AIE - CREATIVE PRESENTATION

MetropolitanRepublic

Tissue Session - 12 September 2017

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OVERVIEW

Brief

Approach

Creative

Opportunities

- Route 1
- Route 2

Art Direction

BRIEF

Develop a creative campaign that will run over the next four months, that will **drive applications for 2018**, by creating awareness of who, where and what AIE are and all that they have to offer, specifically their Engineering, Draughting, Business and IT Academies. It is suggested that the campaign should include YouTube and radio ads.

APPROACH

Our approach has been to look at what you have, and the messages that you've been using already.

Rather than reinventing everything, we have found ways and opportunities to strengthen these, and move them into to a more iconic and creative space.

AIE ACADEMIC INSTITUTE OF EXCELLENCE











THE ACADEMIES

IMAGINE YOUR FUTURE

AIE ACADEMIC INSTITUTE OF EXCELLENCE











THE ACADEMIES

IMAGINE YOUR FUTURE

WHY EXCELLENCE?

What stands out from the name is 'Excellence'. Everyone strives for it, individuals and organisations measure their success with it, and it's the one most tangible value proposition for the AIE brand. This is an opportunity to own the word 'Excellence', and translate it through our different Academies, i.e. IT, Engineering, Business, Draughting etc.

The Academic Institute of Excellence was founded on the principle that by pursuing big ideas and sharing what we learn, we make the world a better place. And we have no intention of straying from that vision.

OWNING EXCELLENCE

What is excellence?

Excellence is imagining a future, and doing whatever it takes to make it possible.

Excellence is what we believe in here at AIE.

It's in our name, our Academies, our teachers, on campus, online and in our students.

Because a good education is never good enough, education has to be Excellent if it's to change the world.

Come to AIE for Excellence, in your studies and your life!

The Draughting Academy
The Engineering Academy
The Business Academy
The IT Academy



