





CASE STUDY:

COMMUNITY & ADULT TECHNICAL EDUCATION CAN YOU IMAGINE CAMPAIGN



Serving Central Florida since 1973, Community & Adult Technical Education (CTAE) provides affordable, flexible, and hands-on training programs designed to prepare students for immediate career opportunities. To increase awareness of its diverse offerings and drive enrollment growth, CTAE partnered with evok to develop a compelling public awareness campaign capable of connecting with adult learners and career-seekers. Through aspirational creative, integrated media planning, and a strong social presence, evok helped position CTAE as a leader in non-traditional education while building a recognizable brand that inspired audiences to imagine a brighter future through career-focused learning.

	INDUSTRY EDUCATION
	AUDIENCE CAREER CHANGERS HIGH SCHOOL GRADUATES CONTINUING EDUCATION ADULTS
	CATEGORY/TACTICS CREATIVE MEDIA BUYING SOCIAL MEDIA STRATEGIC PLANNING

CASE STUDY: CTAE



Banner Stand



Print Ads



IDEAS.

Dedicated to providing relevant, high-quality education opportunities at an affordable price and on a flexible schedule, Marion County Community and Technical Adult Education has served Central Florida since 1973. Working with over 3,300 students each year, CTAE makes it a point to offer a broad range of courses and training programs, while still providing one-on-one, hands-on instruction.

In partnering with the organization, our goals were to increase awareness of CTAE's offerings, ultimately growing enrollment. To do this, we knew we would have to create unique and memorable advertising and public awareness campaigns capable of connecting with potential adult students. Additionally, creating online brand recognition and establishing a brand culture for CTAE through social media became a priority, as it would inherently increase knowledge of their programs within the community.

CASE STUDY: CTAE



Billboard



On a mission to position CTAE as a leader in non-traditional education by showcasing their ability to help graduates achieve their career and personal goals, the evok team developed the ‘Can You Imagine’ creative campaign.

The campaign’s aspirational message prompted potential students to envision their life if they chose to attend CTAE, with a new career, a brighter tomorrow, new opportunities and more presented as possibilities. Matching the new campaign concept, we reimagined the institution’s full line of advertising pieces, carrying a new, refreshed design across course catalogs, brochures, print and digital ads, and more.

Ensuring the new messaging and aesthetic would be seen by the most appropriate audiences, we also negotiated, placed and managed integrated media buys, including radio (terrestrial and digital/ Pandora), SEM, print and out-of-home. Each touch point was strategically chosen to effectively reach those actively looking for a new career, adults in need of continued education and recent high school graduates searching for a way to get on the fast track to joining the workforce.



RESULTS.

In less than one year of engagement, our cross-departmental efforts were successful in securing:

2,737

new Facebook fans

1,148,944

impressions

922,792

unique users



Course Information Sheet

KEY TAKEAWAYS

- An aspirational creative platform helped reposition CTAE as a leader in non-traditional education by connecting career training to personal and professional advancement.
- The “Can You Imagine” campaign successfully engaged adult learners, career changers, and recent graduates by encouraging audiences to envision a better future through skills-based education.
- Fully integrated media planning across radio, SEM, print, out-of-home, and social channels ensured CTAE’s message reached high-intent audiences at key decision moments.
- Evok’s strategic, cross-channel approach delivered measurable results in less than one year, including significant growth in impressions, reach, and social engagement while supporting enrollment objectives.