

2019 Boston University Admissions Kristin Ede's Search Campaign Executive Summary

In January 2019, the BU Admissions team overhauled its direct mail search campaign for the first time in more than 10 years.

The campaign set out to accomplish two main goals.

- 1) Reach Generation Z in a format and with branded messaging that will position Boston University as a top choice.
- 2) Convert College Board prospects to inquiries at a higher rate than usual.

Campaign Strategy:

We A-B tested several factors to see which elements influenced prospective students to respond at a higher rate. The three factors tested were key messages, personalization, and format.

The main messages we tested are as follows: 1) Academic Excellence – “Your Brain at its Best” and 2) Inclusivity and belonging – “You Belong Here.” We also tested personalization by sending letters that included a variable for major of interest, where possible. Finally, we tested the effectiveness of a letter format versus a postcard format.

The following pages provide examples of these letters and postcards. I was responsible for writing the letter copy and also identifying which infographics would be featured. As a point of reference, on page 7, I am providing a copy of our dated letter. We put careful thought into the new design to ensure it was easily skimmed, in BU’s branded colors, and put the most important information front and center. I also designed the postcards in InDesign, and intentionally used assets that aligned it with other BU Admissions printed materials.

Results and Trends:

- One of the most interesting takeaways from this new campaign was that students most preferred the postcards, with nearly 2% more students responding to this format.
- It comes as no surprise that the letters personalized with major of interest outperformed those that did not include this variable, by nearly 1%.
- We also learned that underrepresented minority students responded overall at higher rates to the message of inclusivity and belonging. Minority juniors responded 3% higher and minority sophomore students responded 5.3% higher.
- For all students, regardless of class year or demographics, the overall message of academic excellence outperformed other messages ever slightly by about .5%.

<<First>> <<Middle>> <<Last>>
<<Address 1>>
<<Address 2>>
<<City>>, <<ST>> <<Zip>>
<Postal Barcode>>

<<Month XX, 2019>>

Dear <<First Name>>:

At Boston University, your brain is at its best. Students like you pursuing a major in <<major>> are on their way to success thanks to our rigorous academics. Or, if you are like many of our students, you might also discover an unexpected new passion or career path thanks to BU's wide variety of top-ranked programs. I am confident that you can excel here, and here's why:

- **Join the best:** BU was ranked #42 among "Best Colleges" by *U.S. News & World Report*.
- **Learn from the best:** Our student-to-faculty ratio of just 10:1 means that a MacArthur Fellow, Fulbright Scholars, or Pulitzer Prize winners are teaching your classes and will know you by name.
- **Intern at the best:** You could intern at organizations like NBC Universal, the Boston Red Sox, Google, or BU's own premier medical facility in downtown Boston.
- **Graduate among the best:** Employers recognize the value of a BU degree. BU is ranked #21 among US Universities for the employability of its graduates.*

I invite you to learn more about us. Visit bu.edu/learnmore to connect with BU and receive your copy of [Variable A]. I look forward to hearing from you.

Sincerely,



John C. McEachern
Director of Admissions

YOUR BRAIN AT ITS BEST

300+
programs of study



Ranked #21 for employability in the US by *Times Higher Education*

27

The average class size you'll find at BU, which means you'll get to know your professors well.



Ranked #38 for Best Value by *Kiplinger's Personal Finance* for academic excellence and economic value.

YOUR BRAIN AT ITS BEST

BU

bu.edu/learnmore

LEARN WHY BU IS A SMART CHOICE.

BOSTON
UNIVERSITY

AT BOSTON UNIVERSITY, YOUR BRAIN IS AT ITS BEST. **WHY?**

- **Join the best:** BU is ranked #42 among “Best Colleges” by *U.S. News & World Report*.
- **Learn from the best:** Thanks to our student-to-faculty ratio of just 10:1 and 300+ programs of study.
- **Intern at the best:** Like NBC Universal, the Boston Red Sox, Google, or BU’s own premier medical facilities.
- **Graduate among the best:** Employers recognize the value of a BU degree. BU is ranked #21 among US Universities for the employability of its graduates.

Ready to learn why BU is a smart choice for you? Visit bu.edu/learnmore today.



Boston University Admissions

233 Bay State Road
Boston, Massachusetts 02215

BOSTON
UNIVERSITY

<<First>> <<Middle>> <<Last>>
<<Address 1>>
<<Address 2>>
<<City>>, <<ST>> <<Zip>>
<Postal Barcode>>

<<Month XX, 2019>>

Dear <<First Name>>:

At Boston University, you'll feel at home while living and learning in our welcoming and inclusive community with classmates from around the world. You'll delve into cross-disciplinary coursework that challenges you to combine your passions, broaden your perspectives, and bring your own ideas to life. And you'll grow from internship and research experience in one of the world's most innovative and dynamic cities.

