

**SIMPSON**  
COLLEGE

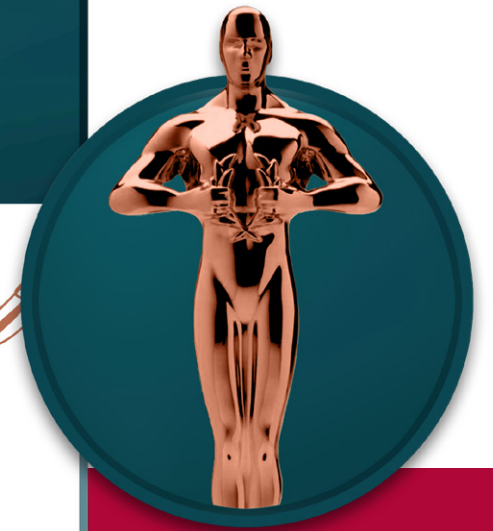
**EduADAWARDS**

39TH ANNUAL  
**EduADAWARDS**  
Educational Advertising Awards the Achievement of

*Bronze Winner*

PRESENTED TO:  
**Simpson College**

For Outstanding Work in the Category of:  
Integrated Marketing Campaign – More Than You Imagine



INTEGRATED MARKETING CAMPAIGN

More than  
you imagine

2023

# SIMPSON COLLEGE

## More than you imagine - Integrated Marketing Campaign

The "More than you imagine" series is a yield campaign meant to show the value of a Simpson education. The campaign components are featured on the College website, shared on social media, and emailed to prospective students. The 2023 campaign featured ten recent graduates in different capacities, including four feature videos and six photo and testimonial pairs.

[Simpson.edu/imagine](https://Simpson.edu/imagine)



Georgia walked right from the Simpson commencement stage to a promising position as a solutions consultant with Ziron, a leading IT firm headquartered in Des Moines. Georgia discovered her career programming formula through a series of game-changing opportunities at Simpson.

"I had no idea what coding was before I stepped

SHE *totally*

As a prolific problem-solver, **GEORGIA PORTER '21** has quickly broken the code for launching a successful career

**W**hat do you get when you add three internships to triple majors in computer science and computer information systems? For Georgia, the sum of those variables equals an opportunity to jump start her



MORE THAN YOU

*imagine*

SIMPSON COLLEGE



internships and  
rising career in IT.

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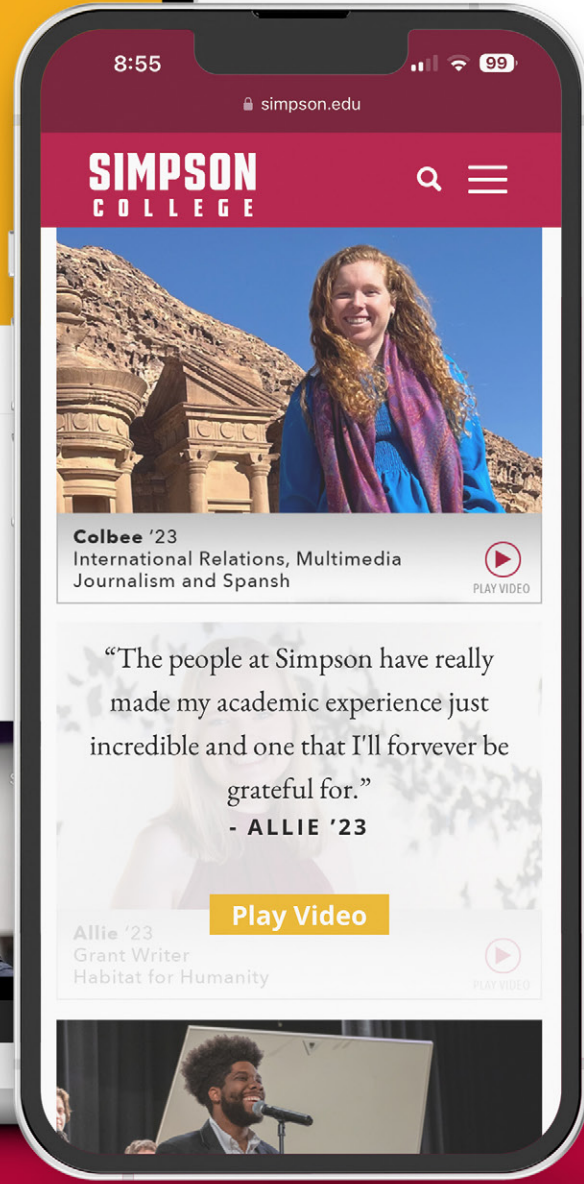


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## Picture your life at Simpson, what do you see?

No matter what you envision, prepare to be amazed.  
The life you create at and after Simpson may be even more sweet than your dreams.  
Read the stories below and IMAGINE just how far you will go.

"The professors there were so into my future and so invested into my future that they knew what was best for me and was able to..."





More than you imagine | Josh Breitbarth



# MORE THAN YOU *imagine*



Watch on YouTube **LEGE**

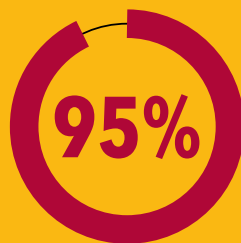
# MORE THAN YOU *imagine*



**Allie '23**  
Grant Writer  
Habitat for Humanity



**Alexander '22**  
Assistant Choir Director  
Des Moines Roosevelt High School



## How Far Will You Go?

95% of Simpson graduates are employed, in grad school, volunteering or in the military within 6 months of graduation.

Data: 5 - Year Avg. (2019)



"I gained hands-on experience by leading the student TV station SCTV during my final year here. It's been a massive learning opportunity for me and fueled my passion for broadcast journalism."

**ETHAN '23**  
KCCI 8 News Journalist  
Des Moines, Iowa



"So many of my opportunities and connections stem from Simpson, it's hard to say if I would be where I am today if I had gone somewhere else."

**MARISSA '22**  
Law Student  
University of Nebraska Law School