

Australia's largest online MBA provider wants Sydney to know its students are a pretty big deal

AIB's latest campaign transforms graduation into an innovative marketing moment, blending digital and experiential strategies to celebrate student achievements.

FOR IMMEDIATE RELEASE

Australia, 12 March 2025: On March 14, 240 students will be awarded with their Master of Business Administration (MBA) degrees at the ICC in Sydney. But this isn't just any ordinary graduation – it's also a bold, large-scale marketing campaign that aims to celebrate student success.

The Australian Institute of Business (AIB), the country's largest provider of online MBA degrees, will use the occasion to launch the 'It's a Pretty Big Deal' campaign. Using a combination of digital signage, mobile billboards, and personalised messaging, the campaign will highlight the extraordinary achievements of AIB graduates and reinforce the institute's commitment to student success.

"This campaign is more than just a celebration – it's a reminder of what it takes to earn an MBA in today's world," said Professor Darius Pfitzner, Academic Dean at AIB.

"Our students juggle work, family, and study, making immense sacrifices to further their careers – and we think that's a pretty big deal. We wanted to make sure their achievements are recognised beyond the ceremony, turning Sydney into a stage for their success."

AIB's decision to turn graduation into a high-impact marketing moment reflects a broader trend in education branding, where institutions are moving beyond traditional advertising and embedding their brand into real, human experiences.

'It's a Pretty Big Deal' moves beyond traditional advertising, embedding AIB's brand into a deeply personal and emotional milestone for its students. By turning their success

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into a public celebration, the campaign reinforces AIB's commitment to empowering professionals and showing the real-world impact of its MBA.

Adding to the impact, AIB recently underwent a brand refresh – a feat that was executed entirely in-house. This shift signals a new era for the institution, one that prioritises authenticity, student experience, and bold storytelling.

“Our graduates’ success is our success,” says Dr Pfitzner. “By integrating our brand into this key life moment, we’re not just marketing a degree – we’re celebrating the life-changing impact of education.”

AIB has scaled up its post-graduation celebration, securing the Starship Sydney, a luxury vessel, to host the cocktail event for 300 guests as it cruises through Sydney Harbour.

The full campaign for ‘It’s a Pretty Big Deal’ will be visible throughout Sydney starting on 11 March.

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About The Australian Institute of Business (AIB):

The Australian Institute of Business (AIB) is Australia's largest provider of online Master of Business Administration (MBA) degrees*. Over the past 40 years, AIB's practical business school has cultivated a global network of over 20,000 students and alumni across over 100 countries.

AIB's MBA is designed specifically for working professionals, offering a practical, flexible, and industry-focused education that aligns with today's ever-evolving business landscape. Its fully online format enables students to integrate learning into their careers and immediately apply their knowledge in real-world scenarios, resulting in a tangible impact in the workplace.

*see 20 Biggest Online MBA Providers, [MBA News](#) (July 2024)

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