

# Armstrong Rolls Out Branding Campaign

November 5, 2010

Armstrong Atlantic State University

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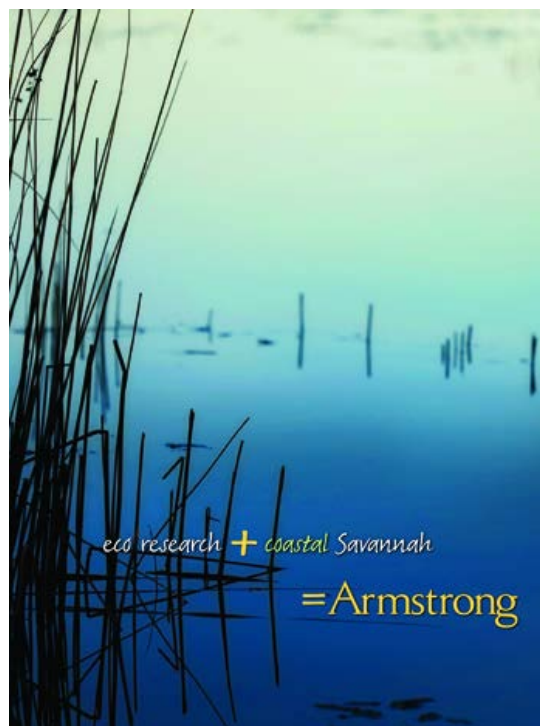
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## Armstrong Rolls Out Branding Campaign

(November 5, 2010) Armstrong Atlantic State University is rolling out a new branding and marketing campaign that will help increase awareness of Armstrong, expand recruitment efforts and highlight the university's deep ties to the Savannah region.

Starting in fall 2009, the university began to gauge the perception of Armstrong among various constituent groups through surveys involving students, parents, alumni, faculty, staff and community leaders. Results revealed that Armstrong and its academic programs are highly regarded and that the majority of alumni feel a strong connection to the university and would choose Armstrong again.

Research also revealed a deep connection between Armstrong and the region and the enrichment that the university's location in Savannah adds to the educational experience of more than 7,600 students.

The campaign, which includes advertising materials, internal and external communication strategies and media relations efforts, will provide a consistent look and a focused message to differentiate the university. It emphasizes a shift to the Armstrong name rather than AASU, based on feedback from alumni across the state and the nation who feel a strong loyalty to the institution and the name.

“Through different marketing strategies we are communicating to all our constituent groups the great work being done by our students, faculty and staff, the high quality of our academic programs, and why we are such a vital part of this great place we call Savannah,” said Armstrong President Linda M. Bleicken.

For more information visit [armstrong.edu/branding/](http://armstrong.edu/branding/).



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# Armstrong