THE EXCELLENCE COLLECTION BY AIE







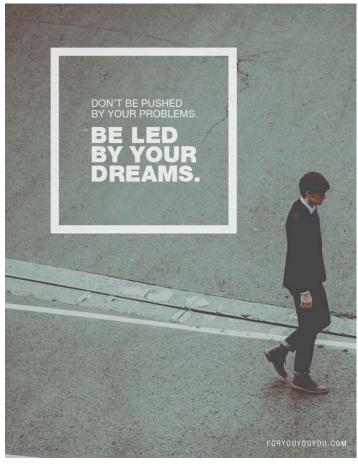




THE EXCELLENCE COLLECTION BY AIE

IMAGINE YOUR FUTURE

LOOK AND FEEL

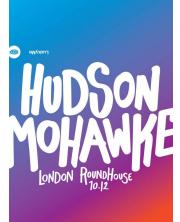


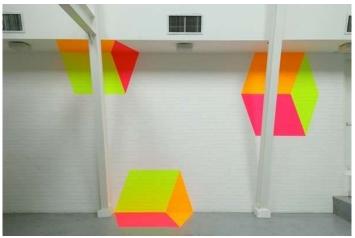


























































SPECIALISTS IN MODERN BUSINESS STUDIES



QUALIFICATIONS

Financial Accounting Diploma

Business Management Diploma

Entrepreneurship

Public Administration/Management

Office Administration Diploma

HR Management Diploma

Legal Secretary Diploma

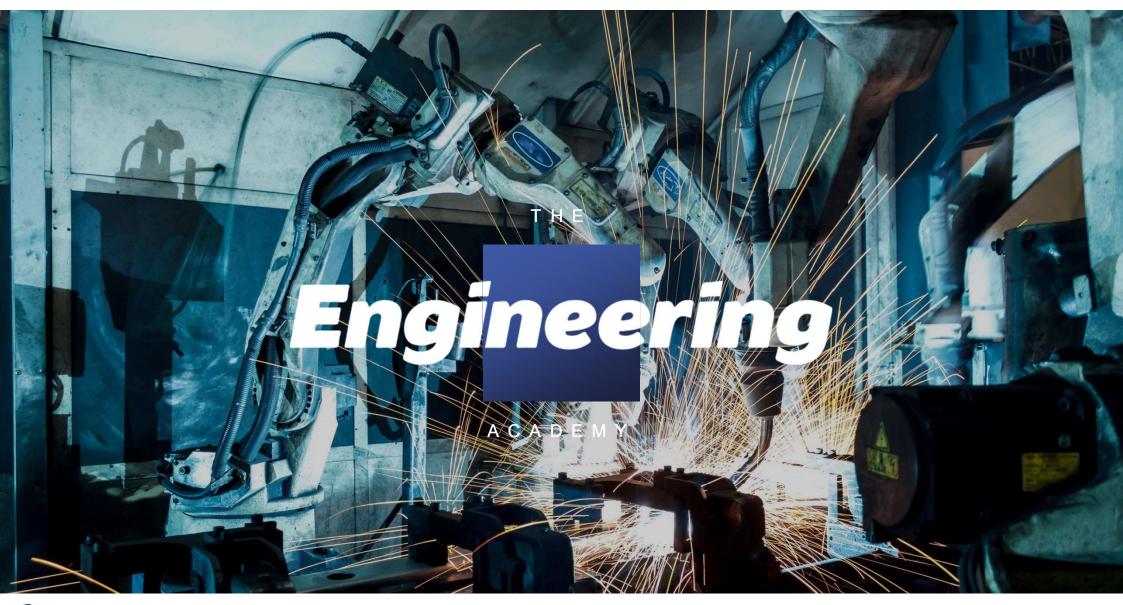
Marketing Managagement Diploma

Training and Development Practice

Further Education

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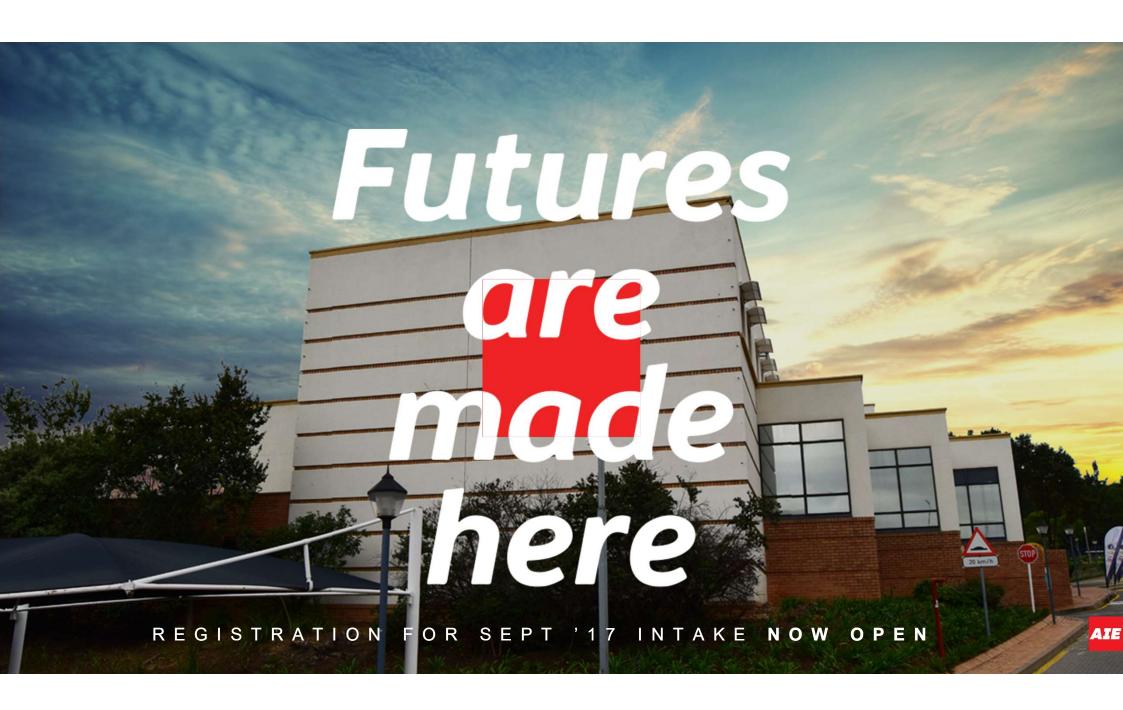


