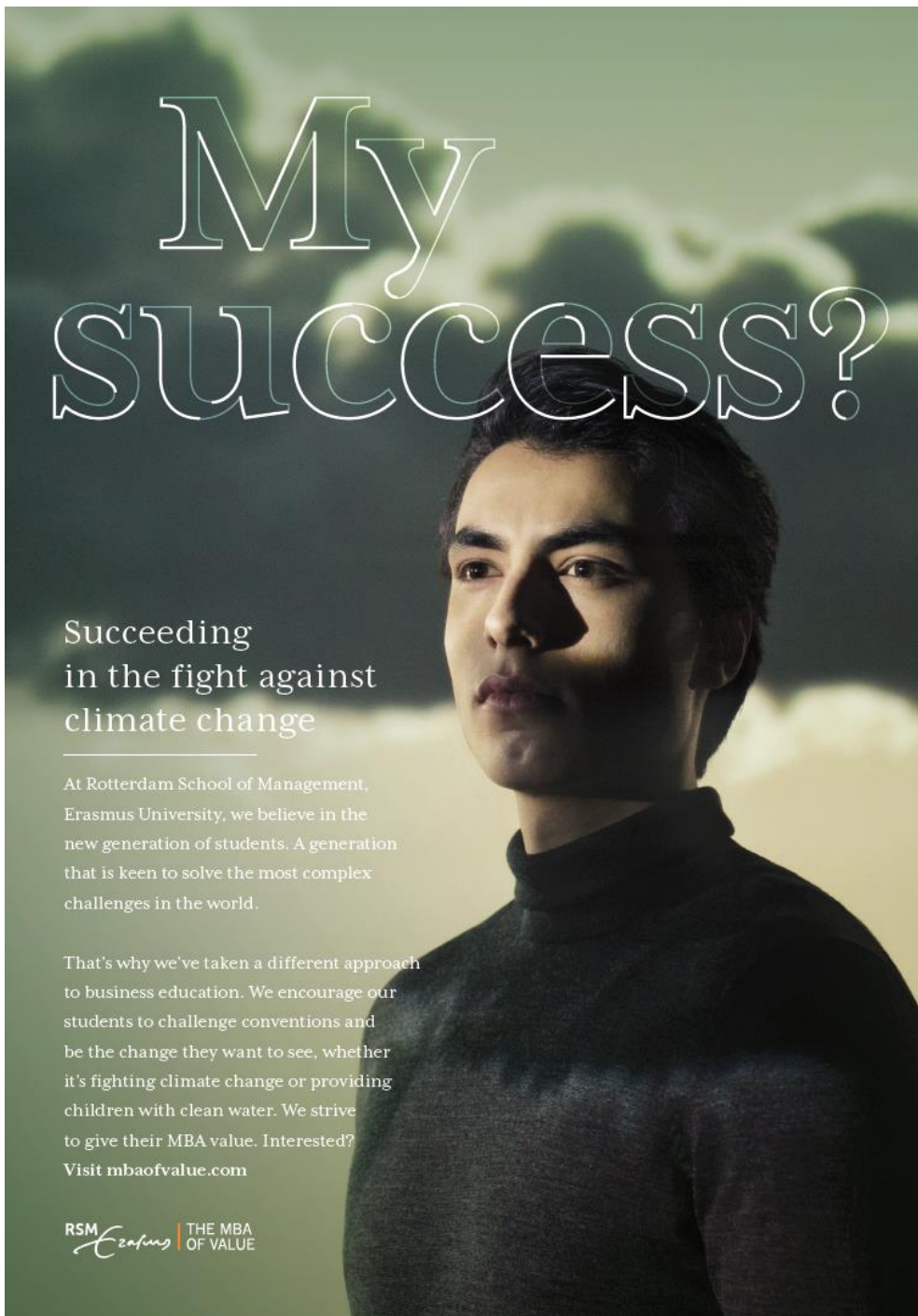
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# 'MBA of VALUE' campaign

print campaign



# My SUCCESS?

Succeeding  
in the fight against  
climate change

At Rotterdam School of Management,  
Erasmus University, we believe in the  
new generation of students. A generation  
that is keen to solve the most complex  
challenges in the world.

