



The Hill College, Coventry

▶ **Client**
*The Hill College,
Coventry (now City
College, Coventry)*

▶ **Project**
THC News

▶ **Background**
This is one of our growing portfolio of clients in the education sector. We work with the college on a range of projects including press advertising, prospectuses in both brochure and CD format and their newspaper, THC News.

▶ **Details**
This is a colour tabloid newspaper distributed with the Coventry Evening Telegraph and produced three times a year.

▶ **Objective**
To raise the profile of the college in today's competitive world of further education and to encourage potential students to enrol for courses.



▶ **Description**

The August 1999 edition of the newspaper is 16 pages. The publication has a magazine style full colour photo on the cover. Inside detailed information about courses is interspersed with articles on the human success stories behind those courses.

▶ **Our role**

THC News is a good example of Word Association's full service in action. Working closely with the college we did the research and writing, design and artwork and organised the photography, printing and distribution.

▶ **The challenge**

Account director, Sarah Thomas said: "It's vital to get the balance right on projects like this. On the one hand we need to get across complex information about the hundreds of courses the college offers in a clear and simple way. On the other hand we need to make the newsletter lively, accessible and youthful. We think we've got the balance right."

▶ **Feedback**

Amy Williams, of the college's marketing department, said: "We enjoy working with Word Association. The two editions of THC News they have produced have been a great success. The newsletter looks very professional, we've found Word Association easy to work with and the response we've received from tutors and students has been very positive."