

West Point Case Study



GOVERNMENT CONTENT
MARKETING & ADVERTISING



OVERVIEW

The West Point United States Military Academy has a particular way of life, which is hard to explain unless you are there.

APPROACH

We brought this to life across all social channels so that prospects could virtually experience 'life at West Point, and current cadets could share authentic moments with their family.

RESULT

Grew an audience of over 30k across channels. Through rich storytelling via video production, stills & graphics we drove high quality admissions.



<https://vimeo.com/296734877>



<https://vimeo.com/296734760>



<https://vimeo.com/296734629>

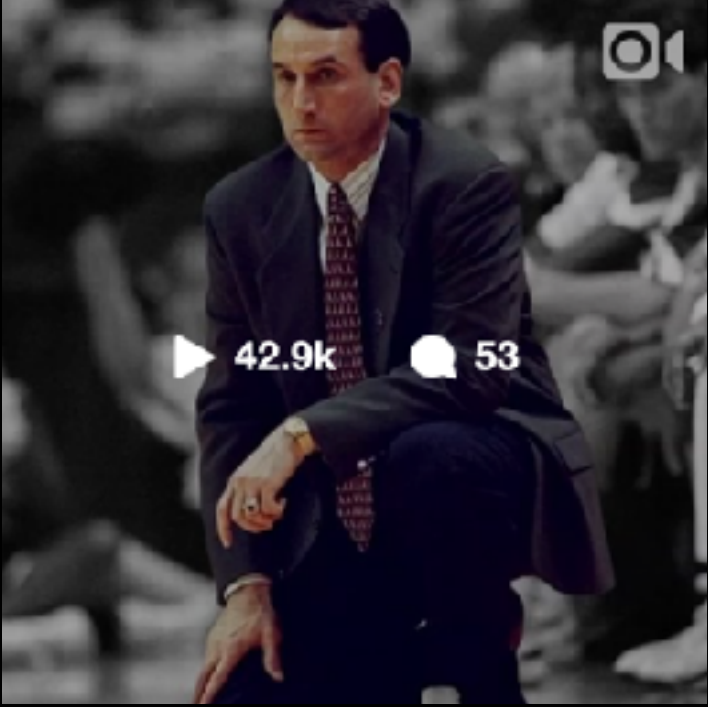
