

Marketing; Advertising; Campaign

“New Paths” Awareness Campaign

“New Paths” Videos

Students don't come to The New School to follow conventional paths. They come here because they know we have reimagined what higher learning should offer and it looks different from other schools. Here they discover a space dedicated to rethinking convention. Interrogating complex, critical ideas. Bringing together elements that seemingly have nothing in common. Trying out hypotheses over and over. Letting radical thoughts take shape. Discovering ways to turn creativity into purposeful innovation. And ultimately forge new, unique paths.

We needed to convey this idea in an authentic, powerful way. We reached out to students across the university who have experienced this kind of thrilling exploration. We had them start by reading a line from their application essay to demonstrate their thinking before they came here. Then they speak to how they've evolved and grown thanks to our unique form of education. As they speak, elements from their work, projects, collaborations, and imagination animate on and evolve in ways that echo the students' experiences.

[Link to video](#)



[Link to video](#)



[Link to video](#)



[Link to video](#)



Background graphics were composed of their sketches, work, notes, academic papers, and class listings that visually showcased each student's evolution as scholars and artists.

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Microsite

**ONE UNIVERSITY
FIVE COLLEGES
INFINITE PATHS**

At The New School, we nurture artistic passion and creative thinking. Our College of Liberal Arts, the College of Professional Arts, The New School School of Design, the College of Public Engagement, The New School for Social Research, Eugene Lang College of Liberal Arts, and the College of Performing Arts. We invite you to visit our website to learn more about our programs and how we can help you reach your goals.

ABOUT

The New School is a progressive university based in NYC. We have been a leader in educational and creative innovation since its inception in 1925. We are the only university with a focus on social and environmental justice, and a commitment to interdisciplinary, experiential, and community-based learning. Our programs are designed to provide students with the skills and knowledge they need to succeed in a rapidly changing world. For more information, visit our website or contact us at admissions@newschool.edu.

REQUEST INFORMATION

First Name Last Name
Email Address Phone

CONTACT

100 University St.
New York, NY 10003
212.229.5000
212.229.5000
212.229.5000

[Link to Microsite](#)

A microsite was developed to bring “New Paths” to life and featuring student stories.

Inquiry forms submissions surpassed goals and were a bove the benchmark for higher ed category.

Created customized versions for college counselors and students already in the Admissions funnel, with more appropriate CTAs.

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Paid Media

A paid media strategy maximized reach of our “Engaged Innovator” prospects and those who can influence their perception of The New School.

Banner Ads

Since launch in September, the campaign has had over 155 million impressions with 72% of views from our target audience, students.



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Sponsored Content

Sponsored content partners were able to choose those students from the campaign that they felt would resonate best with their readers and be most consistent with their editorial voice.

Has been highly successful in a relatively short period of time, driving 43% percent of total impressions.

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Teen Vogue

Teen Vogue users are 85% more likely to be under the age of 34 and anywhere from 2-3x more likely to have affinities toward education, the arts, creativity, and social responsibility.

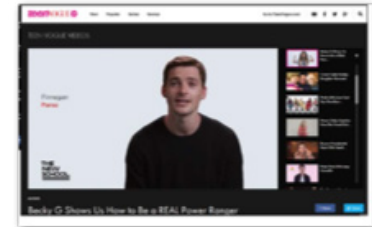
Teen Vogue worked with three New School students to share their story via a Q&A article series that dives deeper into their unique journey discussed in their video pieces.

Delivered 20% of our 12 million total video views.

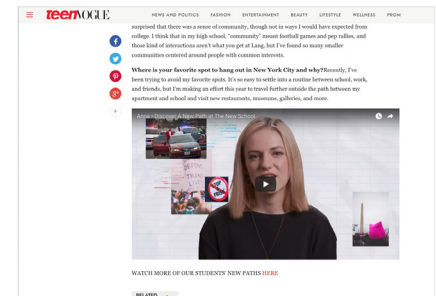


[Link to webpage](#)

