



TribeAgency Delivers Flash-Based Webmercials to Promote Degree Programs at AIU Online

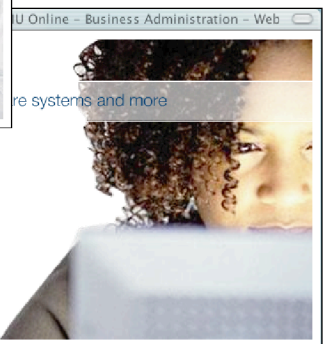
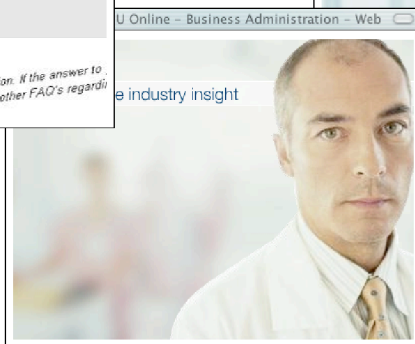
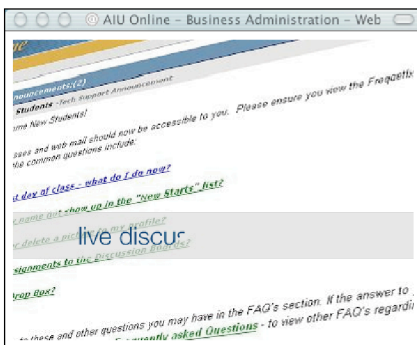


Market Outlook

Online learning is a platform that has experienced tremendous growth in recent years. To attain market share in the post-secondary market, it is vital to offer a variety of online degree programs that help students to continue or to advance their careers without disrupting current lifestyles and schedules. To compete in the marketplace, online universities often utilize online marketing communications to promote their various education offerings and degree programs.

Opportunity

To communicate the spectrum of new online degree programs and to promote existing programs, AIU Online embarked on a mission to generate exciting and new flash-based webmercials. TribeAgency was called up to provide concept, copy and production of the webmercial for the newly launched School of Healthcare Management. Once this project was launched, AIU Online turned again to TribeAgency for the creation of a second webmercial to promote their existing School of Marketing degree programs.



AMERICAN INTERCONTINENTAL UNIVERSITY ONLINE CASE STUDY



STRATEGY CREATIVITY TECHNOLOGY

WEB INTERACTIVE PRINT MOTION IMMERSIVE

Solutions

The first phase of the webmercial project was concentrated on promoting the launch of the new School of Healthcare Management. The school provides bachelor and master level degrees in healthcare management that can be achieved online in 13 months or 10 months, respectively. The goal of the webmercial was geared toward educating and exciting visitors about the opportunity of attaining a degree quickly at AIU Online.

TribeAgency's Creative Team began working on the tone of the piece along with composing a unique script. The message of the webmercial, generated by TribeAgency's copywriters, was to speak directly to the target audience - individuals ranging from 23 - 39 years old, who were interested in a position in healthcare.

While the script was refined and finalized, TribeAgency's designers and technologists developed four distinct conceptual directions for the client to choose from. The range of designs gave the client the opportunity to evaluate and select an overall direction that best complemented the existing offline and future marketing efforts that were to be generated to further announce the launch of the new School of Healthcare Management degree program.

When the final direction was chosen, voiceover talent was recorded, and a custom background music track was created at TribeAgency's studio, both of which were then integrated into the final flash-based design.

With the successful launch of the School of Healthcare Management degree program, AIU Online tapped TribeAgency's strategy, creativity and technology talents again to promote their new Marketing degree program. TribeAgency's service-marked 4D process helped to expedite the launch of this second webmercial, which was placed on a short and demanding development timeline of less than two weeks.

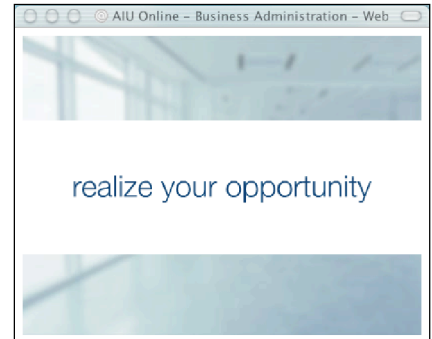
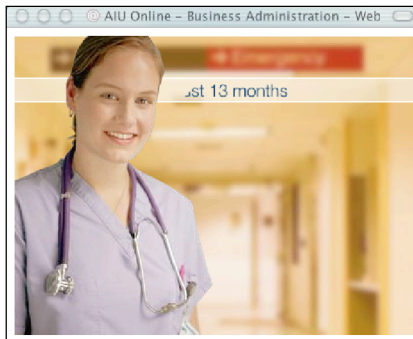
The resulting webmercial for AIU Online's School of Marketing **communicated the growth** in the marketplace for marketing careers along with the **ability to achieve the degrees fast**.

Results

With the launch of AIU Online's School of Healthcare Management degree program in June of 2003, the first phase of the webmercial project was launched on the AIU Online Website. The piece was successful in tying into the look and feel of the AIU Online Website while creating excitement through a flash-based medium. The 90-second webmercial successfully communicated the details of the bachelor's and master's degree programs within the School of Healthcare Management and promoted the ability to achieve these degrees fast through a virtual campus.

The resulting webmercial for AIU Online's School of Marketing communicated the growth in the marketplace for marketing careers along with the ability to achieve the degrees fast. The look and feel of the piece complemented the first webmercial, but the use of unique flash-based technologies provided an alternative approach.

Course	Section	Status	Score	Expires
MGT612	01	Scheduled	5	11/16/2003
MGT612	01	Scheduled	5	11/16/2003
MGT612	01	Scheduled	5	1/4/2004
MGT612	01	Scheduled	5	1/4/2004
MGT612	01	Scheduled	5	2/8/2004
MGT612	01	Scheduled	5	2/8/2004
MGT612	01	Scheduled	5	3/21/2004



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