

## Scholarship Experts

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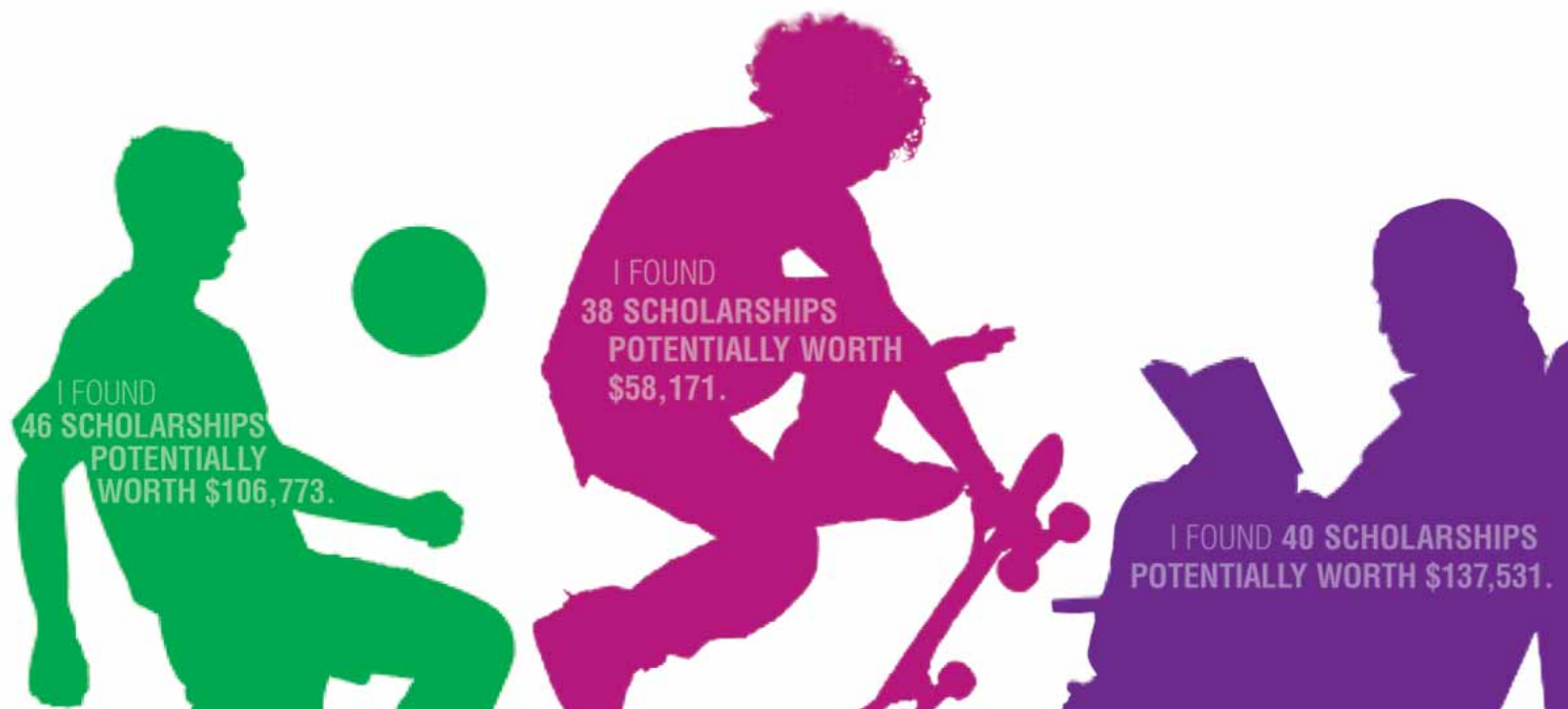
**Situation** Scholarship Experts assists parents and students as they look for ways to pay for college with a free and highly accurate online scholarship search service at [www.scholarshipexperts.com](http://www.scholarshipexperts.com). The site gives visitors unlimited access to a scholarship database of 2.4 million awards worth over \$14 billion and was called “the best scholarship search engine” by Forbes.com. 2006 marked a new era for the Scholarship Experts. the company was acquired by a national financial company allowing for a new brand rejuvenation. The first debut to the re-energized branding was substantial ad buy in the Hobsons’ suite of publications which are distributed to high schools and college counselors.

**Solution** The assignment will initially include the development of a fresh look and feel and an advertising campaign targeted at high school counselors and their students. The campaign will then be rolled out into collateral, direct mail and trade show materials. According to SE’s Operations Manager, Lori Grandstaff, “We’ve been very impressed with TDC’s ability to communicate a brand in a compelling and relevant way. So they were our first and only choice for rejuvenating the Scholarship Experts brand.”

We developed a positioning strategy around the idea of showcasing unique identities of students and matching a financial award amount and quantity of scholarships available to them. The branded imagery was then carried through multiple communications including a trade booth, posters, mailings, buttons and collateral materials.

**Result** What started as a solution to an immediate advertisement need has turned into the prominent brand identifier for ScholarshipExperts.com. While early in its brand cycle, the preliminary feedback has been very positive from the student, parent and guidance counselor audiences.

- o branding strategy
- o brochure



**ScholarshipExperts.com**

**I FOUND 38 SCHOLARSHIPS POTENTIALLY WORTH \$58,171.**

**I FOUND 35 SCHOLARSHIPS POTENTIALLY WORTH \$89,581.**

**NEED MONEY FOR COLLEGE? ASK THE SCHOLARSHIP EXPERTS.**

**LET THE SCHOLARSHIP EXPERTS FIND THE RIGHT SCHOLARSHIPS FOR YOU.**

**THE RIGHT SCHOLARSHIPS WITH THE RIGHT SERVICE THAT'S RIGHT FOR SCHOLARSHIPEXPERTS.COM!**

**NEED MONEY FOR COLLEGE? ASK THE SCHOLARSHIP EXPERTS.**

**LET THE SCHOLARSHIP EXPERTS FIND THE RIGHT SCHOLARSHIPS FOR YOU.**

Now you're ready to tackle the challenge of finding scholarships to pay for college. Don't stop yourself back — there are scholarships for everyone. And the Internet makes the process easier. But there are so many search services out there. Which one do you use? What features should you look for? And how do you avoid getting frustrated while looking for awards?

**With ScholarshipExperts.com, finding the scholarships that are right for you is fast, easy and completely free!**

Unlike other services out there offering free information, ScholarshipExperts.com uses the highest quality scholarship data and the most sophisticated profile matching technology to provide completely accurate, up-to-date information. Our comprehensive questionnaire allows us to match you with scholarships that match your unique credentials.

And compared to many other scholarship search websites, ScholarshipExperts.com is free, comprehensive, with no "trip-up" ads and limited offers from educational partners. We know that your time is valuable, and we want you to use your time on our site to find reliable scholarship information.

Why waste time browsing through inaccurate lists of awards on other sites, when ScholarshipExperts.com gives you better results and more time to work on the application process itself? After all, the primary purpose of any scholarship search service should be to help you save time as you find legitimate scholarships to help you pay for college... PERIOD!

When searching for scholarships, make the right decision. Visit ScholarshipExperts.com help you find scholarships as unique as you are!

**ScholarshipExperts.com**



**"THE BEST SCHOLARSHIP SEARCH ENGINE WE'VE FOUND."**

—FORBES

**"A TRUSTED SOURCE"**

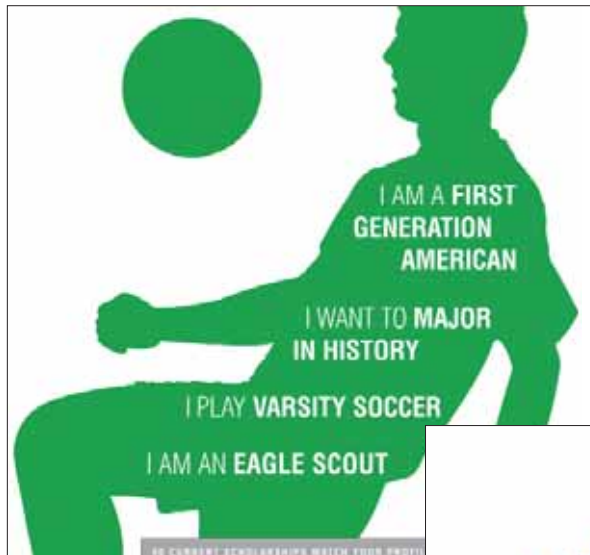
—CNN Money

**"THE BEST PERFORMANCE OF ANY DATABASE WE'VE EVER FOUND!"**

*The Scholarship and Grant Guide*

**ScholarshipExperts.com**

950 Highway Lane, Suite 501, Jacksonville, Florida 32223  
904-854-6750 (toll-free) 904-854-6751 (fl) [www.scholarshipexperts.com](http://www.scholarshipexperts.com)



I AM A FIRST  
GENERATION  
AMERICAN

I WANT TO MAJOR  
IN HISTORY

I PLAY VARSITY SOCCER

I AM AN EAGLE SCOUT

40 CURRENT SCHOLARSHIPS MATCH YOUR PROFILE  
FOR A POTENTIAL AWARD AMOUNT OF \$196,179.

You are unique. You possess unique talents, experiences and interests. Let Scholarship Experts find the scholarships that match you from our database of 2.4 million scholarships totaling over \$24 billion.

We'll do a customized search based on your needs, interests and background. Then we'll provide a comprehensive list of all the scholarships for which you might qualify—including award amounts. You get access to customized scholarship request letters and applications right on our site. It's fast and easy. And it's all completely free.

Visit [www.scholarshipexperts.com](http://www.scholarshipexperts.com) today and see why 4 million+ people called Scholarship Experts the "best of the web" for scholarship search. Your scholarship opportunity is waiting.

Scholarship Experts



I LOVE MYSTERY  
NOVELS

I'M A MILITARY BRAT


I PLAY BASKETBALL

TO BE  
LAWYER

MATCH YOUR PROFILE  
HUNT UP \$167,891.

[www.scholarshipexperts.com](http://www.scholarshipexperts.com) today and see why 4 million+ people called Scholarship Experts the "best of the web" for scholarship search. Your scholarship opportunity is waiting.

