



OVERLAND AGENCY

"WE NEEDED AN AGENCY PARTNER THAT UNDERSTOOD OUR STRATEGIC AND BRAND GOALS, BUT THAT ALSO HAD A SUPERIOR KNOWLEDGE OF OUR TARGET AUDIENCE: TEENS AND THEIR PARENTS. WE CHOSE THE OVERLAND AGENCY BECAUSE THEY BROUGHT ALL THAT TO THE TABLE."
DIANE ZIEL, MARKETING MANAGER, KC DISTANCE LEARNING, INC.

KC Distance Learning Marketing Collateral

CLIENT: Established in 1974, KC Distance Learning, Inc. (KCDL) is the world's leading provider of distance-learning programs for high school students, offering not only core curriculum but Honors and Advanced Placement courses. Their Keystone National High School is one of the most established distance-learning high schools in North America, having served more than 200,000 students globally in the past 30 years. KCDL uses distance learning to bring quality educational opportunities within a broad range of students.

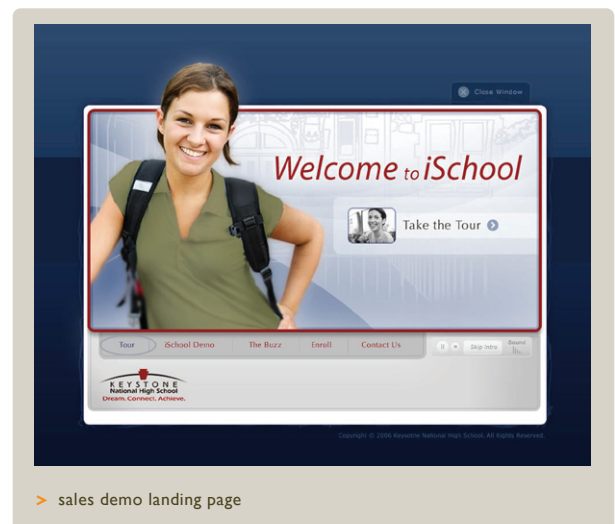
CHALLENGE: To extend their message to parents and prospective students, KCDL needed an innovative way to present their award-winning distance-learning program at Keystone. They wanted interactive tools and marketing materials that set their brand apart and presented sample courses, student testimonials, and information about admissions requirements. Keystone's existing branding, however, did not represent their leadership in their segment of the education industry. With an in-depth understanding of the teen-parent relationship dynamic from past pro bono work, the Overland Agency commenced to reinvigorate Keystone's presence and create collateral that would engage both parents and students.

SOLUTION: Overland refreshed Keystone's image by creating a new look and feel consistent across the sales brochure, course catalog, and enrollment materials. The interactive demonstration—which can be shared online or via CD, and is played at trade shows—is an easy-to-understand, action-driven piece that supports their brand and generates leads. Each of these elements supports the core messaging that parents can help provide their children optimal life opportunities with an educational foundation of Keystone's quality.

RESULT: The new marketing collateral has enhanced KCDL's competitive edge: The interactive demo has proven an effective sales tool, driving potential parents and students to contact KCDL for more information. The piece was integral in showcasing the company's rich, comprehensive programs, and it was also vital as a unifier among their revamped brand. KCDL continues to enjoy thriving enrollment.



> brochure cover for iQ Academies



> sales demo landing page



This project won:

2006 International Davey Awards