

Flimp Case Study: Higher Education

Rich Media Communications

Client: Boston College Law School



About Boston College Law School

Established in 1929, Boston College Law School is located in Newton, Massachusetts and is among the nation's premier law schools, currently ranked 26th in the country by the annual US News & World Report's survey. The law school received over 7,100 applicants for 250 seats in the 2009 entering class. More than 11,000 BC Law alumni practice in all 50 states and in many foreign countries.

Marketing Objective

Until finding Flimp®, Boston College Law School had been looking for a way to deploy and manage online communications for some time. "Creating stand-alone Web sites for each of our communications initiatives was expensive and we didn't have the budget to do that. Since we have our own in-house technology and design resources, we knew we could use the FLIMP Platform to create microsites without getting mired in the granular of Flash-coding," said Nate Kenyon, Director of Marketing Communications for Boston College Law School.

"It was much more cost effective for us to have a Flimp account than to pay \$5,000 to \$8,000 for the development of each microsite," Kenyon said. "We also want to be on the cutting edge of communication – rich media is where the future is at."

The Law School uses Flimps in a number of different ways, from the admissions process to alumni development. "We feel that the FLIMP Platform helps us to come up with innovative concepts," Kenyon said. "The ability to create a more interactive message that is more multimedia-rich than a traditional email is a very appealing and it gives us the

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ability to engage an audience. The ease of use, both in creating flimps and distributing them, helps us come up with innovative concepts."

The Boston College Law School Flimp Campaigns

Transitioning from tried and true marketing tactics can be a difficult thing for communicators. Many marketers are reluctant to retire traditional print campaigns for fear of losing audience reach and engagement. Boston College Law School certainly had concerns prior to their first Flimp campaign, promoting an on-campus Open House for students admitted to the Class of 2012.

"While each of our Flimp campaigns has had different goals due to the fact we were communicating with different audiences, one overarching goal of our Flimps is to eliminate print communications and to try to use a branded video brochure as the sole attempt to generate results," Kenyon said. "We viewed the students admitted to the Law School as a perfect test audience and a good way to test the effectiveness of a Flimp."

Until 2009, Boston College Law School promoted their Open House for

Admitted students with a mix of print and digital communications. Creating different types of collateral pieces for the same initiative is a drain on both budget and staffing resources and does not necessarily increase the audience's response rate.

Compared to other law schools, Boston College Law School is known to be an open and friendly place. From a content perspective, the Law School wanted to convey this to the admitted students. "By creating a video with our student body president, we were able to create a personal message and generate audience attention," Kenyon said. "We engaged them and were able to show them our community."

The Open House Flimp was a first for the Law School in many respects. Kenyon didn't just use video content; the entire experience was based on digital elements. Admitted students registered to attend this event through a registration system hosted by Harris Interactive.

Along with the Open House Flimp, Boston College Law School has created a number of Flimps to communicate with the alumni community. They are also planning on creating a Flimp promoting their 2009 class reunions,

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traditionally held during the fall semester.

“We have been impressed by how easy it is to use the Flimp Platform,” Kenyon said. “From creating Flimps to distributing emails via the integrated ESP, this is a very user friendly tool with a great UI. And the Flimp team is extremely responsive and attentive to our needs.”

Boston College Law School’s Results

The Flimp enabled the Law School to register the same number of people for the 2009 Open House that multiple communications tactics generated in previous years. Boston College Law School called this campaign a success because the marketing team did not need to create multiple communications elements. The Flimp’s production process was much more streamlined compared to creating a print mailing that requires a much

longer lead-time and costs more to produce and mail.

According to the data collected by Flimp’s viewer analytics, the average viewer of the Open House Flimp remained engaged for more than 2 minutes. The video itself was only 98 seconds. Over 42 percent of the viewers watched the video to completion.

Apart from the visual elements, the analytical information provided by the Flimp platform separated BC Law’s Flimp campaign from other marketing tactics. “We are careful in analyzing the data. Through closer analysis, we’ve been able dig deeper into a campaign and gain insight into some factors that we would not have known otherwise,” Kenyon said.

“There is sometimes resistance to new tactics, but the results show that Flimps are working,” Kenyon said. “Thus there has been greater internal adoption.”



Boston College Law School Open House

Target Audience Actions	Viewers	Response Rate
Received video email communication	827	100% of delivered emails
Opened video email communication	307	37.12% of email recipients
Total videosite views (including forwarded messages)	262	85.34% of email opens
Successful video starts (video play rate)	258	98.47% of flimp views
Watched to completion (watched entire video)	111	42.37% of flimp views
Response links clicked (viewer response rate)	141	49.66% of flimp views

Viewer Engagement Time	
Video Duration	1 min., 11 sec.
Total Viewing Time	7 hr., 10 min., 48 sec.
Average Viewing Time	1 min., 6 sec.

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Using Flimp, a rich media e-mail was created, launched and tracked by viewer e-mail address to promote Boston College Law School’s Open House. The campaign targeted students accepted to BC Law’s class of 2012.