When you study at Boston University you'll find more than just rigorous academics. You'll find yourself.

- **Find your own academic pathway:** With more than 300 programs of study to choose from, there's no shortage of ways to cultivate your academic interests and dreams.
- **Find yourself in the world:** You won't just study abroad—you can intern abroad, too. BU's 100+ study abroad programs in 25 countries offer more than 4,000 internship opportunities, allowing you to truly immerse yourself in a different culture while gaining valuable professional experience.
- **Find yourself globally connected:** Without ever leaving campus, you will be exposed to global cultures and perspectives thanks to students, faculty, and scholars from over 100 countries.

I invite you to learn more about why you belong at BU. Complete the form at bu.edu/learnmore to receive your copy of [Variable A]. I look forward to hearing from you.

Sincerely,



John C. McEachern
Director of Admissions

FIND YOURSELF HERE

300+
programs of study

42

Ranked #42 among Best Colleges
by *U.S. News & World Report*.

Students come from

150 COUNTRIES
and all
50 STATES

450+
Student groups

FIND YOURSELF HERE

bu.edu/learnmore



SEE WHY YOU BELONG AT BU.

BOSTON
UNIVERSITY

WHEN YOU STUDY AT BOSTON UNIVERSITY, YOU'LL FIND MORE THAN JUST RIGOROUS ACADEMICS AND TOP-RANKED PROGRAMS. YOU'LL FIND YOURSELF.

- Find your own academic pathway with more than 300 programs of study.
- Find yourself in the world through 100+ study abroad programs in 25 countries.
- Find answers to your most burning questions through hands-on research alongside faculty.
- Find where you belong thanks to our inclusive campus community with students from 100+ countries.

Ready to learn why you belong at BU?
Visit bu.edu/learnmore today.



Boston University Admissions
233 Bay State Road
Boston, Massachusetts 02215

NONPROFIT ORG.
U.S. POSTAGE
PAID
GREENVILLE, SC
PERMIT NO. 1284





Boston University Admissions
 233 Bay State Road
 Boston, Massachusetts 02215

February 2018

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Dear John:

You have been selected as someone we are confident will excel at Boston University. At BU, students like you are on their way to becoming scientists and educators, artists and engineers, doctors, entrepreneurs, and global leaders. BU can be the place for you to pursue your interests and develop new ones.

- Want to join the best? BU was ranked #39 among the "Best Global Universities" by *U.S. News & World Report*.
- Employers recognize the value of a BU degree. In fact, thousands of recruiters, chief executives, and business managers around the world ranked Boston University #5 in the US and #6 in the world for employability of its graduates.*
- Our student-to-faculty ratio of just 10:1 means that Fulbright Scholars, Pulitzer Prize winners, or a MacArthur Fellow are teaching your classes and will know you by name.
- You could intern at organizations like NBC Universal, the Boston Red Sox, Google, or BU's own premier medical facility in downtown Boston.

Find out more about us. Complete the form below or at bu.edu/reply to receive your copy of *Smart Redefined*. We look forward to hearing from you.

Sincerely,

John C. McEachern
 Director of Admissions

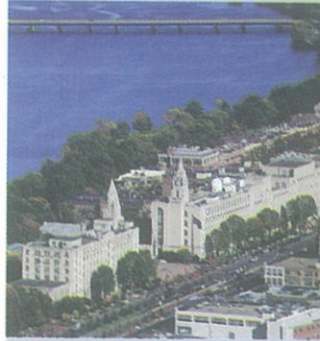
P.S. To learn more, go to bu.edu/reply and enter the following web code:



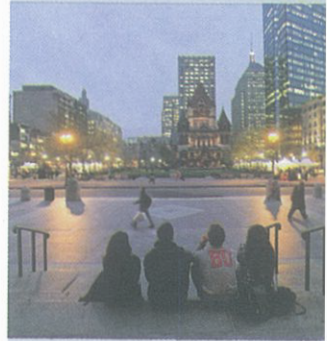
*2017 *Times Higher Education* Global Employability Ranking



BU is one of only 62 universities recognized by the Association of American Universities.



Make yourself at home — campus housing is guaranteed all four years.



Our average class size is 27—you'll get to know your professors.

YES, I want to learn more. Please send me information about Boston University.

John

Web code

bu.edu/reply

We want to learn more about you. We received your name from the College Board. Please review the information below and let us know if anything has changed, then mail it back to us in the enclosed envelope. Or you can go to bu.edu/reply and enter your webcode. **Don't forget to include your email address**—we will email you about important deadlines and BU events in your area.



Year of Graduation: 2020

Email address: