

University of Minnesota

LEARNINGLIFE

Opportunity

University of Minnesota research identified an opportunity create a portal for baby boomers who are looking for innovative ways to connect, learn, and reinvent themselves while making a difference in the world. How do you develop a dynamic, fresh brand that cuts through the clutter to provide resources to the large and diverse boomer segment, while making one of the largest, oldest academic institutions approachable?

Insight

LaBreche created a unique positioning and visual identity for the launch of the LearningLife brand. Our team connected LearningLife to a larger national trend in continuing education. Our microsite playfully introduced LearningLife and enticed boomers to join the LearningLife movement, and was launched on an aggressive 60-day timeline.

Outcome

The LearningLife brand was unveiled to a packed house of influential boomers with a special event at the University President's home, followed by the Web launch and LearningLife Fest special event. Early media coverage helped spur an initial sign-up of 3,000 LearningLife members.



500 Washington Ave S, Suite 2020
Minneapolis, Minnesota 55415

T 612.338.0901
F 612.338.0921

www.labreche.com

La BRECHE