



UTOPIA COMMUNICATIONS, Inc.
Changing the world, one client at a time.

Time to Reach a New Audience

The Challenge: The Joseph Bulova School of Watchmaking, named for Swiss watchmaker Joseph Bulova, opened its doors in 1945 to help disabled veterans learn watchmaking skills. For many years, graduates of the school were sought by over 1,500 American jewelers. However, by the 1990's there were few war veterans left to train. As a result, the school needed to expand its mission to single mothers, the disabled, and workfare recipients who needed work-from-home opportunities that would allow them to earn an income while caring for their families. Students also needed watches to repair, and the trade needed skilled craftspeople.

The Gameplan: We set out to generate a two-tiered publicity campaign that would drive awareness, donations and, interestingly enough, broken watches. The first tier was directed toward the watchmaking trade to communicate the school's need for watches to repair, donations and jobs for graduates. The second tier was directed toward the general public to showcase the school's training and career opportunities, as well as the need for watches for repair, as well as donations. We relied on human interest success stories featuring student representative of our target groups of women, the disabled and those transitioning from welfare to work.

Results: Our campaign generated significant coverage in local magazines, newspapers, and television programs, as well as trade publications. As a result, enrollment increased by 20 percent. Private and corporate donations increased as well. The school began receiving watches for repair for both student training and the graduate work-at-home program. The campaign lasted 12 months and was deemed a success by the school's board of advisors.



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