

Local Works: Boston Architectural College

An advertisement for Boston Architectural College. It features a central photograph of a young woman with long brown hair, Mikka Gilmore, smiling. The background of the photo is a modern interior with a honeycomb-patterned wall. Text on the ad includes the college's name and programs in the top left, a list of degree and certificate programs in the top right, the headline 'I AM A DESIGNER' with the student's name below it, a paragraph about the college's accreditation, contact information for the admissions office, and the website 'THE-BAC.EDU' at the bottom left.

BOSTON ARCHITECTURAL COLLEGE

Architecture
Interior Design
Landscape Architecture
Design Studies

I AM A DESIGNER
MIKA GILMORE '11, THE BOSTON ARCHITECTURAL COLLEGE

Study Interior Design at the BAC. Fully accredited graduate and undergraduate degree programs, ranked among the top ten in the nation by *DesignIntelligence*.

For more information, contact the Admissions Office at admissions@the-bac.edu or 617.585.0123

THE-BAC.EDU

DEGREE PROGRAMS
Master of Interior Design
Bachelor of Interior Design

CERTIFICATE PROGRAMS AND COURSES INCLUDE
Residential Interiors
Kitchen and Bath Design
Historic Preservation
Sustainable Design

The Client

The Boston Architectural College began as a professional club in 1889. In the 1940s, the curriculum was modernized to emphasize history, theory, materials, and methods. In 1971, they became the first accredited architecture program with a work component in the US. Since then, they have introduced pioneering programs in interior architecture, landscape architecture, and design studies.

Objective

Build awareness and increase enrollment of Boston Architectural College's Interior Design program among enthusiasts in the Boston Metro area.

Solution

Leverage the industry's media icon, Architectural Digest, to run a geo-targeted ad in the local Boston area.

Geography

Boston Metro

Recommended Media

Architectural Digest

