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## CASE STUDY CULVER ACADEMIES



### THE CHALLENGE

To develop a robust, innovative and engaging web site that would clearly communicate Culver's unique character and reinforce its position as a premiere learning institution.

### THE SOLUTION

Differentiate Culver from its competitors by clearly communicating the "experience" of the three Culver Academy programs: Culver Military Academy (male), Culver Academy (4 year academic program, co-ed) and Culver Summer Camp (6 week program)

### THE RESULT

This new site has been a huge step toward a new direction for the institution, allowing Culver to upgrade their image with students, faculty and parents, all while keeping in mind their traditions and alumni support.

