

Interactive Solutions

How we attract the next generation of students will never be the same.



Creosote Affects is a leading firm in educational marketing and branding. Developing more innovative solutions and producing better results at a better price.

CREOSOTE
affects

Everything has changed in education! For Creosote, reinvention has become a way of everyday life. That's why we're education's leading interactive solutions agency.

Technology has supplied us with the ability to view, consume and share messages in an entirely different way. Whether it's through a browser or mobile devices, audiences are engaging with content like never before.

We're empowering schools to take full advantage of technology—creating cross-platform strategies with tools that reduce costs, speed time to market, and increase effectiveness.

But Creosote isn't just an interactive agency. We're a brand message provider whose success has always been based on authentic expressions, award winning designs and flawless execution.

Interactive Admissions

Together, we can introduce your audiences to what is truly extraordinary about your institution through an interactive experience—taking them to a deeper place as they explore what it's like to be part of your campus community.

Creosote's Interactive Viewbook is a revolution, and it's how students want to learn what it's like to be a learner on your campus. Meet their expectations.

Interactive Advancement

With donors facing outstretched hands at every turn today, fundraising has become more competitive than ever. Your efforts have to cut through the clutter of all other solicitations, tell a story that matters, demonstrate outcomes and provide a convenient method to give.

Let's excite prospects through an interactive solution that defines how their gift will impact your community and beyond. With Creosote as your fundraising partner, we'll get them to give and give more.



Frequently Asked Questions

Already have effective video and print communications?

Creosote can adapt your publication's design, messaging, photography and video into our interactive storytelling format. Simply send us your existing print materials. After review, and with no obligation, we can provide a proposal for the solution we believe will engage your audiences most effectively.

Need a new creative expression of your brand?

If you're considering a fresh take on branding, Creosote can tailor a plan to develop an authentic creative expression. Connecting people with a brand is what we do best. Our services are comprehensive—offering research, strategy, copywriting, design, photography and video. Just let us know how many of our services you would like to consider, and we'll estimate accordingly.

Need us to provide a print solution, too?

Creosote believes it is important to integrate different media types in your efforts. Print is not dead. However, with an interactive solution as part of your admissions or fundraising strategy, your print communication may take on a different role.

Our print solutions have produced game-changing results for our clients and our publication design has been recognized with our industry's highest awards.

Wondering about the impact on your social media strategy?

Your most valuable fans are the ones who will share your brand with their friends and followers through their own personal tweets, posts and blogs. This is the power of social networking and one of the fundamental reasons we have developed interactive solutions—our solutions offer a convenient method for audiences to share your story.

How much does an interactive solution cost?

Each solution is customized to match an institution's uniqueness. Generally, backend development of an interactive solution with two (2) HTML5 versions (landscape and portrait orientations for the iPad) and one (1) Flash version (standard web browser use) containing up to 32 "pages," with 10 short HD video clips with audio, five (5) tap-to-show photo slide shows and one (1) email inquiry form costs less than \$25,000.

How long does it take to develop an interactive solution?

Upon design approval, we can deliver an interactive solution of 32 "pages" or less in about four to six weeks—allowing for two rounds of client edits or alterations.

How do audiences access an interactive solution?

Our interactive solutions are not app store dependent and can be hosted on our clients' servers. Simply share a link and allow audiences, regardless of their viewing device, to immediately connect to your story.

We are Apple developers and can submit a "packaged" version of our solution to iTunes for "app" approval. After approval, your solution has the potential to be seen by millions.

At Creosote, we'll never tire of sharing your story or capturing the essence that defines a school, and we'll always strive to create genuine brand experiences that excite audiences.

Education's **Interactive Solutions** Leader

If you're ready to reach more of your market...at any time, wherever they are, let's talk. Creosote can deliver an interactive solution to meet your institution's specific needs.



Salve Regina University's
Interactive Viewbook

Creosote Affects
P.O. Box 207, 314 West Main Street • Emmitsburg, MD 21727
CreosoteAffects.com or eduResults.com • 301.447.2EDU [2338]

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