

IB Paid Assets

Facebook: In feed

Headline:

Graduate a year before the competition

Vs.

Headline: IB students like you finish first

Main copy

Did you know being an IB student gives you a super unique edge? You get 30 credits toward Hult's undergrad degree!

Link description

Discover how you can benefit

CTA:

Learn More

Facebook

In feed/ stories static image copy: **Fly past the competition with your IB credit**

In feed /stories video copy:

Fearless IB student?

30 transferable credits

Entrepreneurial spirit

High achiever

Globetrotter OR Trailblazer

Driven

Closing statement: You're ready to join OR You've got what it takes OR Start your accelerated 3-year degree

Google

Keyword: IB results

Version 1:

Headline 1: Got great IB results?

Headline 2: We reward you with 30 credits

Headline 3: Finish in 3 years instead of 4

Description 1: As an IB student, you'll get 30 credits toward your undergraduate degree at Hult.

Description 2:

Being an IB student means you get 30 extra credits, so you can graduate from Hult in 3 years.

Version 2:

Headline 1: Excited to get your IB results?

Headline 2: Study a life-changing degree

Headline 3: Benefit from 30 extra credits

Description: Your IB results have the power to make a huge impact. Study at Hult and finish in 3 years.

Description: Join Hult and benefit from 30 credits toward your undergraduate business degree.