

UNIVERSITY
OF MIAMI



Case Study: University of Miami

Miami makes its mark as a top college choice and research powerhouse.

Our nearly decade-long collaboration with the University of Miami started with philanthropic marketing for a \$1.4 billion campaign. Since then, our collaboration has helped the university convey its impact and make its mark, figuratively and literally.

To launch the campaign—the first major campaign in over a decade—Lipman Hearne identified the strategic, visual, and verbal thread that would transform varied campaign priorities into a unified and compelling vision worthy of support: Momentum. The CASE award-winning campaign surpassed its goal and raised \$1.4 billion with hundreds of gifts coming from first-time donors.

Focusing the effort

In a dramatic redevelopment, Lipman Hearne turned the university's institutional website into a usable tool for multiple audiences—while reinforcing University of Miami's positioning and key brand characteristics with compelling stories of research impact and academic achievement.

Based on our market research, Lipman Hearne helped make University of Miami's highly recognizable and more contemporary athletic logo its institutional identity and developed comprehensive graphic standards to guide its usage.

Lipman Hearne's print, online and internal communications, video, public relations, social media, and other integrated marketing efforts have paid off. University of Miami was named Company of the Year in 2007 by the editors of *South Florida CEO* magazine, recently jumped 16 spots to #50 in *U.S. News & World Report's* "America's Best Colleges," and recruited the most selective class to date.



For more information:
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