Three under a tree

The same approach to looking different in higher education
In the challenging world we live in, many if not all sectors face turbulence and change. Nowhere is this truer than in higher education.

Higher education has never faced a more aggressive market and it’s never been more important for universities to demonstrate their difference.

Yet so many are demonstrating where they are the same. Especially when it comes to the prospectus.
Ignoring the many things they could and should say about themselves, all too many universities say exactly the same thing – delivered by that higher ed imagery mainstay ‘Three Under a Tree’.

A well-worn theme since goodness knows when, we’d expect universities to respect diversity and invest in the pleasantness of their campus – surely they’ve got something better to communicate?

**Read on and judge for yourself.**
If you want to continue the tradition of ‘Three Under a Tree’ please don’t call us.

But if you want to speak to a communications consultancy that can help you put your best foot forward, then you know what to do next.
We’re a creative consultancy of communications specialists. We’re Frank, Bright & Abel. Not who we are, but what we do and how we do it.

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