

2022 rankings

brief

The annual *U.S. News & World Report* rankings for the best law schools are a helpful marketing tool for recruitment and fundraising.

In recent years, the methodology has come under some public scrutiny, but we found prospective students and faculty and alumni still place value in the school's standing. Each year, we are given the embargoed rankings data a week ahead of the publishing date to give us an opportunity to create marketing materials to publicize that year's ranking.

In 2022, Carolina Law rose to #23.

goals

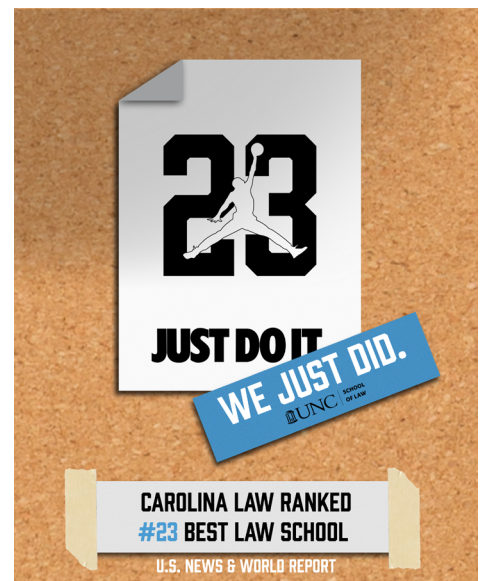
- Create an engaging and shareable graphic for social media.
- Utilize elements of this graphic for later marketing and fundraising materials.

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process

In creating the direction of our campaign, timing was everything. The UNC Men's Basketball team was doing well in the NCAA March Madness Tournament when rankings were set to be published. It was made known to us via embargoed data from *U.S. News & World Report* that Carolina Law had reached #23 best law school. The number 23 has great significance at UNC, as that was the number of esteemed alum Michael Jordan.

Our communications team decided to parody the Nike Air Jordan logo and Nike slogan "Just Do It." I designed the graphic to look like a cork bulletin board with various papers fastened to it. While the imagery of a bulletin board strays from the typical law school branding guidelines, the colors remained consistent, maintaining a cohesive look with other materials. The design assets were also later used in any marketing efforts that mentioned rankings including admissions materials and fundraising campaigns.



results

This quickly became—and still remains—the most shared post in the history of the law school Instagram.

- 786 Likes
- 565 Shares
- 31 Saves
- 943 Accounts Engaged

