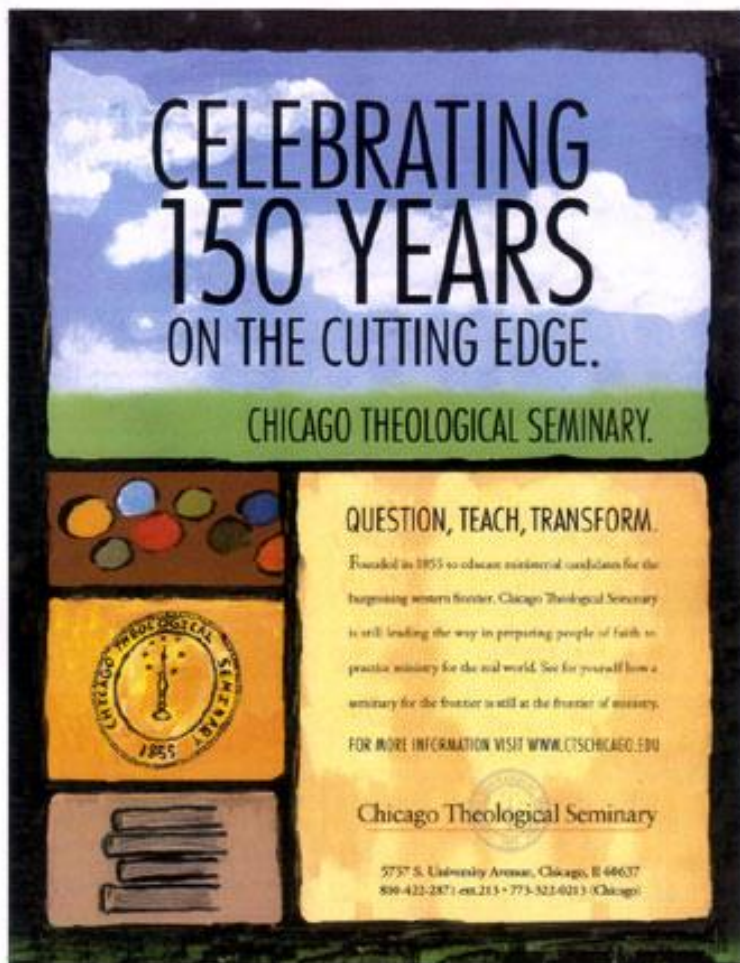


## Print Ad: Branding Ad for Educational Institution



- Client:** Chicago Theological Seminary (CTS)
- Objective:** To announce the seminary's 150th anniversary as a ground-breaking educational institution.
- Strategy:** Ad used the art work of the institution's main marketing piece, "The View Book," to reinforce the brand and show CTS's commitment to diversity and learning as well as its highly contemporary approach to religion. The headline created a sense of tension that is fully in keeping with the institution's history of challenging the status quo.
- Results:** This ad always drew a lot of attention because it demonstrates the willingness of CTS to push the envelope when it came to education, ad headlines and visual concepts