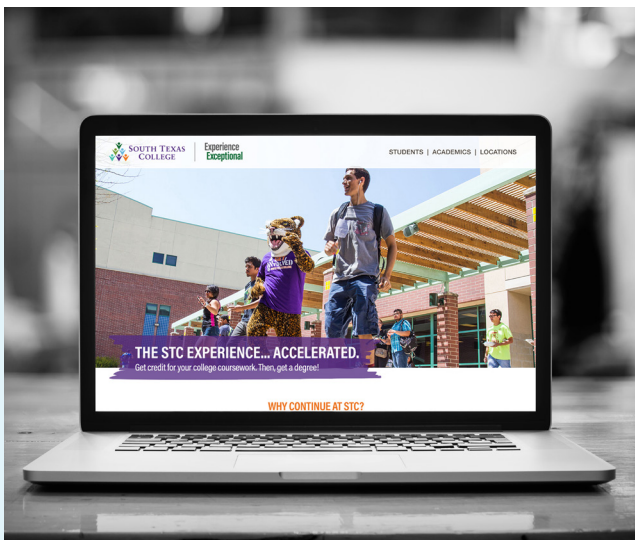
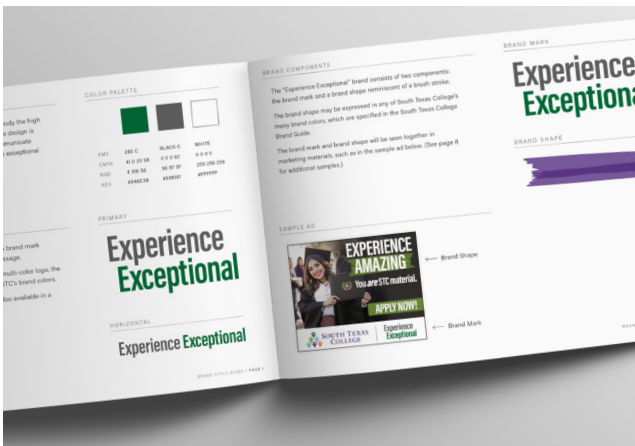


South Texas College

First-Gen... Next Gen...

For the 70% of the student body who are first-generation college students, South Texas College is not just a place of opportunity but a place of dreams, a one-of-a-kind community characterized by diversity, grit, and the "South Texas spirit." STC needed a brand concept that evoked the inspiration and the perspiration equally... and a marketing plan to match!

Through online surveys, focus groups, live interviews, and phone calls, STC and Interact uncovered a distinct existing identity for the College. The "Experience Exceptional" brand brought excitement and clarity to college communications efforts, affording STC the "lone star" identity it always deserved.



Interact & STC at Work...

Research: Explored community/stakeholder attitudes, expectations, and media consumption habits, employing focus groups, surveys and interviews.

Branding: Developed research-founded brand concept and wordmark to define STC's unique and powerful presence in the marketplace.

Creative: Delivered dynamic campaign materials, both traditional and digital, in support of the "Experience Exceptional" launch.

Web: Researched, wrote, organized and designed a simple yet elegant "mini-site," featuring target-specific marketing language and direct calls-to-action.

News Center: Researched and wrote materials for a recurring South Texas College news center, featuring student success stories, sector profiles, program features, columns, and more.

A New Sheriff in South Texas...

The highly visible launch campaign was a triumph, succeeding in establishing the new brand concept and broadening both awareness and reach for STC's five campuses.

Poised to enter its second year under the new brand, STC has adopted a bold new communications strategy to match its exceptional accomplishments in the community. Together, we can't wait to see what happens next!