

HBS drives awareness for Carleton University's Winter recruitment campaign

Carleton's first-choice applications rise 11.3 percent



**FEBRUARY 19, 2007
OTTAWA, CANADA –**

HBS Marketing today announced that its Winter 2006/7 recruitment campaign for Carleton University has resulted in an 11.3 percent increase among applicants selecting the university as their first choice. HBS handled Carleton's successful Spring 2006 recruitment campaign, and was selected to execute the Winter campaign based on those previous results.

The campaign focuses on the thematic concept of "Changing Lives. Changing the World." and was designed to engage undergraduates in the National Capital Region and influencers such as parents, as well as to instill pride among Carleton faculty and staff. The campaign tapped into student aspirations to position the university as an innovative, local, national and international research-driven institution and increase mindshare so as to impact the number of applications and yield among first-choice offers of acceptance. HBS handled all creative and media for the recruitment campaign.

"Our goal was to make this campaign into a primary awareness message for recruiting purposes," said Doug Wotherspoon, Director Communications and Community Relations, Carleton University. "With a more than 10 percent increase in Carleton as the first choice of applicants, we've clearly met and exceeded our goals. HBS has brought a strategic approach to our communications needs, and delivered outstanding creative."

HBS designed and implemented a number of integrated campaign components for Carleton, including print, broadcast, transit and web advertising.

"Carleton is one of Canada's leading comprehensive universities and this campaign shows how much the school has to offer," said Sandra Markus, Vice-President, Client Services, HBS Marketing. "For undergraduates and their parents, this campaign brings to life the wealth of possibilities that can come from attending Carleton."

ABOUT HBS MARKETING

HBS Marketing is an award-winning full-service marketing communications agency serving private and public sector organizations across North America. Since 1976, the company has offered a complete range of strategic services, including positioning and brand-building, corporate identity programs and powerful, compelling marketing communications across all media. HBS Marketing's expertise is organized into such practice areas as Public Sector Marketing, Social Marketing, Technology Marketing and Consumer Marketing.

For more information, please visit www.hbsmarketing.com.

Editors please contact:
Heather McCulligh
613-797-8949
heather@hbsmarketing.com