



Gonzaga University Inspires with Help from Anderson Mraz Design

The benefits of a Gonzaga University education were recently touted through an advertising campaign – developed by AMD – that stretched from the pages of *US News & World Report* to the baggage claim areas at Spokane International Airport.

“AMD strategized, designed, and executed a campaign to communicate Gonzaga’s brand promise to parents and students,” explained Dave Sonntag, GU’s assistant vice president, marketing and communications. “The creative communicated ‘inspiration’ (our brand) in a fresh, provocative way.”

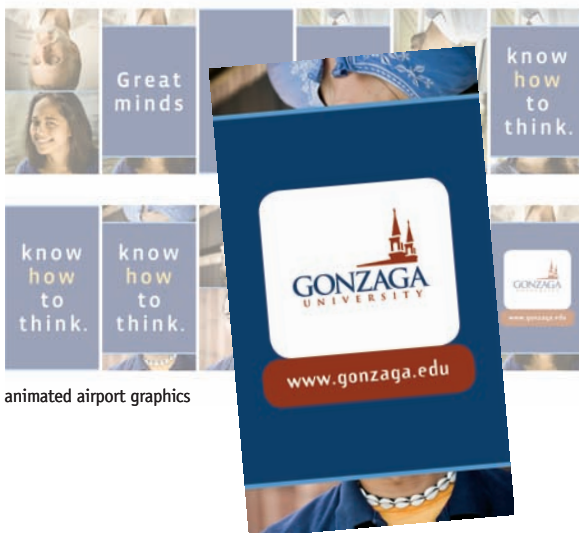
The ads connect faculty and students in a way that promotes the university’s educational approach, and challenges conventional notions of private liberal arts schools.

“Since we had already helped establish GU’s ‘be inspired’ brand tagline,” said AMD principal and creative director CK Anderson, “we began the creative process by looking at ways that would impart the school’s classroom spirit.” By bringing faculty and students together visually, he said, AMD felt they could prove that Gonzaga has a very compelling story.

AMD teamed up with GU in-house photographer Jennifer Raudebaugh, who, Anderson said, was able to effectively capture inspiration in the many faces of Gonzaga.

“The execution was seamless and the campaign came in under budget,” added Sonntag. “We continue to rely on the great insight AMD provides Gonzaga.”

Formed in 1988, Anderson Mraz Design is a Spokane, Washington-based marketing and communications design group operating in local, regional, and national markets. The firm offers expertise in all areas of branding across a diverse and widespread client base, with services that include consulting, planning, and strategic development, as well as deliverables that range from corporate identity to advertising, from website development to environmental graphic design. For more information, please visit www.am-design.com.



animated airport graphics