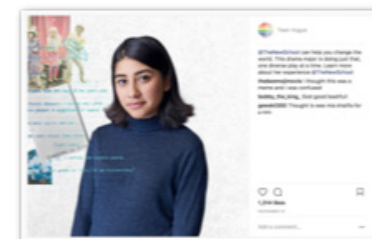
Sponsored Article



Pre-roll video



Inline Video



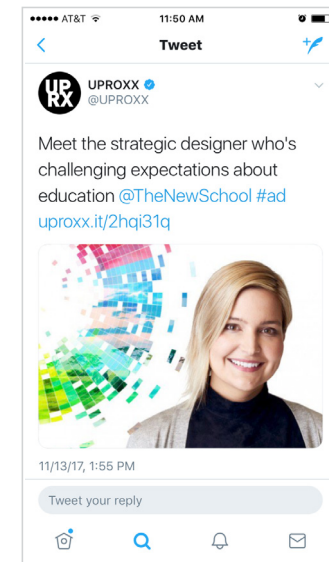
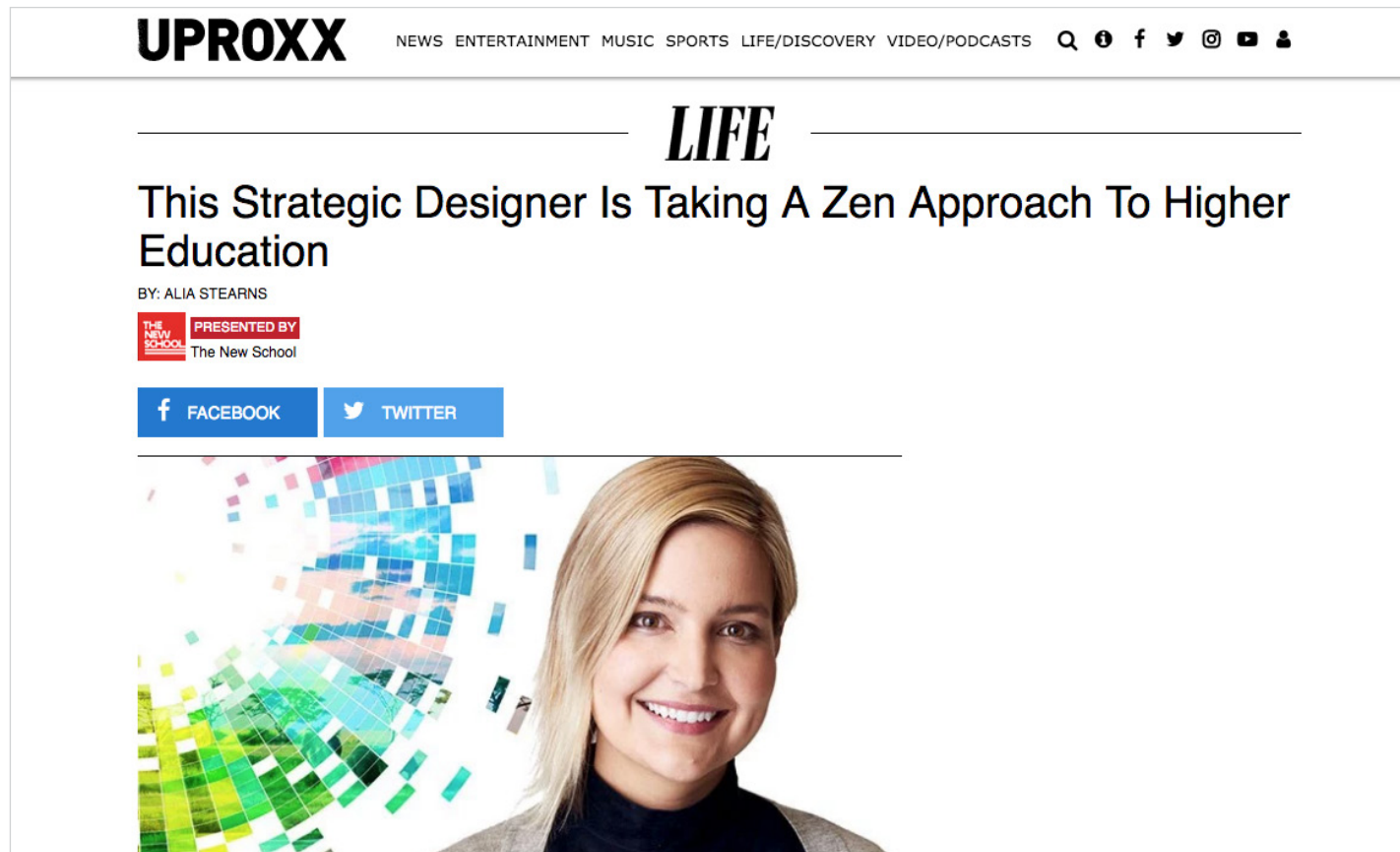
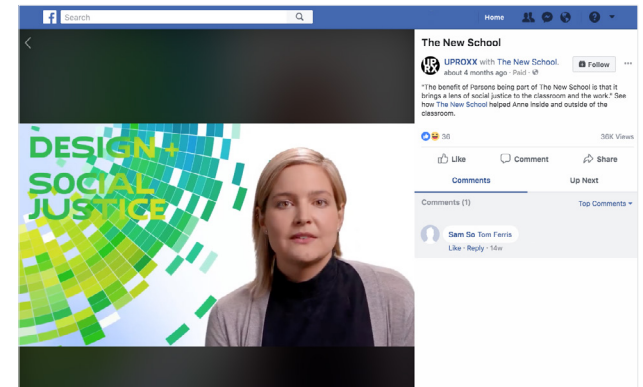
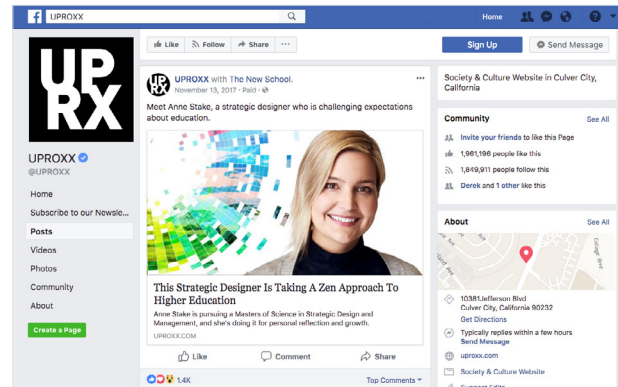
Sponsored Instagram Post