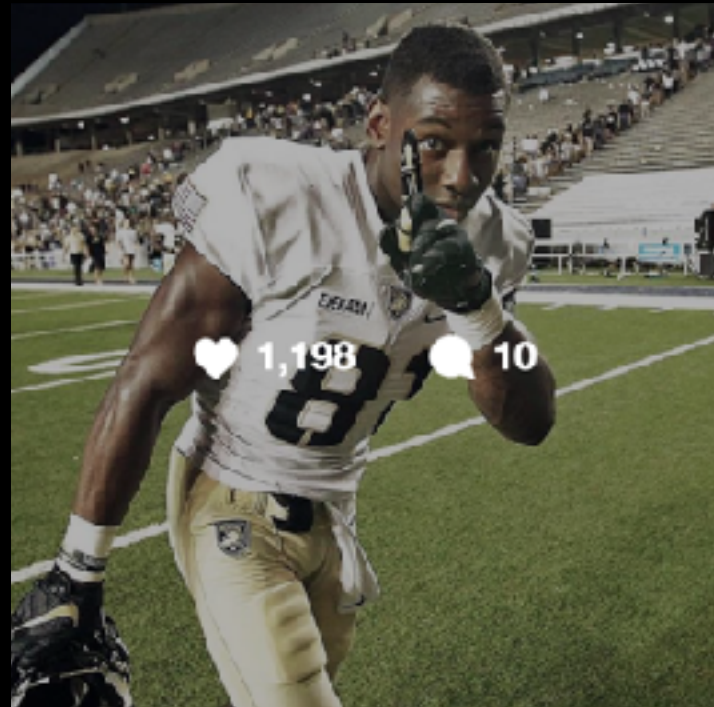
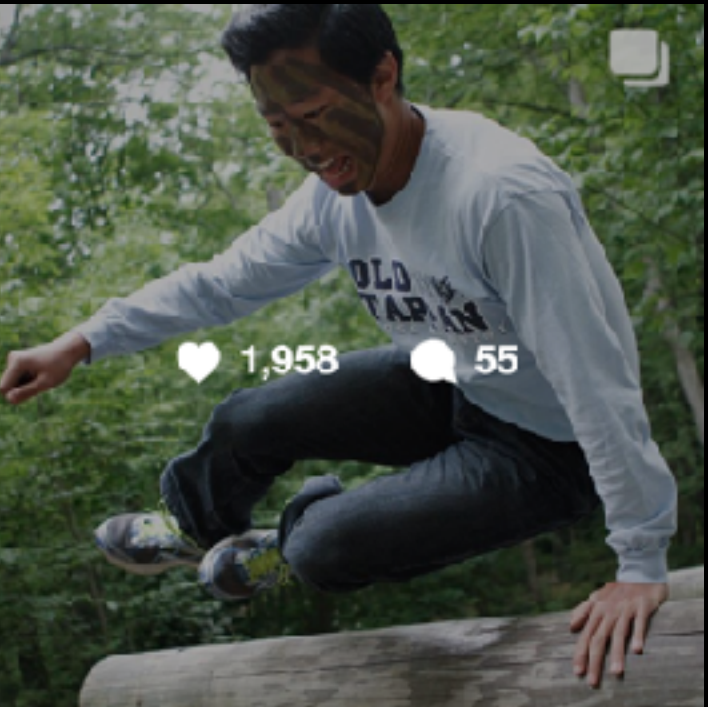
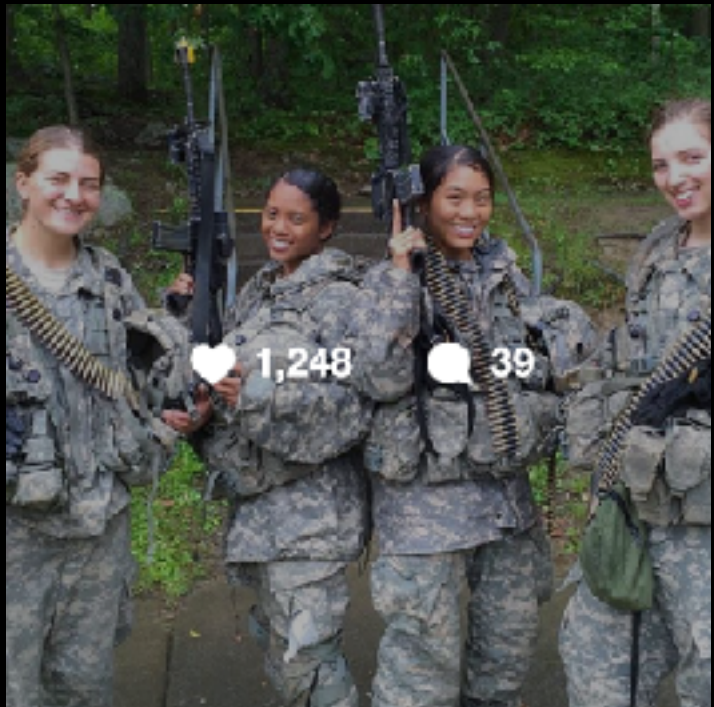
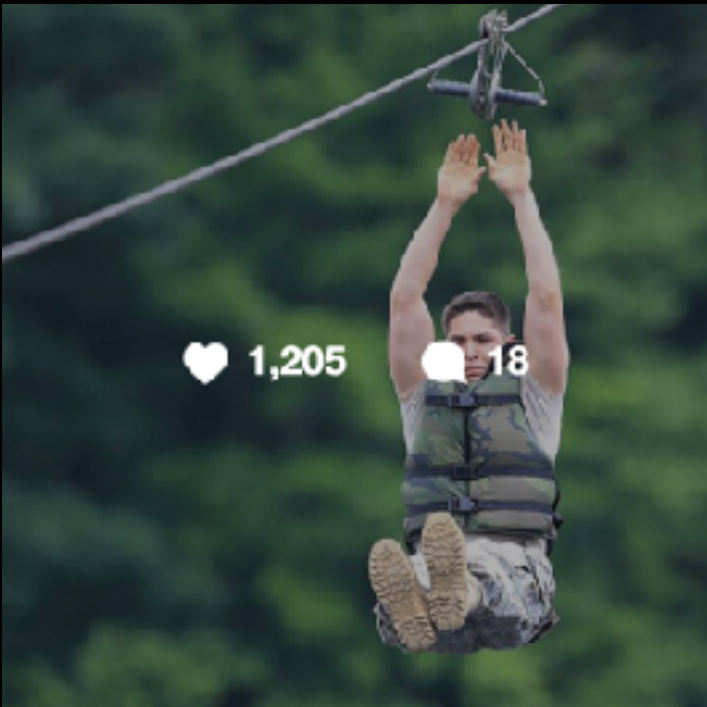
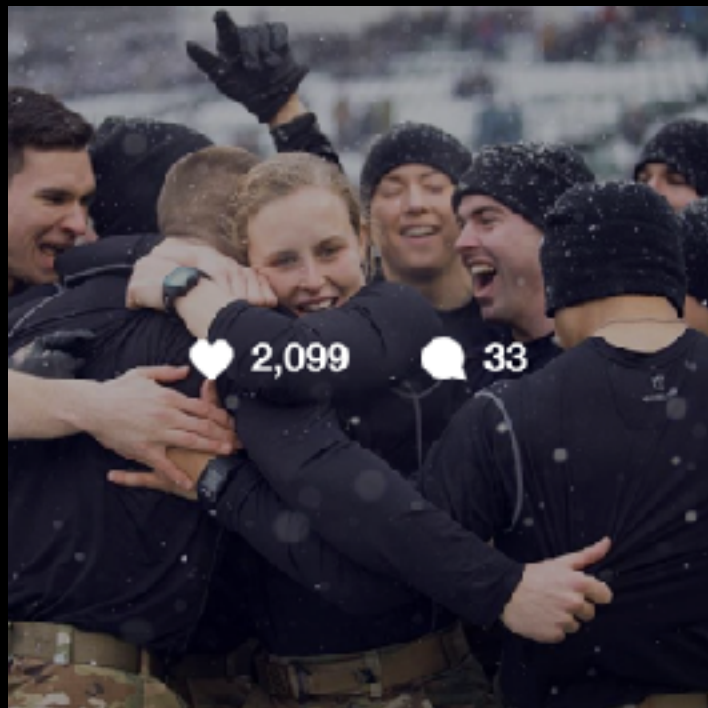
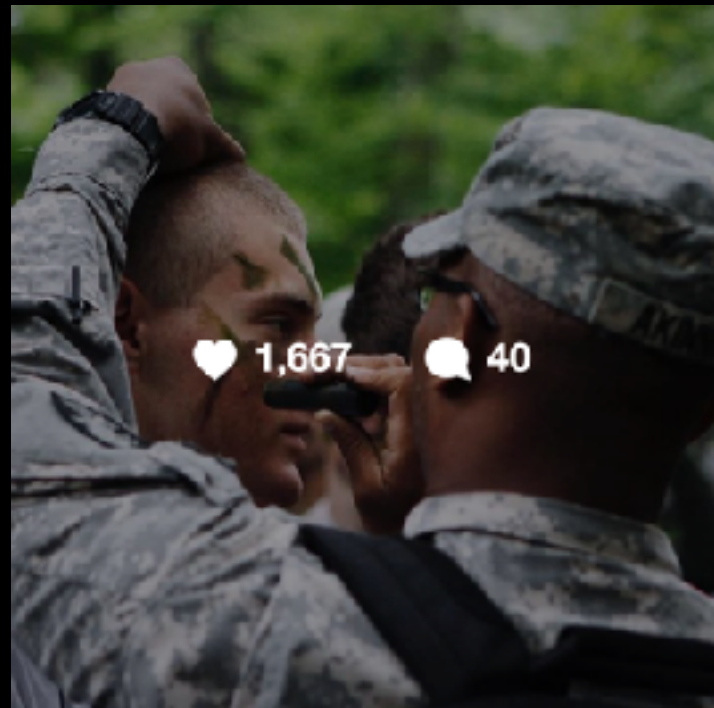
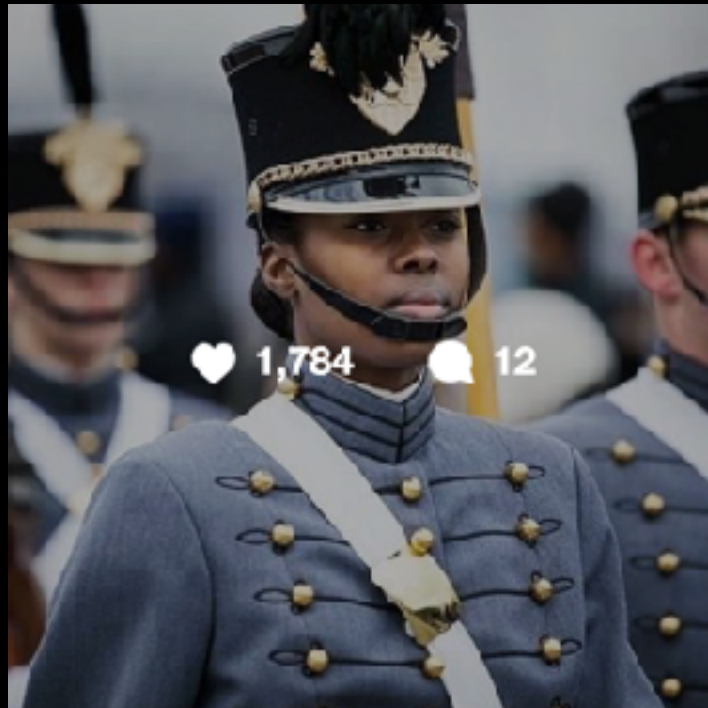
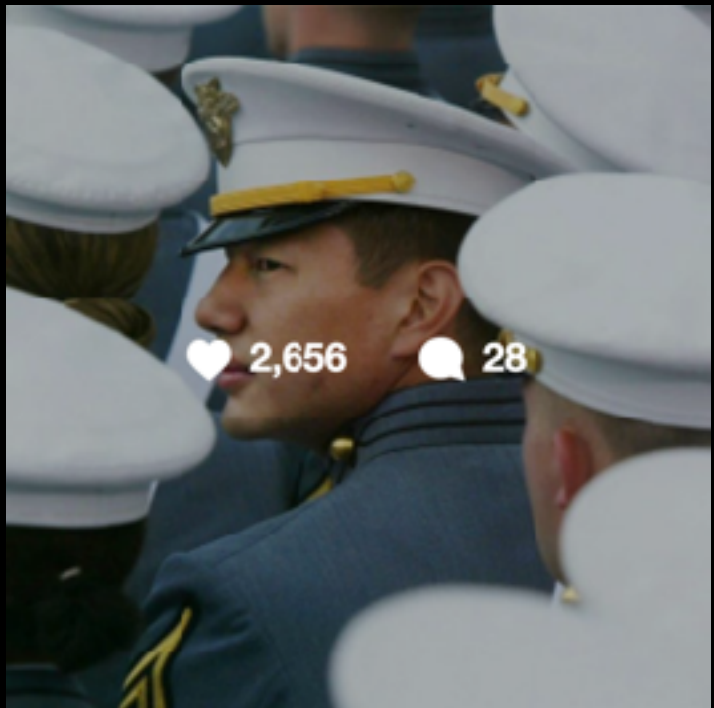


