

# Northeastern University: Tag Line

Objective	Determine the most powerful advertising theme line.
Data Source	Written and telephone interviews among staff, faculty, grads, students and prospects
Question	<i>“What would motivate you to select Northeastern over other schools?”</i>

**ThoughtSCAN**<sup>®</sup>

## VERBATIMS

co-op  
experience  
good

## ThoughtScan Frequency

49  
14  
12

ThoughtTalk	<i>“Read good things about co-op.”</i> <i>“Their co-op program gives practical experience.”</i> <i>“With co-op you can see if you like the field of work.”</i>
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Results

The university realized the power of its unique niche. A new advertising program was launched “Education That Works” which included ads and billboards featuring logos of co-op companies. NU is now #3 nationally on applications with over 46,000 in 2012.

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