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UPROXX

Uproxx has delivered over 1 million impressions.

Because Uproxx editors found our campaign strategy so aligned with their readers' interests, we are currently exploring collaboration on a new series of original content.



[Link to UPROXX Article](#)

[Link to UPROXX Facebook](#)

[Link to UPROXX Facebook Video](#)

[Link to UPROXX Twitter](#)

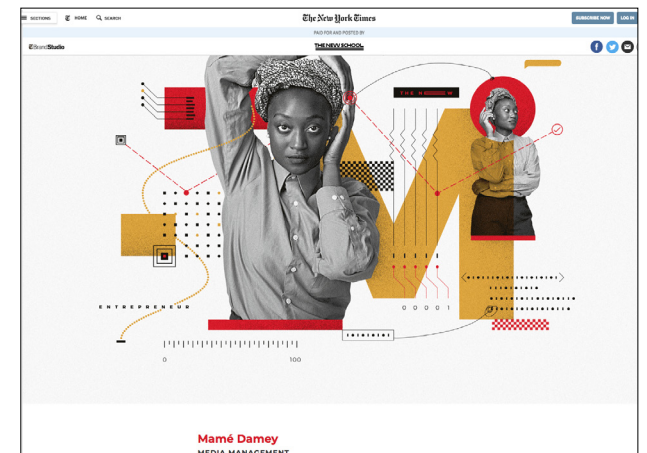
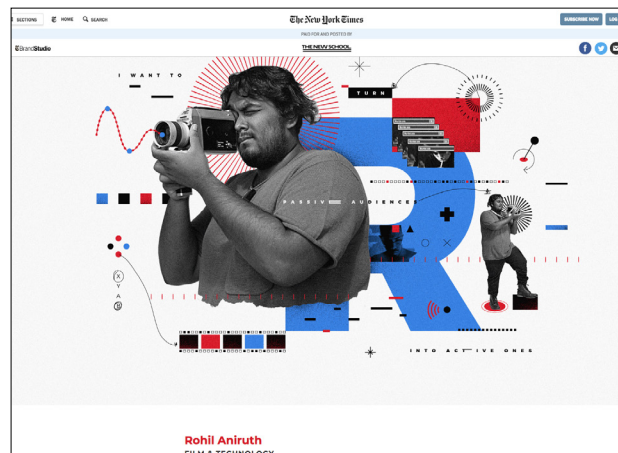
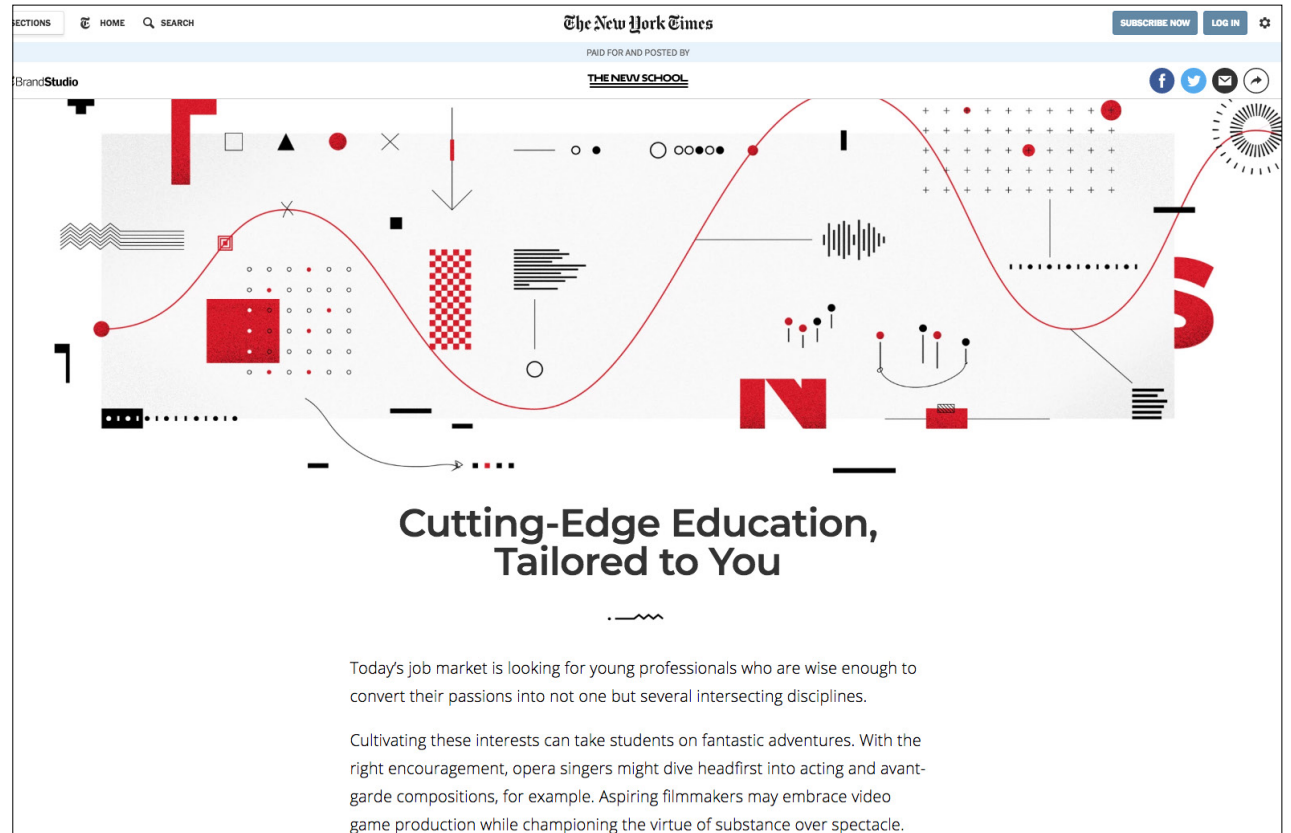
New York Times

[Link to NYT Article](#)

The New York Times audience is 40% more likely to be an education influencer and 50% more likely to be an educator.

Our partnership included high impact display on NYT.com, social drivers across NYT owned properties, and a custom photo essay to tell an immersive and curated narrative of how The New School breaks traditional forms, while challenging students and faculty to reimagine the world.