That's why we've taken a different approach  
to business education. We encourage our  
students to challenge conventions and  
be the change they want to see, whether  
it's fighting climate change or providing  
children with clean water. We strive  
to give their MBA value. Interested?  
Visit [mbaofvalue.com](http://mbaofvalue.com)

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OF VALUE

# 'MBA of VALUE' campaign

print campaign



# My shares?

Doing my share  
to reduce poverty

At Rotterdam School of Management, Erasmus University, we believe in the new generation of students. A generation that is keen to solve the most complex challenges in the world.

That's why we've taken a different approach to business education. We encourage our students to challenge conventions and be the change they want to see, whether it's reducing poverty or increasing the world's food supply. We strive to give their MBA value. Interested? Visit [mbaofvalue.com](http://mbaofvalue.com)

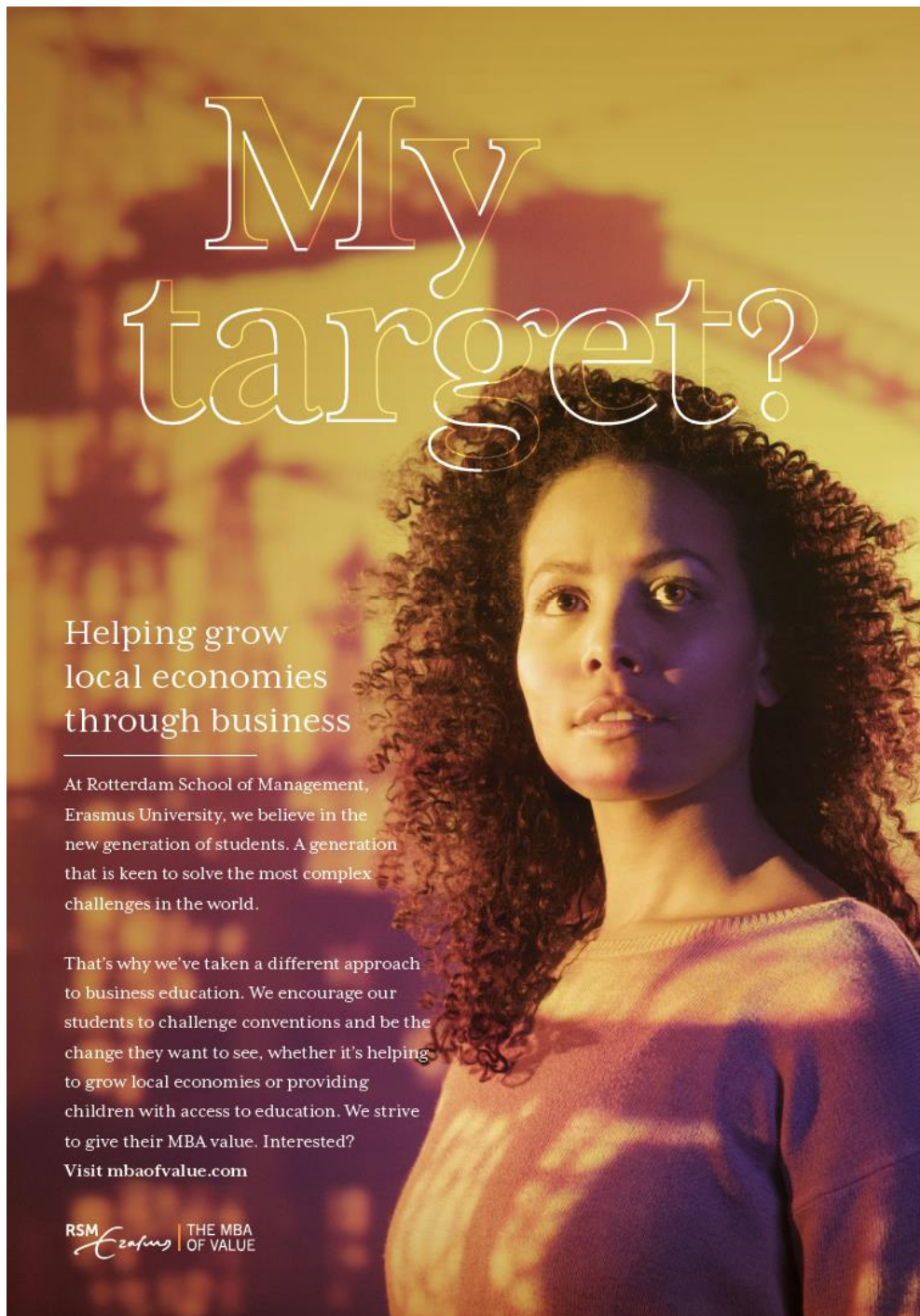
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RSM *Erasmus*

