

white space

Through our experience we've learned that if you want to do something well, you have to know something about it. We would like to share some of what we have learned with you. Our newsletter is where you'll find marketing and visual communications topics related to retaining, communicating with and growing your organization's

So You CAN Judge a Book By Its Cover

For many high school teens, finding a college that fits is one of their most stressful undertakings. Usually, it starts from simply narrowing down "like, a billion" college view books sent to students every year. This month, we've hacked into a teenage instant messenger convo, to get the lowdown on the real college search:

Monday, March 24, 2008

(4:25:27) Jazzdancer23: Hey Tracy!!!

(4:26:02) Xsoccerchicax: Hey Alexa what's up?

(4:26:45) Jazzdancer23: Oh nothin much, just finishing up a project for my English class...What are you doing? Want 2 go 2 half-price pizza night later?

(4:27:05) Xsoccerchicax: I would LOVE to, but I have to start looking at all of these college view books... Ever since I took the SAT's I've been getting like, a billion of these a day!!!

(4:27:18) Jazzdancer23: Ahhh, me too. It's driving me crazy! I just end up tossing half of them out...too overwhelming!!

(4:27:55) Xsoccerchicax: Yea me too. And most of them look so boring. No creativity, no excitement. I thought college was supposed to be the best four years of my life!

(4:28:36) Jazzdancer23: omg, you're right! A lot of them look exactly the same. I mean, I just want to go to a college that's actually going to be worthwhile, and I just end up tossing all these view books because nothing's really catching my eye. Have you found any yet?

(4:30:07) Xsoccerchicax: Well, actually wait!...Here's one that's really interesting. Just by looking at it I KNOW it's better...More about student life...you know? I mean, I obviously am going to be studying there. I want something to spark my attention other than a black and white list of all the majors I can choose from.

(4:30:52) Jazzdancer23: LOL I know what you mean!! That's awesome, you should go visit it! Hey, I want to come... Maybe we can check it out together or w/e!

(4:31:44) Xsoccerchicax: OMGGG, yes!!!! It's great. It looks like they put so much more time into the view book than any of the other ones. Wow!!! It even comes with a free DVD!!!

(4:32:29) Jazzdancer23: Are you serious??? WOW! ok! I'm def. going w/ you! And since we've decided to go for a visit, this means we have to plan when we're going...at pizza night!....??? Hahaha

(4:32:58) Xsoccerchicax: hahaha....hmm...ok you talked me into it!! lol

(4:33:25) Jazzdancer23: Haha kk, I'll call you in a few. And bring the view book bc I want to look at it!

(4:34:01) Xsoccerchicax: sounds good babe, tty!!!





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Who would have thought that a college view book could make such a difference?

Beneath the heap of view books collected on the kitchen counter, one that has real flare could decide the next four years of a student's life. Choosing a future takes much time and contemplation. With that in mind, it's important to reflect that same amount of time into showcasing everything a college has to offer!

Here at Rottman Creative Group, we've mastered the art of creativity and gone beyond the standards with original and innovative ideas. In fact, we've taken the view book to the next level by developing a high quality recruitment DVD to distribute to prospects, as well as having it accessible to anyone on www.youtube.com, a popular video search website. And when we say "beyond the standards," we mean the best. We're extremely proud to announce that just a few weeks ago, our promotional recruitment DVD received the Gold Award from the prestigious National Council for Marketing & Public Relations (NCMPR), in their annual competition encompassing thousands of national entries. While taking that into consideration, you can be rest assured that you'll be receiving our finest work, and teaming up with the best!



Don't let your next view book efforts fall between the cracks and stacks. Rottman Creative Group can help you reach new heights by jazzing up your next view book and creating your own unique recruitment DVD. Students will be able to visualize a high quality education and experience, just by glancing at the front cover!

