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## Client Case Study

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the creative  
act is the  
defeat of habit  
by originality.





## Accomplishing a #1 Ranking...

Thunderbird, The American Graduate School of International Management, hired Quill Advertising with one goal in mind: build a brand that would turn an unknown school into a world-renowned university. Quill helped the university achieve its goals. The school went from being unranked to receiving a #1 ranking in International Business Management by *U.S. News & World Report*, *BusinessWeek* and *The Wall Street Journal*.



**Guide to America's Top Business Schools:** *"Anyone seriously interested in international business cannot fail to consider going to this school for a master's in business".*





**Client:** Thunderbird University, The American Graduate School of International Management

**Assignment:** Redefine Thunderbird as the premier school for global management education

**Space:** Graduate education of International Management Studies

**Target:** Prospective students, public and private sector funding sources, and government grants

**Scope:** Global marketing program and brand awareness campaign to increase student recruitment, improve public relations with U.S. and selected foreign-based corporations, and advance relationships with appropriate Washington agencies.

**Business Issue:** Communicate Thunderbird's advantage over traditional M.B.A. programs by highlighting the connection between the needs of global business development and global educational programs, like those offered by Thunderbird.

**Recommendation:** Initiate a global advertising/brand awareness program using world-class publications. Make contact with a Washington lobby group to open doors to appropriate granting agencies. Prepare a program to make personal visits to U.S. corporations for funding.

**Solution:** Initiate a strong and deliberate advertising message to differentiate the M.I.M. from the M.B.A. and to better define the advantages of the M.I.M. for both the students interested in international management and international institutions looking to hire them. Advantages include:

- Thunderbird is the oldest and largest graduate school of international experience, with 50 years in global education.
- More than 9,000 companies in the 50 U.S. states and 133 countries employ 25,000 Thunderbird graduates in management positions.

**Approach:**

- Research to determine brand awareness prior to campaign launch
- Target market analysis
- Develop advertising messages focused on a three-tier marketing approach
- Fine tune marketing/advertising campaign based on first-year results of brand awareness and student recruitment

**Media:**

- *U.S. News & World Report*
- *BusinessWeek*
- *The Economist*
- *Far Eastern Economic Review*
- *Visión*
- *Visão*
- *Washington Post*
- *The Wall Street Journal*
- *World Trade Magazine*
- *New York Times*
- *Forbes*
- *Fortune/Europe*

**Results:** Thunderbird became AACSB accredited and eligible to be ranked among all accredited business schools. The U.S. Department of Commerce awarded Thunderbird a \$2 million grant for the purpose of establishing The American Business Centers in Russia. *U.S. News & World Report* and *BusinessWeek* ranked Thunderbird #1 for international business education.