

Outward Bound Branding

Objective Determine the most powerful advertising message to increase leads.

Data Source 450 telephone interviews nationally among Outward Bound graduates.

Question *“What have you said to recommend Outward Bound?”*

ThoughtSCAN[®]

VERBATIMS

grow(th)

personal

experience

ThoughtScan Frequency

126

88

57

ThoughtTalk

*“You'll **grow** as a **person**.”*

*“The **experience** helps you understand yourself.”*

*“I **grew personally** through the **experience**.”*

Results

Outward Bound's *Personal Growth Experience* resonates. It is now the **#1 adventure-based education program in the world**. Bill Gates was so impressed with their work that his group gave Outward Bound several million dollars to expand into inner city schools.

www.wallacewashburn.com