# 'MBA of VALUE' campaign

print campaign



# My target?

Helping grow local economies through business

At Rotterdam School of Management, Erasmus University, we believe in the new generation of students. A generation that is keen to solve the most complex challenges in the world.

That's why we've taken a different approach to business education. We encourage our students to challenge conventions and be the change they want to see, whether it's helping to grow local economies or providing children with access to education. We strive to give their MBA value. Interested? Visit [mbaofvalue.com](http://mbaofvalue.com)

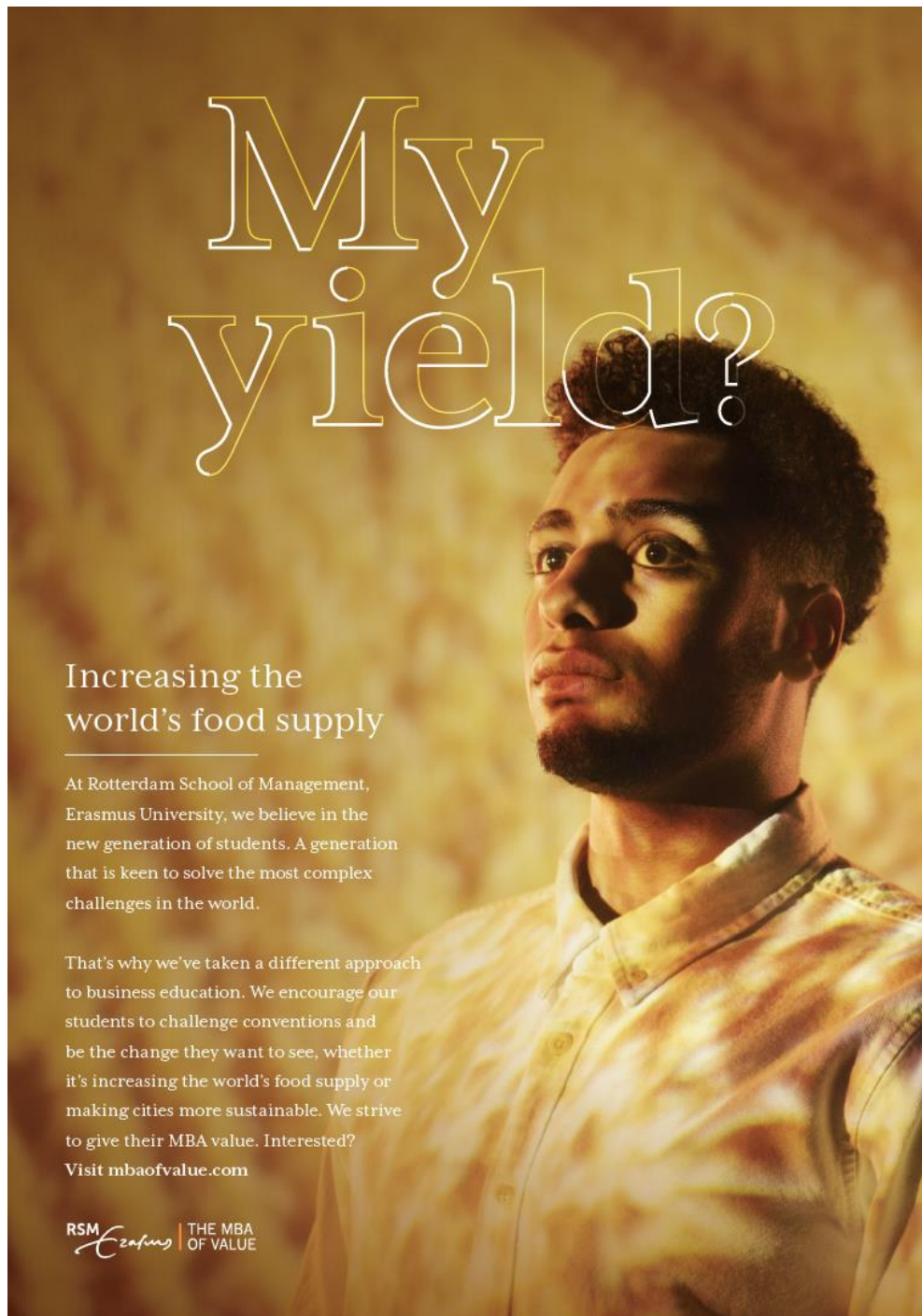
RSM Erasmus | THE MBA OF VALUE

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RSM Erasmus

# 'MBA of VALUE' campaign

print campaign




# My yield?

## Increasing the world's food supply

At Rotterdam School of Management,  
Erasmus University, we believe in the  
new generation of students. A generation  
that is keen to solve the most complex  
challenges in the world.

That's why we've taken a different approach  
to business education. We encourage our  
students to challenge conventions and  
be the change they want to see, whether  
it's increasing the world's food supply or  
making cities more sustainable. We strive  
to give their MBA value. Interested?  
Visit [mbaofvalue.com](http://mbaofvalue.com)

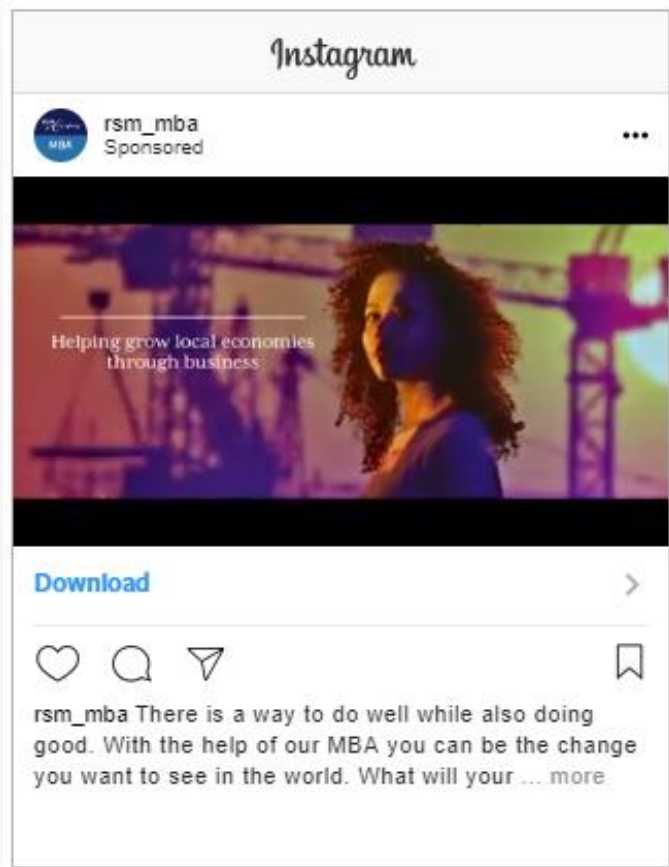
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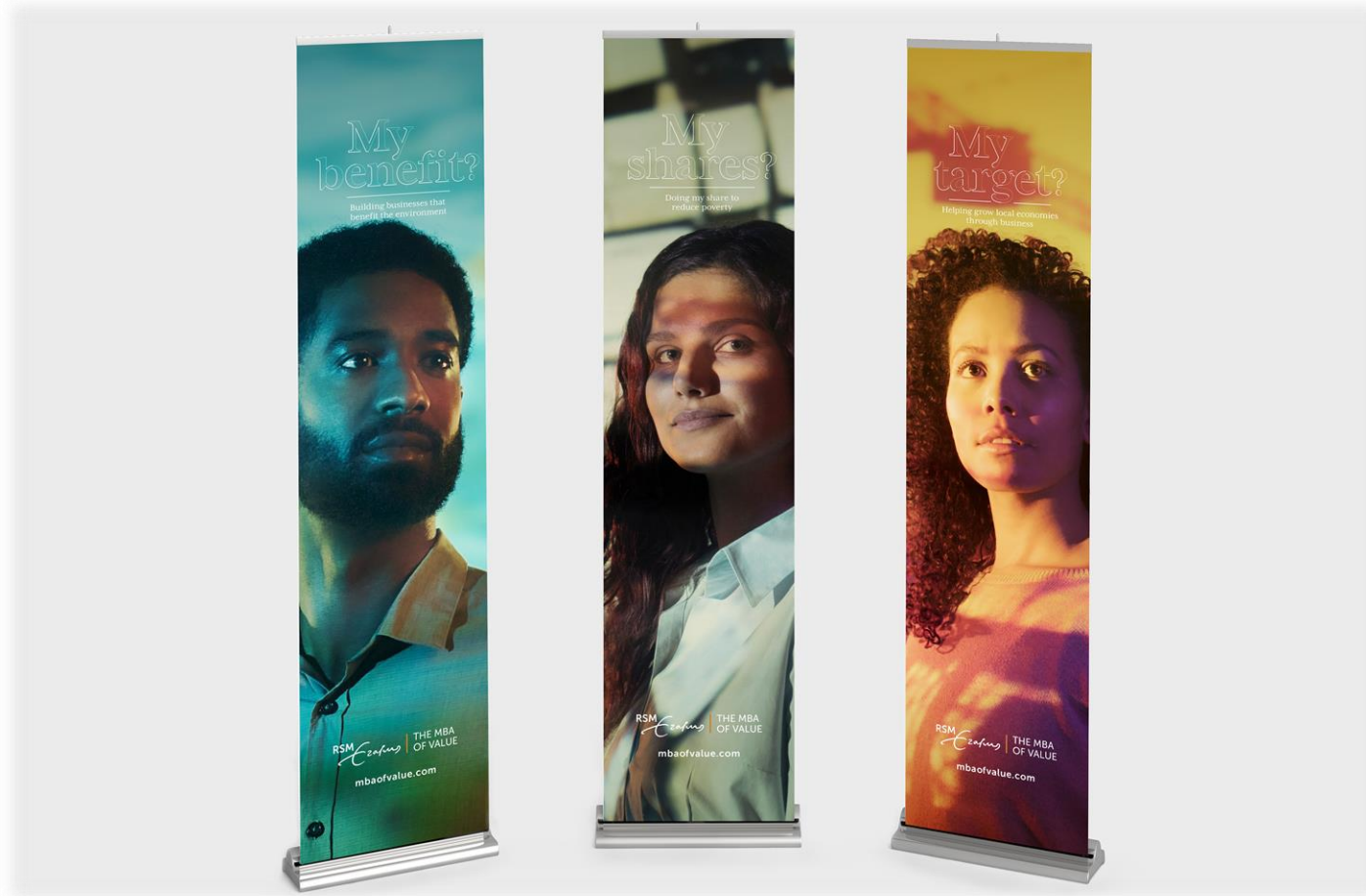
# 'MBA of VALUE' campaign

social media ads



# 'MBA of VALUE' campaign

roll-up banners



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# 'MBA of VALUE' campaign

banner



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# 'MBA of VALUE' campaign announcement cards



# 'MBA of VALUE' campaign

marketing collateral – Seed pencil\*



\* For campaign launch, we produced campaign branded "seed" pencils that that will sprout plants – tying back to the mission of the school and the campaign.

# 'MBA of VALUE' campaign

fee waiver card

