

samples from top to bottom: Longerenong College bi-annual short course guide, Longerenong College 36 page course guide booklet, Longerenong College promotional DL postcard, Longerenong College newspaper advert

Longerenong College

the brief

Strengthen the brand and identity of one of Victoria's most historic agricultural colleges in an attempt to secure higher enrolments.

Reassure the target market and broader community of a secure long-term future after changes in structure and management that the media had publicised broadly.

the solutions

Having experience and an in-depth understanding of rural life and a personal affinity with the college, mp|media solutions helped to update Longerenong's image and ability to sell itself more effectively.

mp|media solutions has injected new life into Longerenong's promotional material through a range of mediums including:

- National print advertising
- Writing, designing and printing 2009 course guide
- Writing, designing and printing other promotional tools such as fliers and short course guides

the feedback

The college, through the use of creative contemporary design and crisp language, is now capturing national attention as a modern education centre. It has achieved this without compromising its heritage and culture.

"mp|media solutions brought new ideas and a new focus to Longerenong College. They knew our business and what we needed. They helped us grow professionally!"

**Longerenong College development officer
Donna Winfield**