Scholarship Experts



I PLAY IN  
A SKA BAND

I COLLECT  
VINTAGE RECORDS

I WORK AT A THEATER  
DURING THE SUMMER

I AM AN ACTOR

40 CURRENT SCHOLARSHIPS MATCH YOUR PROFILE  
FOR A POTENTIAL AWARD AMOUNT OF \$99,541

Visit [www.scholarshipexperts.com](http://www.scholarshipexperts.com) today and see why 4 million+ people called Scholarship Experts the "best of the web" for scholarship search. Your scholarship opportunity is waiting.

Scholarship Experts



I SKATEBOARD  
IN MY FREE TIME

I HAVE A 3.75 GPA

I'M A THIRD DEGREE BLACKBELT

I'M MAJORING  
IN SPORTS  
MEDICINE

40 CURRENT SCHOLARSHIPS MATCH YOUR PROFILE  
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Scholarship Experts



I LOVE  
POETRY

I AM A PAINTER

I PLAY  
SOFTBALL

I WANT TO MAJOR  
IN ART HISTORY

40 CURRENT SCHOLARSHIPS MATCH YOUR PROFILE  
FOR A POTENTIAL AWARD AMOUNT OF \$106,058


You are unique. You possess unique talents, experiences and interests. Let Scholarship Experts find the scholarships that match you from our database of 2.4 million scholarships totaling over \$24 billion.

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Scholarship Experts

- o fulfillment kit including brochures, posters and other promotional items

  
2950 Halcyon Lane, Suite 501  
Jacksonville, Florida 32223

**NEED MONEY FOR COLLEGE?  
ASK THE SCHOLARSHIP EXPERTS.**

★ Your complete toolkit is inside!




**YOUR STUDENTS HAVE DIFFERENT SKILLS, INTERESTS AND BACKGROUNDS.  
WE'LL FIND THE RIGHT SCHOLARSHIPS FOR EACH OF THEM.**

This toolkit contains posters, sticky note pads and brochures for your students—all compliments of the most accurate scholarship search service on the Internet.

We'll do a customized search based on each student's needs, interests and background. Then we'll provide a comprehensive list of all the scholarships for which each student can apply. Your students get access to customized scholarship request letters and notifications right on-line.

**"THE BEST SCHOLARSHIP SEARCH ENGINE WE'VE FOUND."**

**NEED MONEY FOR COLLEGE?  
ASK THE SCHOLARSHIP EXPERTS.**



**FOUND 46 SCHOLARSHIPS POTENTIALLY WORTH \$166,773.**

**FOUND 38 SCHOLARSHIPS POTENTIALLY WORTH \$58,171.**

**FOUND 46 SCHOLARSHIPS POTENTIALLY WORTH \$137,531.**

 **ScholarshipExperts.com**  
It's fast, easy and completely free.

Enter code GCSTK for special offer.



**I SKATEBOARD  
IN MY FREE TIME**

**A 3.0 GPA**

**WORKING TOWARD A  
FREE BLACKBELT**

**MAJORING  
IN SPORTS  
MEDICINE**

**50 CURRENT SCHOLARSHIPS MATCH THIS PROFILE  
FOR A POTENTIAL AWARD AMOUNT OF \$256,323.**

**Need money for college? Ask the Scholarship Experts.**

Visit [www.scholarshipexperts.com](http://www.scholarshipexperts.com).  
It's fast, easy and completely free.

 **ScholarshipExperts.com**



- o "hot" card
- o trade show booth

**"THE BEST SCHOLARSHIP SEARCH ENGINE WE'VE FOUND."**  
—Forbes

**"A TRUSTED SOURCE"**  
—CNN Money

**"THE BEST PERFORMANCE OF ANY DATABASE WE'VE EVER FOUND!"**  
—The Scholarship and Grant Guide

ScholarshipExperts.com  
1200 Peachtree Lake, Suite 101  
Atlanta, Georgia 30309  
800-454-7773 (toll free)  
www.scholarshipexperts.com

With ScholarshipExperts.com that are right for you is fast.

Compared to other services out there, ours is far less commercial and much more accurate and the most sophisticated search engine. I found 38 scholarships potentially worth \$58,171.

I found 35 scholarships potentially worth \$45,881.

I found 40 scholarships potentially worth \$137,531.

I found 48 scholarships potentially worth \$106,773.

**NEED MONEY FOR COLLEGE? ASK THE SCHOLARSHIP EXPERTS.**

ScholarshipExperts.com  
It's fast, easy and completely free.

- ★ The most accurate scholarship search service on the Internet
- ★ Search results customized to students' needs, skills and interests
- ★ Access to over 2.4 million awards worth over \$14 billion
- ★ Incredibly easy and completely free!

Visit [www.scholarshipexperts.com](http://www.scholarshipexperts.com) today & enter code STCARD for special offer.

**"THE BEST SCHOLARSHIP SEARCH ENGINE WE'VE FOUND."**  
—Forbes

**"A TRUSTED SOURCE"**  
—CNN Money

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ScholarshipExperts.com

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