

Close enrollment

for the 2025–2026 academic year

August – September 2025

They're not just
choosing a university

**They're choosing what
comes next**

Education

Career

Opportunities

Future



Some decisions don't just change your next step.
They change what comes after.



**We turned the emotional weight of admission
into the central idea of the campaign**

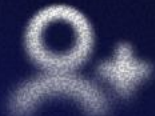
The decision

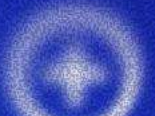


The moment



A moment that changes everything

 New people

 New opportunities

You got **in**

 New experiences

 New future

To watch the video,



Press here

Lead generation

+80%

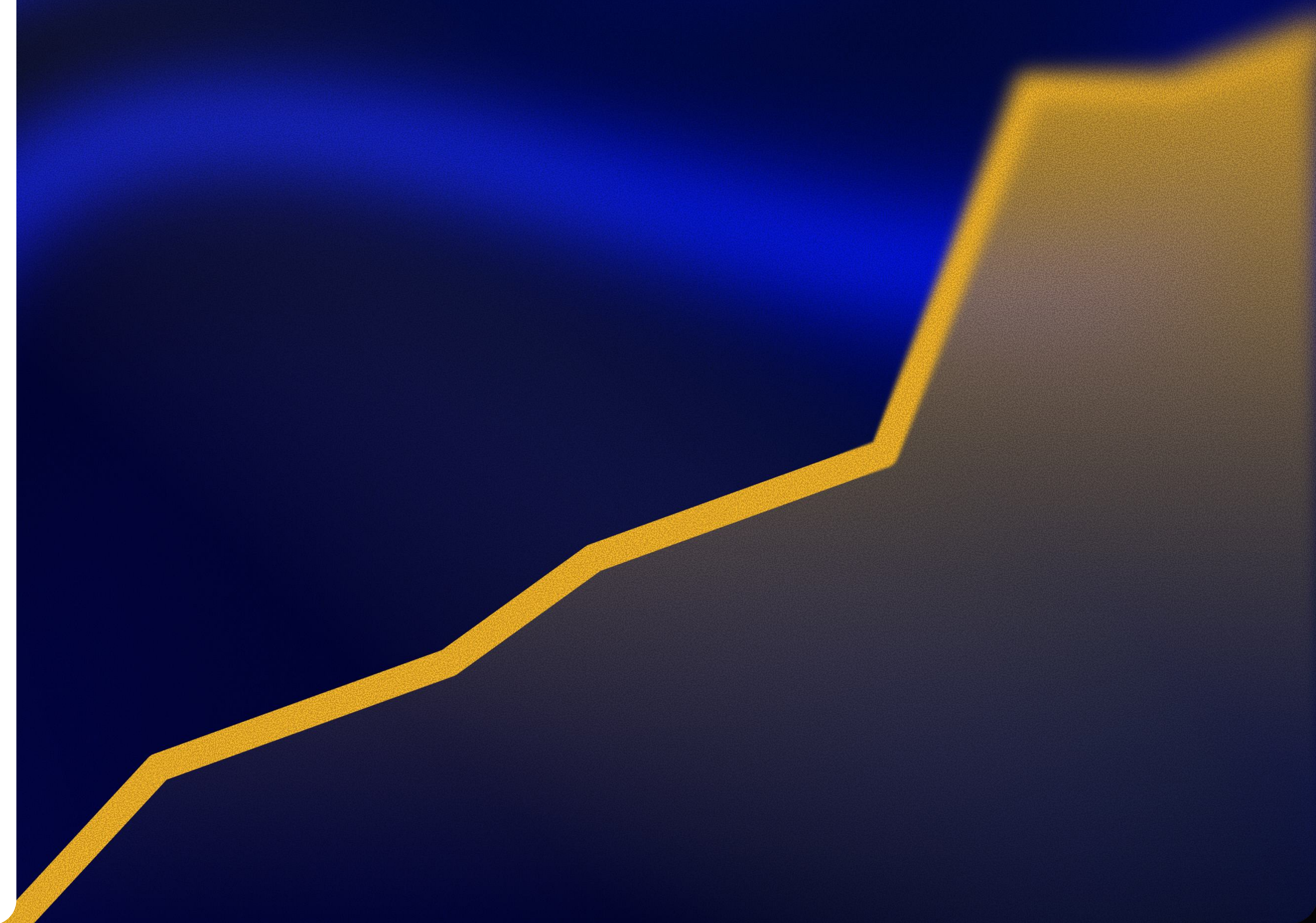
Qualified leads

+47%

Conversion

+35%

vs. previous year



A moment that changes everything.