<https://www.blog.westpointadmissions.com/>



#CADETSOFWESTPOINT

We launched a hashtag storytelling campaign featuring cadets at West Point and their stories. This campaign was viral and facilitated engagement and conversation around individual stories.





#CADETSOFWESTPOINT: COACH K FEATURE

We were able to interview Coach K, a West Point Alumni, on his experience as a cadet and what lessons from that time he has carried with him, creating a viral piece of content.

- **VIDEO VIEWS 104,200 +559%**
- **TOTAL LIKES 32.9K +23.7K OR 257%**
- **AVG LIKES 800 +68%**
- **POST ENGAGEMENT 146,720 +95%**
- **TOTAL COMMENTS 450 +317 OR +238%**
- **REACH 942,544 +100%**



West Point Admissions is with Mike "Coach K" Krzyzewski at West Point - The U.S. Military Academy.

November 14 · West Point ·

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"There's no greater school in the world than West Point to teach leadership. I use West Point every day of my life. Every time I go on the court, I use the lessons that West Point taught me."

- Mike "Coach K" Krzyzewski, Class of 1969

Congrats on 1,000 wins Coach K, and we hope you enjoy this very special video edition of #CadetsOfWestPoint.

(ESPN, Bleacher Report, Duke Men's Basketball)

219K Views

Like Comment Share

4.1K

Top Comments

918 Shares

101 Comments

Thank you!



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