

Marketing and Publicity



The OUI management decided to revamp the market position and image of the Open University and its activities. After conducting surveys, preparatory work with control groups and an intra-organizational publicity campaign, a new image campaign was launched, accompanied by publicity on TV, radio and the Internet. To date, the new branding campaign has included:

- Updating the OUI logo (in Hebrew, English and Arabic) with the addition of the slogan selected by OUI management: "Fulfilling Your Potential."
- A film was produced on the basis of the new slogan. The film was released on television on two occasions and in two different versions (one shorter, one longer) to coincide with the start of enrollment for the 2011-2012 fall semester.
- The television advertising was backed by market research to evaluate effectiveness before and after each round of publicity.
- The slogan was promoted via an online campaign, with a Facebook page presenting the "potential" application, in which users involved their friends in examining their potential. Another ten campaign video clips were posted on online advertising sites, illustrating the reasons and probability for fulfilling potential at the Open University.
- A new publicity "language" was devised (for press, billboards, flyers, etc.), designed to create a strong, uniform and clearly identifiable image for all OUI advertising. The new language was also used in advertising at study centers, in local newspapers, on regional radio and on billboards; and included targeted advertising for the Arab sector.