

SIMPSON
COLLEGE

EduADAWARDS

39TH ANNUAL
EduADAWARDS
Educational Advertising Awards the Achievement of

Gold Winner

PRESENTED TO:
Simpson College

For Outstanding Work in the Category of:
Total Digital Marketing Campaign – SC POV!



TOTAL DIGITAL MARKETING CAMPAIGN

Simpson College
SC POV:

2023

SIMPSON COLLEGE

SC POV:

SC POV - Total Digital Marketing Program

SC POV is an application generation campaign meant to attract prospective students by giving a look into the welcoming, fun and awarding Simpson student experience.

The campaign features a number of first-year students through video, photography and testimonials, in which the video elements were co-produced by staff and first-year students to ensure the content accurately depicted the first-year student experience.

The statistics presented in the campaign were pulled from the Simpson College first-year student survey that was completed with a 93.7% response rate.

The campaign is housed on the College website, and various combinations of the campaign elements were shared on social media and emailed to prospective students.

Simpson.edu/SC-POV



SC POV: loving life at Simpson

APPLY | VISIT



Home / SC - POV

Our first-year student survey paints a clear picture of Simpson. Here you'll find a campus that feels like home, professors who care and friends that quickly become family.

Get an up-close look at Simpson from a different POV!

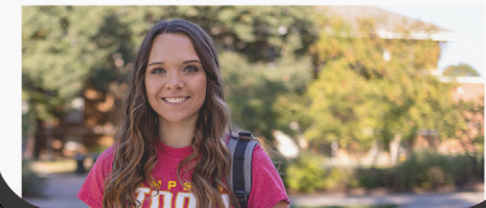
SC POV: **96%**
I made the right decision to attend Simpson.



Tank '27 / Fortworth, Texas



Kaitlynn '27 / Pocahontas, Iowa





POV:



POV:

“
Our friend group just fell into place like a puzzle set.

— Tank '27
Fortworth, Texas



POV:

“
People at Simpson genuinely care about your wellbeing and success. They want to help you succeed in all aspects of who you are and what you do!

— Lizzy '27
Indianola, Iowa



POV:

“
No matter where you come from, you're into, or who you want to be, there is something for you at Simpson and a bunch of people ready to help you attain it

— Brielyn '27
Great Falls, Montana



POV:

“
Everyone at Simpson is so welcoming so its not hard to make new friends and meet new people.

— Abby '27
Eldridge, Iowa



POV:

“
I am so glad that I decided to come here because Simpson is my home away from home.

— Alyssa '27
Doniphan, Nebraska



POV:

“
It is easy for anyone to make friends because of how inclusive and accepting the environment is

— Kaitlynn '27
Pocahontas, Iowa



POV:

“
You can tell the students at Simpson want to be here and are proud to be a part of the community here on campus.

— Natalie '27 / Des Moines, Iowa



POV:

“
Simpson is perfect at letting me be myself.

— Tim '27
Basehor, Kansas



POV:

“
The professors care about your success. There are also so many resources to help you plan your future and ensure you are set up for success.

— Doryn '27 / Creston, Iowa

Students are loving life at Simpson!



Everyone at Simpson is so welcoming so it's not hard to make new friends and meet new people.

— Abby '27
Eldridge, Iowa

SC POV:
My home
away from
home

92%

I am enjoying
my Simpson
experience

96%

I made the right
decision to attend
Simpson.

SC POV: loving life at Simpson.



 Simpson College 
November 30, 2023 · 

pov: friendships that come easy

Discover the unique perspectives and exciting experiences of our first-year students at Simpson. Imagine the possibilities that await you at our university! Visit simpson.edu/sc-pov to take a peek into their world.

SC POV:



It is easy for anyone to make friends because of how inclusive and accepting the environment is.

— Kaitlynn '27
Pocahontas, Iowa




— Doryn '27 / Creston, Iowa



The professors care about your success. There are also so many resources to help you plan your future and ensure you are set up for success.

— Doryn '27 / Creston, Iowa

