



Zehno & Columbia Business School Earn TOTAL Publications Award from CASE

NAMED IN TOP 3 IN NATION IN EDUCATION COMMUNICATIONS COMPETITION

New Orleans – As part of its Circle of Excellence Awards Program, The Council for Advancement and Support of Education has selected Zehno’s communications work for Columbia Business School as one of the top three such initiatives in the nation.

The team won a silver medal in the Overall Publications Program category of the annual CASE competition – one of only three awards given.

Eight pieces – including a magazine, two viewbooks, a search piece, and a dean’s report– were considered in the judging. The competition rated programs on criteria that covered goals and objectives, planning, staff, budget and results.

Several of the print pieces also had Web counterparts, illustrating Zehno’s cross-media approach to communications planning.

Zehno, with headquarters in New Orleans, is an integrated marketing communications company specializing in developing print and Web strategies and tools for institutions with an educational mission.

The CASE Circle of Excellence Awards Program identifies and rewards excellence in the areas of alumni relations and communications. The program includes 43 categories in the areas of alumni programming, philanthropy programs, institutional relations, electronic and new media, periodicals, and publications.

OVERALL PUBLICATIONS PROGRAM - COLUMBIA BUSINESS SCHOOL

- Hermes, Spring 2000
- Viewbook 2000
- Search 2000
- Dean’s Report 2001
- Placement Report 2000
- Executive MBA Viewbook 2000
- Chazen 2000: A Decade of International Impact
- Pan Euro invitation

ABSTRACT: Program goals and objectives: Columbia Business School's publishing program seeks, at its core, to convey various facets of the school in a clear, visually appealing way. While programs' and departments' individual publication goals vary, it is imperative that every piece be linked by a clearly articulated school identity and message strategy. This branding is evident in the sensibility that informs every publication we produce: clean design, often with a great deal of white space; extensive use of rich, vibrant colors; compelling copy in readable bites, and quality production. Our text systematically emphasizes our Ivy League caliber, location at one of the world's financial capitals, and solid curriculum. Publications vary according to audience and purpose, but all share a recognizable Columbia Business School identity.

PLANNING: Columbia Business School's dominant design identity and message strategy, as explained above, was established five years ago. While overarching, it was conceived with the aim that it be fluid enough to allow for changing, fresh design and content customized to each endeavor. Individual publications' content and design are planned collaboratively between the entity requesting the piece and our own office— a collaboration that allows the department/division to share knowledge of their own goals and audience, and allows us to provide a more comprehensive view.

RESULTS: Columbia Business School has met its goals in that our publications present clearly defined messages in a visually appealing way. As part of our larger image goal, the publications are increasingly clean and identifiable as those of the school, while still allowing flexibility of message and design. Our publications program – and all of its components – contribute significantly to the marketing communications success of a school that has seen student selectivity rates go from 47% to 12 % over the course of eight years, overall giving grow from \$20.2 million in 1998 to \$49.2 million in 2000, and its own rank rise to #2 worldwide in ratings by *The Financial Times*.

CONTRIBUTORS & ROLE

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