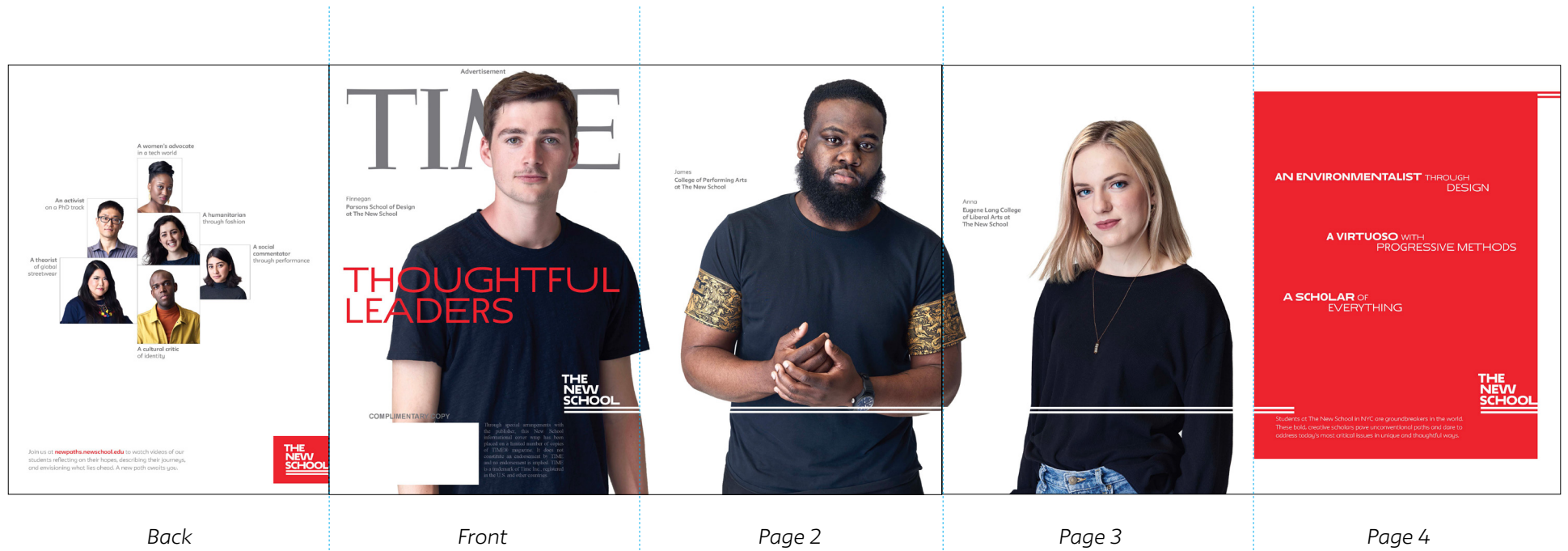
In the first 10 days of posting, native advertising delivered over 5.3 million impressions. Within this same time period, social media posts targeted to Times followers performed at 300 to 1347% above benchmark.



