



## Mission possible: brand-building for a venerable institution

Lipman Hearne and Chicago Booth have a trusting, longstanding partnership. From international research and strategic brand consulting to award-winning print campaigns and compelling interactive executions, Lipman Hearne has helped the world's best business school expand its distinctive presence.

Once perceived as merely a highly quantitative business school, Chicago Booth needed to communicate the empirically-driven thinking, rigorous questioning, and wide-ranging expertise that makes the school perfect for all disciplines.

### Harnessing a business force

Lipman Hearne positioned the school as a source for unconventional yet data-driven ideas that challenge orthodoxies and change the world of business—and the world at large. This positioning, carried out in two award-winning ad campaigns, helped drive enrollment to both its full-time graduate and executive MBA programs. It also catapulted Chicago to #1 business school in *Business Week* and the Economic Intelligence Unit. Just as important, the brand articulation drew enthusiastic responses on-campus and among alumni around the world.

In 2008, the School called on Lipman Hearne for an unprecedented assignment: develop a wide array of content—advertising, interactive, editorial—to celebrate a \$300 million gift from alumnus David Booth. The creative development and execution had to be done quickly and quietly—just in time for the official announcement of Mr. Booth’s gift and the new school name. Lipman Hearne produced a webcast of the event that was seen by more than 4,000 people. And Chicago Booth continues to change the way business is done around the world.



**For more information:**  
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