

# South Puget Sound Community College

## Making Noise in Puget Sound...

For decades, South Puget Sound Community College has set the tone for accessible higher education in the greater Seattle area, quietly driving opportunities in the community and regional workforce. Beloved—and trusted—by its communities, the College had set an optimal foundation on which to build a successful branding project.

It was time to tune in to the perfect college message... and start cranking up the volume.



## Interact & SPSCC at Work...



**Research:** Engaged key stakeholders in exploring real attitudes, stories, and expectations around the College; Employed qualitative and quantitative methodology to shape an authentic brand concept.

**Strategy and Branding:** Developed a research-anchored wordmark, messaging concept, and marketing plan, designed to work alongside Foundation messaging, while allowing the College freedom to explore edgier concepts.

**Creative Consulting:** Provided strategic assistance on SPSCC's initial launch campaign, and provided foundational research and advice for future brand-focused campaigns.

## A Message Amplified

Interact's multi-phase branding strategy began by approaching key stakeholders, and asking them to identify distinct attributes unique to the college. Fueled by data from multiple platforms and audiences, Interact's strategic team worked with SPSCC to develop a brand concept that managed to be both authentic and energetic, sounding the perfect tone for the college's past, present and future.

Meanwhile, the "Success Amplified" brand provided an ideal complement to the SPSCC Foundation's new "Making the Sound" brand concept, also developed in partnership with Interact.

### 'WHY DIDN'T WE CALL YOU SOONER?'

According to SPSCC's Kelly Green, Interact's work was "well-received by even our most skeptical audiences." Green went on to characterize the College's experience working with Interact as "100% positive," wondering "why didn't we call you sooner?"

We were honored to answer the call for SPSCC, and we stand ready to amplify your College's profile.