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New York Times

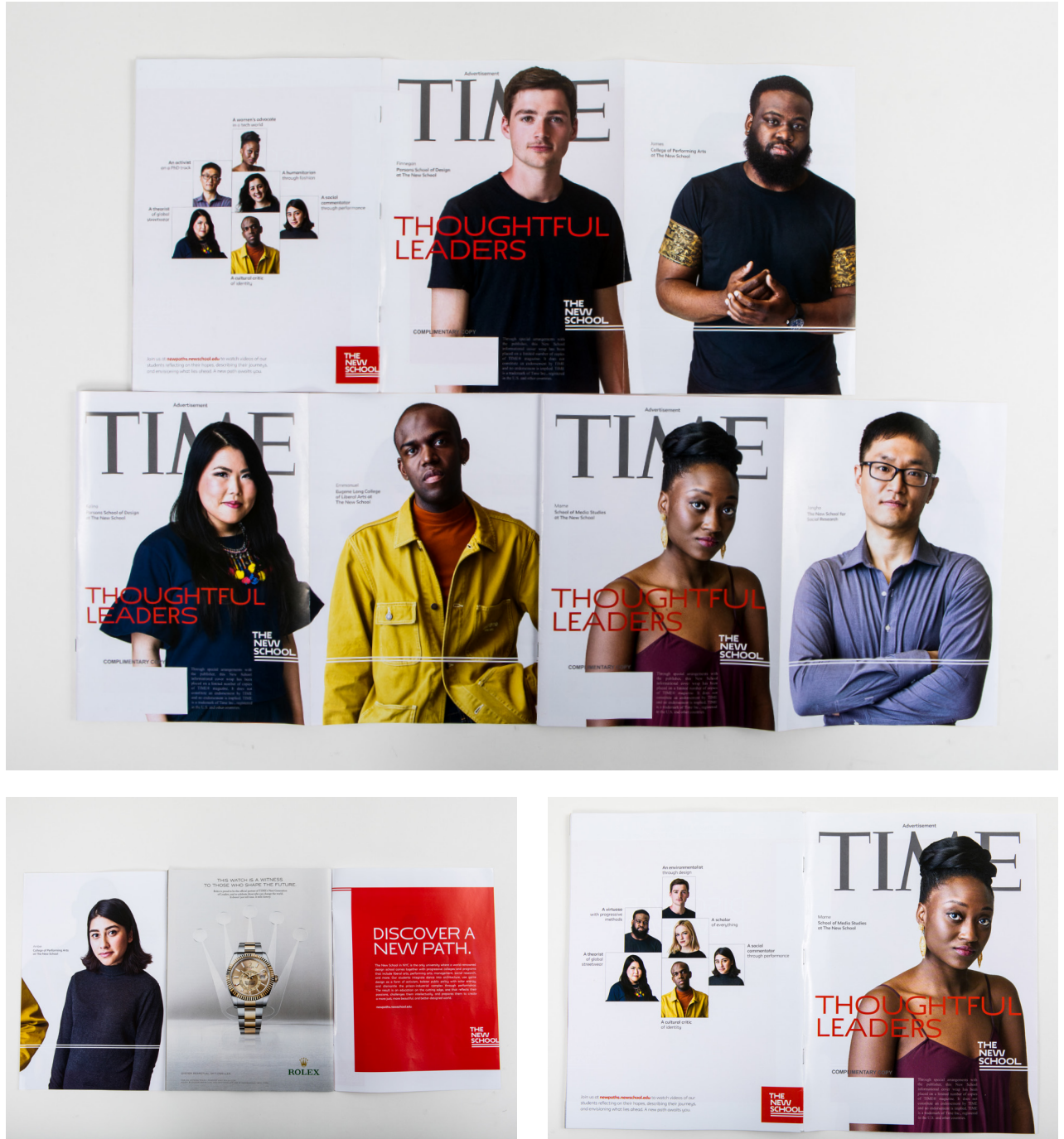
Partnered with Time, a cultural staple for the past 75 years, to create 4 impactful cover wraps with dedicated New School image and copy. As a highly targeted media buy, the cover wrap was sent to a curated list of 16,180 geo-targeted subscribers based on desired demographics.



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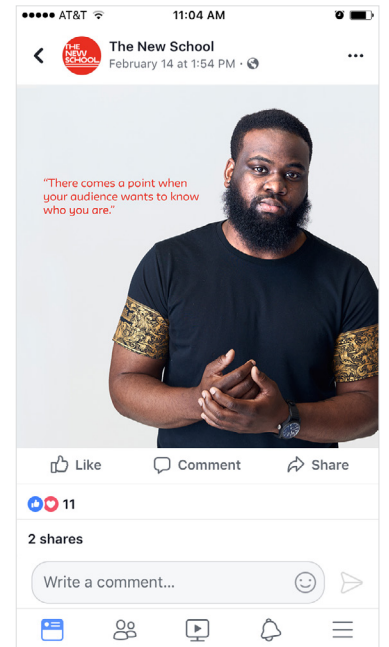
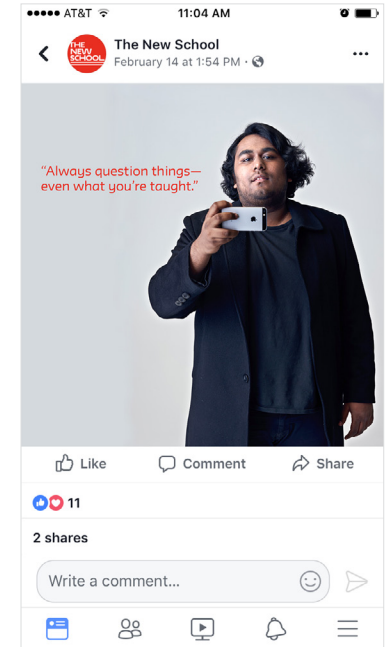
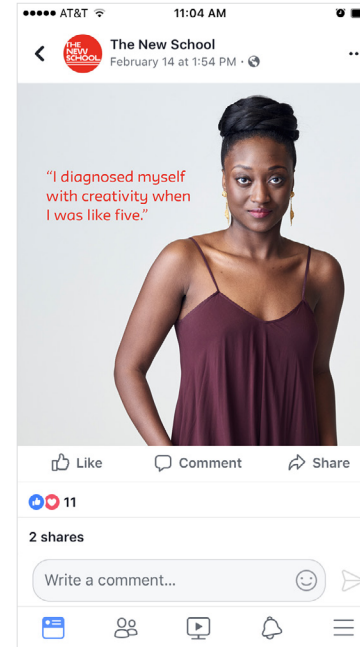
New York Times

Distribution includes 8,124 educators specializing in music, fine arts, drama, creative writing, economics, literature, drafting, graphic arts, art history, media comm., humanities, photography, anthropology, orchestra, music theory, current events, journalism and political science.



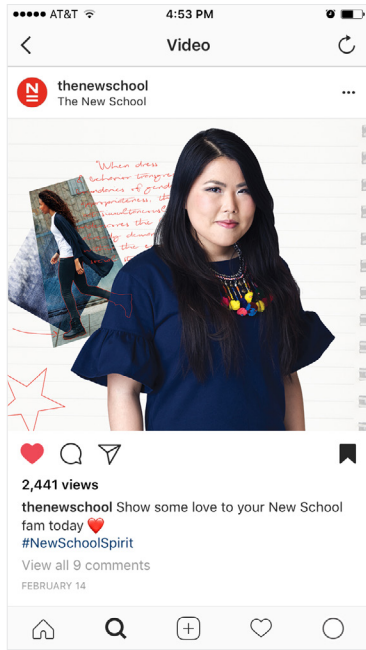
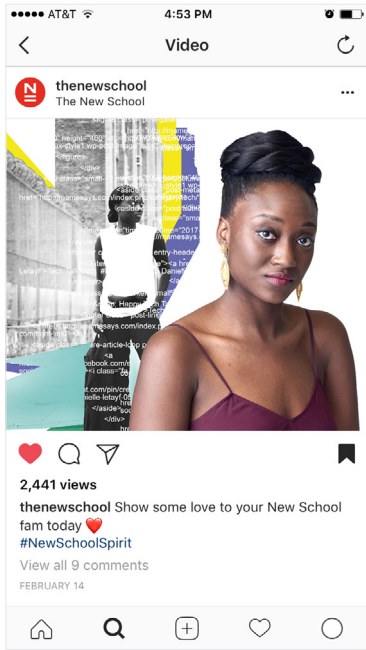
Facebook

“New Paths” videos index 218% above benchmark for completed video views on Facebook.



Instagram

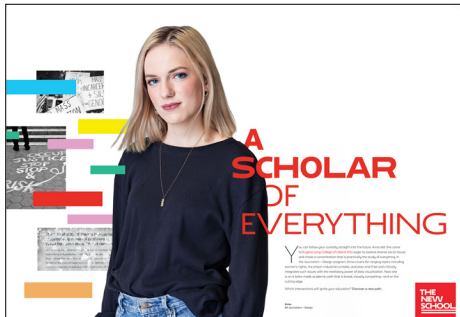
Instagram accounts for over 75% of social media reactions and 94% of shares.



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Welcome Center

The Welcome Center operates as an active information hub serving students and visitors to our Greenwich Village campus. Prime window space on 5th Ave provided the perfect place to communicate our campaign messaging to the general public on the outside and curious visiting students inside awaiting their tour.



