



A long-standing relationship with Tulane University has given us a unique perspective on the students, the faculty and the programs. When external forces put enrollment numbers at risk, Rupp Marketing was there to respond with targeted solutions.

## SITUATION

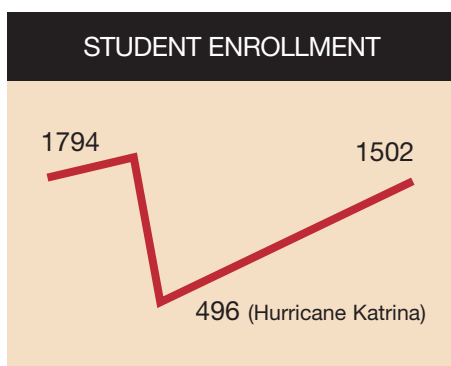
- 1999** We begin our relationship with Tulane, developing advertising campaigns for Tulane's University Medical Center and School of Public Health & Tropical Medicine
- 2000-2001** We work with Gibson Hall on President's correspondence and website redesign
- 2002-2005** Work with various schools including Engineering, Law, Business Schools and University College
- 2005** Hurricane Katrina all but eliminates admissions for Fall 2005 semester
- 2006** Tulane's "University College" is restructured into the School of Continuing Studies along with several other Schools and Departments

In the wake of Hurricane Katrina, Tulane restructured and re-branded its University College into Tulane School of Continuing Studies. The school's New Orleans Centre satellite campus has closed, but its Uptown, Elmwood and Biloxi campuses have re-opened under the School of Continuing Studies banner.

The challenge now is to transition the brand equity of "University College" to the new "School of Studies." Fortunately, at Rupp Marketing we love a challenge.

We capitalized on the Tulane University brand, the positive rebuilding efforts of the administration, and the more-practical-than-ever nature of the School of Continuing Studies' part-time degree options. Basically, we turned lemons into lemonade.

## RESULTS



*Re-establishing enrollment to pre-Katrina levels 2002-2009*

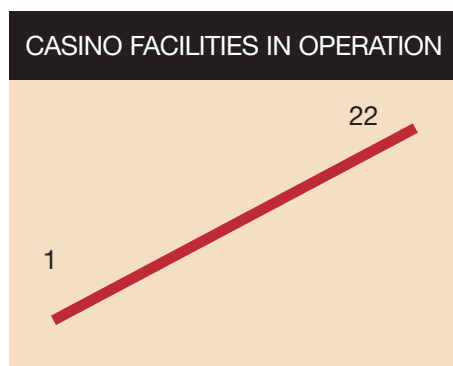
- Enrollment for Spring and Summer 2006 rose by 245%
- Year-over-year enrollment grew by double-digits annually 2006-2008
- Television and Outdoor campaigns assist in raising Fall 2008 figures by 16%
- Expanded strategy to include heavier broadcast advertising with an enhanced public relations component in Biloxi to revive enrollment at its Mississippi Coast Campus



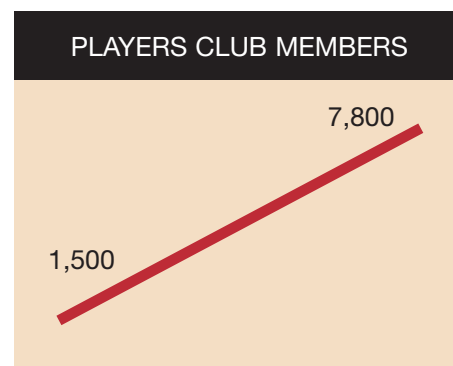
## SITUATION

- 2000** Jalou Gaming begins operation in Louisiana with the purchase of one video poker travel center in Houma
- Rupp Marketing is hired to develop a strategic marketing plan with an eye toward statewide growth
- 2001** Cash Magic brand is developed and attached to the casino component of the company's business model
- Rupp Marketing directs extensive consumer research efforts, including in-depth focus group testing
- This new consumer-driven information leads to enhancements in operational policies and marketing/advertising tactics
- 2003** Rupp Marketing works with Cash Magic management to develop the state's first video poker player loyalty program - The Magic Cash Rewards Program
- 2004** Agency institutes a new variable data direct mail program targeted to Magic Cash Rewards members
- 2005-Present** Statewide advertising campaigns are produced and implemented throughout major and secondary media markets
- Magic Cash Rewards program membership experiences consistent growth each year
- On-going success allows for company growth with 22 casinos in operation by 2008

## RESULTS



*Increase from 2000 - 2008*



*Increase from 2003 - 2009*

# SEWELL

CADILLAC • CHEVROLET

Come See The Difference.

For over 10 years, Bob Rupp handled the marketing and advertising responsibilities for Sewell Cadillac-Chevrolet. Throughout that time, Sewell experienced unprecedented success in terms of brand development and actual sales. Here's how we made it happen.

## SITUATION


- 1987 - Sewell Cadillac is awarded a Chevrolet franchise
- 1987 - 1989 - Sewell's sales are consistent for Cadillac but flounder for Chevrolet
- 1989 - 2000 - Under Bob Rupp's leadership, a strategic marketing program was aggressively enacted to accomplish the following goals:
  - Create an identity/positioning for the Sewell brand as an upscale, quality dealership unlike any other in the New Orleans market
  - Raise consumer awareness of the fact that Sewell also sells Chevrolet products
  - Stand apart from competitors in the advertising arena by creating clean, easy to read print ads which feature price and item while delivering a branding message in broadcast media (specifically radio)
  - Use customers to extol the virtues of the dealership thus creating credibility in the message via a third party endorsement

## No Other Cadillac Dealer Sells Cars This Fast.



1998 Corvette Convertible  
**\$44,900**

1994 Corvette Convertible  
**\$23,900**



New 1999 and 2000 Corvette  
Convertibles and Coupes  
Now Available



Genuine Chevrolet  
The City Must Admire Their

**COME SEE THE DIFFERENCE • 581-7585**  
701 BARONNE AT GIROD IN THE CBD • ALL-DAY SATURDAY SERVICE

**SEWELL**  
CADILLAC • CHEVROLET

## RESULTS

- Today, Sewell is the #1 General Motors dealership in the New Orleans market.
- Sewell went from last place among 7 competitive Chevrolet dealerships in New Orleans to #1 in Chevrolet sales in 1997, 1998 and 1999.
- Sewell went from last place in Cadillac Sales in 1989 in New Orleans to become the #1 Cadillac dealer in Louisiana in 1996, 1997, 1998 and 1999.