



Aiconic

Creative Agency

Who We Are

We bring together data-driven digital strategy and nationally recognized brand expertise to create campaigns that inspire, recruit, and engage.

With more than 38 years of combined experience in higher education marketing, we know how to cut through the noise, capture the attention of your most sought-after audiences, and deliver measurable results.

Our Difference

➔ The 4 Cs Strategic Framework

Four Cs (Consumer, Client, Culture, & Competition) shaping a cohesive brand strategy that resonates with audiences and aligns with organizational objectives.

➔ Inclusive, Insight-Driven Strategy

Combining The Ellison Model and our People-Place-Prosperity approach to create campaigns that connect across cultures and communities.

➔ Custom Performance Dashboards

Real-time access to KPIs, Slate match rates, and ROI tracking.

➔ ADA & WCAG 2.1 Compliance

Accessibility is non-negotiable in every deliverable.

TAKE UP SPACE

What We Do



Recruitment-Focused
Digital Marketing



Brand Development
for Sub-Brands



General Marketing &
Campaign Development



Media Planning &
Placement



What We Deliver

We offer a complete suite of creative, strategic, and media services designed to help universities recruit, engage, and inspire.

Brand Strategy & Development

- Brand identity and logo design
- Messaging frameworks and brand standards
- Sub-brand architecture and governance
- Stakeholder engagement and collaborative workshops
- Visual identity systems, typography, and color palettes

Marketing Campaigns

- Recruitment-focused digital campaigns (paid social, search, display, streaming)
- Campaign concept development and storytelling
- Copywriting, photography, and video production
- Traditional media campaigns (OOH, print, broadcast)
- ADA & WCAG 2.1 compliant creative assets

Digital & Interactive

- Website and microsite design & development
- SEO-forward content creation
- Social media strategy, content, and management
- Blog creation and digital storytelling
- CRM integration (Slate) and conversion tracking

Media Planning & Placement

- Cross-channel media buying (digital + traditional)
- Programmatic and retargeting campaigns
- Geo-targeted and persona-based placements
- Budget optimization and ROI tracking
- Contract negotiation and vendor management

Public Relations & Engagement

- Media relations and press campaigns
- Event and campaign launch strategies
- Crisis communication planning and response
- Thought leadership and community outreach
- Creative Production
- Graphic design for print and digital
- Marketing collateral and presentation design
- Video scripting, filming, and editing
- Packaging and promotional material design

OUR TEAM



Adrian N. Carter
Lead Creative Strategist



Kendra Vincent
Senior Research & Marketing Strategist



Zenitra Perry
Project Manager & Brand Strategist



Melvin McClanahan
Graphic Artist

**Be Seen. Be Heard. Be Felt.
Be AICONIC**

Senior-level engagement from day one
No hand-offs; direct access to our most experienced strategists and creatives.

K-12 & Higher Ed Specialists
We understand the academic calendar, decision-making timelines, and enrollment KPIs.

Integrated Teamwork
Strategy, creative, and media working in sync for seamless execution.