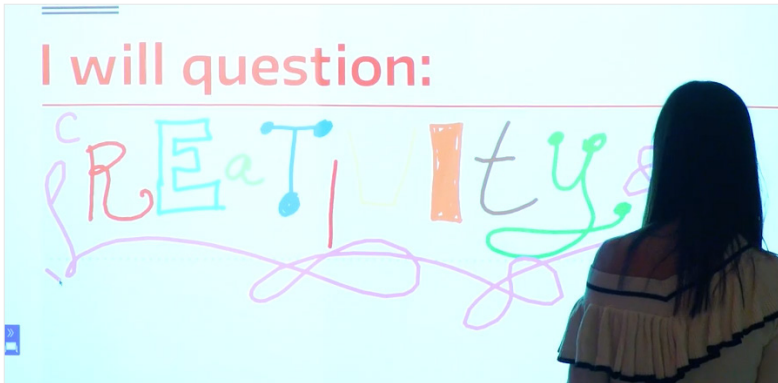
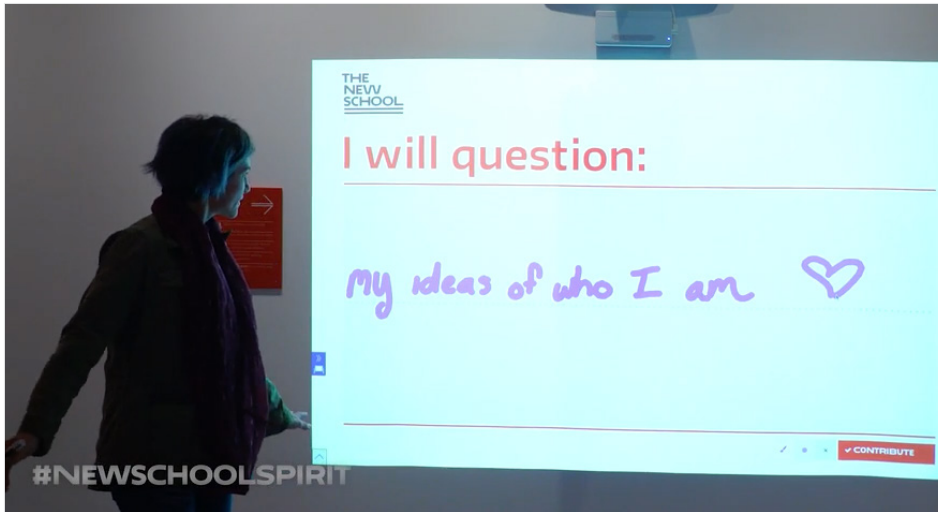
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Campus Activation

Welcome Center Interactive Wall

In addition to the striking campaign posters in the Welcome Center, an interactive projection was installed to bring new technology to the campus tour experience and encourage visiting prospective students to question the status quo and think about forging their own path.



AT OUR WELCOME CENTER IN NYC
STUDENTS DISCOVER WHAT IT'S LIKE
TO QUESTION EVERYTHING

The New School Fall 2017

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Admission Communication

Admissions Communication Plan

Select videos were included in the App-Start Phase of our Admissions communication plan to push completion of applications.

Remaining videos were used in the Admit Phase as compelling yield content.


“New Paths” messaging and content was further utilized in emails to high school counselors and educators. Microsite CTA’s were also adapted to needs of this audience.



Dear {#B_Name First#},

Congratulations on taking the first step on an educational journey tailored to you! At The New School, our tradition is innovation. We engage students in the scholarship of everything they love and encourage them to follow their curiosity down new paths. We nurture visionary scholars and artists who want to chart their own unique course of study and contribute new work for a better, more just, world.

To continue celebrating your admission offer to {#B_School#} at The New School, we wanted to share a series of videos highlighting current students discussing their admission essays and how the education they found at our university is helping them prepare for a world that doesn't yet exist.



Yu Ling
Parsons School of Design
Eugene Lang College of Liberal Arts



[MEET MORE OF OUR STUDENTS](#)

At The New School you won't just learn what others in your field of study have done for centuries, you'll discover your own unique contributions for this century. If you haven't already confirmed your place in the class, [submit your deposit today](#).

Sincerely,

Office of Admission
{#B_School#}
The New School

#NEWSCHOOLSPIRIT




LEAD THEM TO A NEW ACADEMIC PATH

Dear {#First Name#},


Most colleges offer a formulaic path to success. But at [The New School](#), a university known for forging [new paths](#), students benefit from an academic freedom that prepares them to take on a changing world.

Like Anna, who enrolled at Lang, The New School's college of liberal arts, eager to explore diverse social issues. She chose Journalism + Design—a degree on the cutting edge. Now Anna fuses these two crucial disciplines to cover women's rights, the prison-industrial complex, and a range of other issues that make her a multifaceted asset to the future.




Or Amber, an actor from South Central Los Angeles, who after studying at the School of Drama at the College of Performing Arts, also became a playwright, poet, and director. She now uses her newfound talents to leverage herself as an entertainment powerhouse—and provide a new voice for minorities in theater.

Or Finn, who, while studying at Parsons School of Design, realized that good design is humane design, and humane design is always sustainable. His work now flourishes at the intersection of architecture and the environmentalism, giving him the academic authority to speak at the United Nations and deliver a TED Talk on these critical matters.



This comprehensive university in New York City is a perfect fit for young minds ignited by change and determined to follow their curiosity into the future.

[Watch videos](#) of our students describing their incredible journeys.



Thank you!