

THE PEABODY INSTITUTE : BRANDUMENTARY

CHALLENGE

The Peabody Institute is the oldest and one of the most prestigious music conservatories in the US, if not the world. Over the years, Peabody had struggled to find a unique position among its competitors. It needed to find what set it apart from other conservatories to improve its perception among prospective students. Finding a compelling balance of high achievement and a collaborative spirit was paramount to the future of the institution.

SOLUTION

Through a rigorous discovery process, we strived to find ways to talk about Peabody's unique transformative learning environment in a way that was unique and compelling and stood out from the elitist messaging of other conservatories by putting students and their successes ahead of Peabody's. We developed a brandumentary (based on the brand platform) that captured the essence, the fresh and warm energy, of Peabody.

RESULTS

Since the brand platform and video were rooted in the discovery we did among Peabody stakeholders, it's no surprise they loved the brandumentary. They could hear themselves coming out in the video's message. Here are some of the comments we received:

"We are so excited about this! It is substantive and compelling and really hits the mark. Thank you!"

*- Tiffany Lundquist,
Director of Marketing and
Communications*

"It's delightful, to the point and keeps it simple. I'm honored to have been a part of it."

*- Violaine Melancon,
Violin Faculty*

"I just cried at my desk watching that spectacular, moving video. Gorgeous work. It makes me so proud to work here and to be an alum."

*- Jessica Satava,
Concert Office*