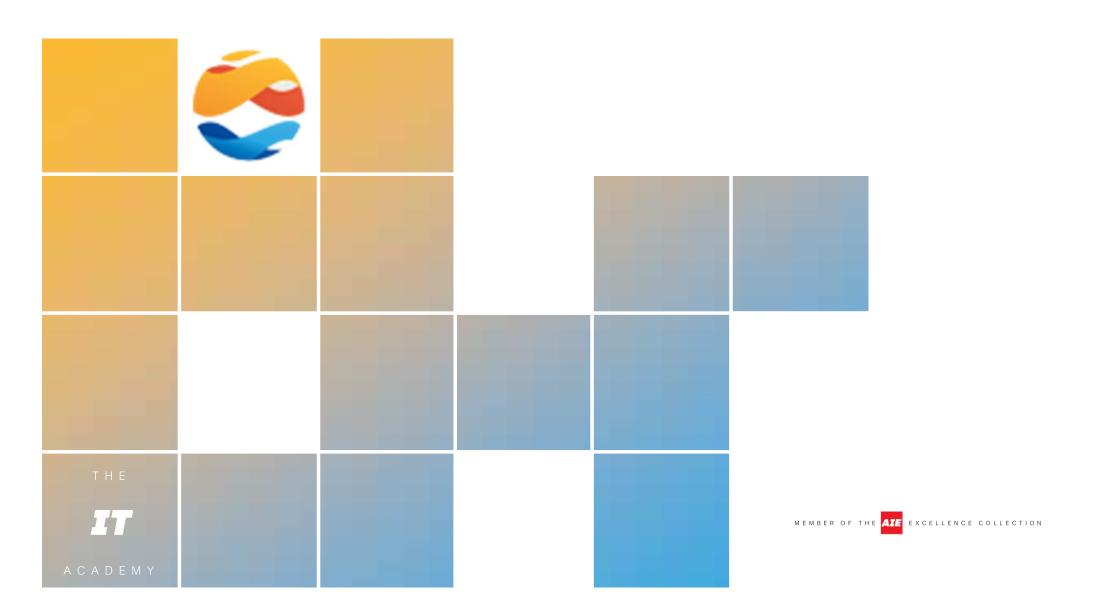


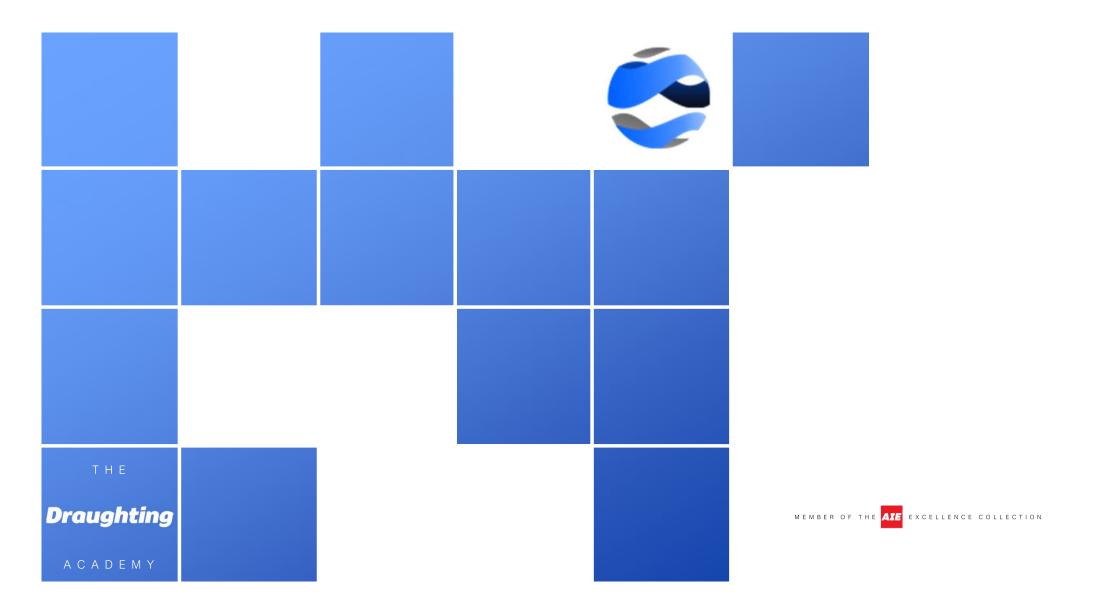


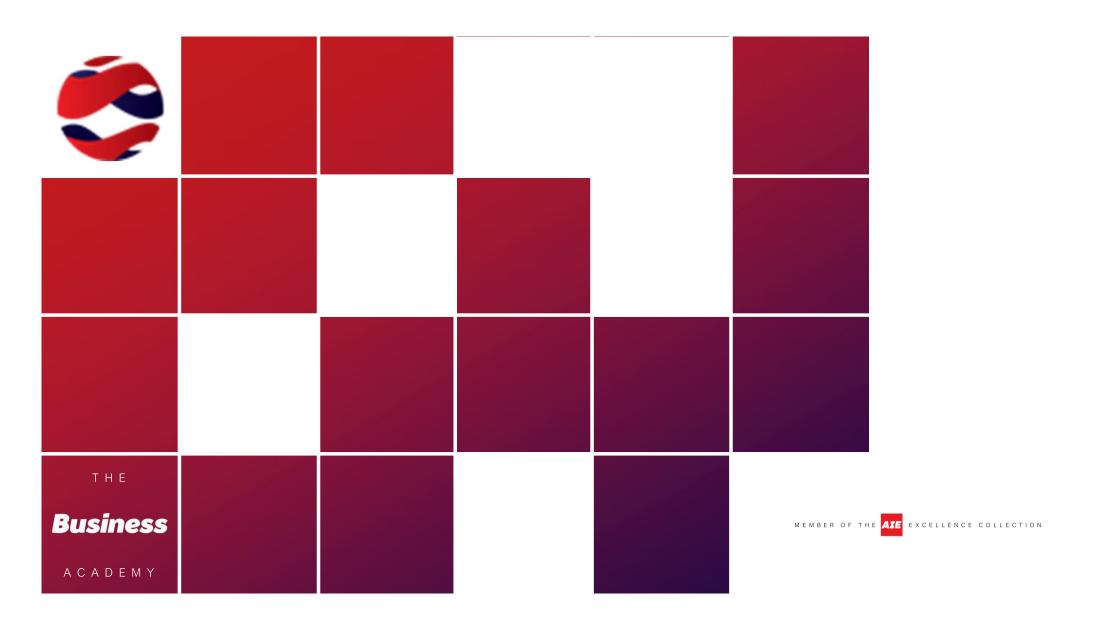












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