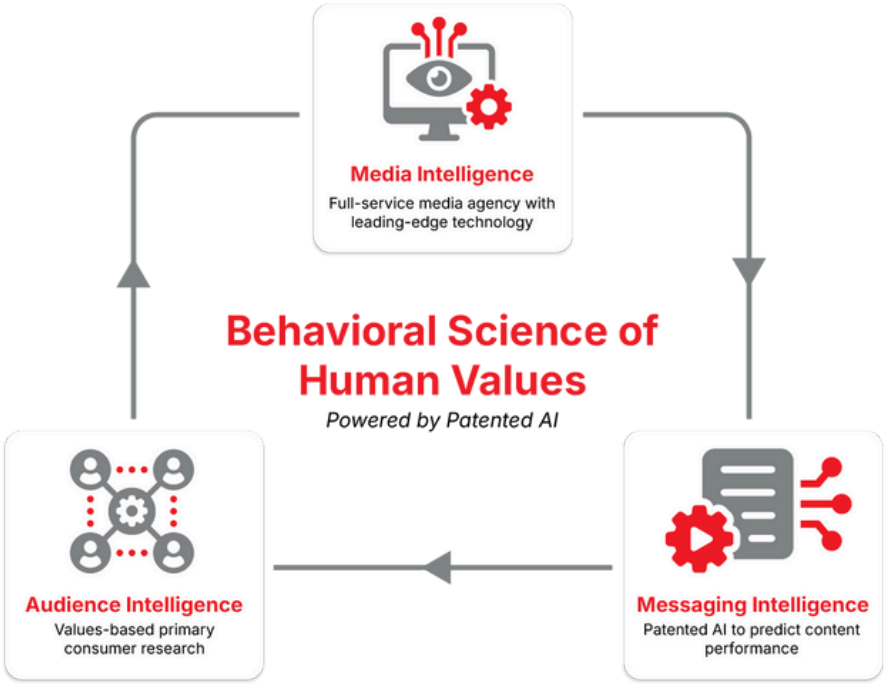
pluralytics + OXY Occidental College

BRIDGING THE GENERATION GAP

HOW OCCIDENTAL COLLEGE CREATED CONTENT THAT APPEALS TO STUDENTS + ALUMNI

CHALLENGE

Colleges and universities have constant conversations that span generations, all of which can make or break the schools' financial success. Occidental College needed **to make deeper connections with students, prospective students, and alumni,** which required content that appealed to a wide variety of values.



SOLUTIONS

Pluralytics' AI software analyzed the values appeal, tone of voice, and language complexity in a variety of Oxy's existing content assets, then mapped them to student and alumni demographics. From there, the Pluralytics team established priority tones of voice to ensure the content was "assured, supportive and unpretentious" in addition to informative. After that, they developed benchmarks for each content asset to achieve before release.

During testing, Oxy scored nearly three dozen key website and email content assets prior to publication, and 21 of them fell short of the benchmarks. Pluralytics provided both headline and body copy optimizations to bring them into alignment and increase the likelihood of authentic connection.

RESULTS

Values alignment in the new copy **increased 71%** for one key audience target and **47%** for another.

The priority tones in the optimized copy represented **74% of the college's brand voice,** compared to just 55% in the original content.

Pluralytics created 28 optimized web page headlines that met their ideal voice for Oxy to choose from and were **15% less complex** than the original content.

Pluralytics' body copy optimizations were **10% less complex** than the original content.