

McMaster University's Bachelor of Technology (B-Tech) Program

Branding

B-Tech needs an easy-to-recognize visual identity

the identity must express career possibilities

Sales Aids

marketing piece to introduce the new program as a viable alternative to the Engineering Program

information-rich website for candidates, parents and guidance counsellors



McMaster University needs to quickly promote a new program – the Bachelor of Technology (B-Tech) Program. Strongly based in Engineering, it is designed to attract the overflow of Engineering applicants.

A visual identity is needed to differentiate the program from other Universities' offerings. A marketing piece is urgently needed for mailing with first-round letters. An information -rich website is required for candidates, parents and guidance counsellors.

Mailing piece fits in regular envelope and literally opens up possibilities



Electra brought quick response, research and imagination to the project. The proliferation of ideas and graphic elements provided material to continue with the next wave of communications. B-Tech received a marketing piece targeted to Engineering hopefuls and a web-site designed to answer questions and generate applications.

