



#### CASE STUDY:

# OCPS CAREER & TECHNICAL EDUCATION

## PIN YOUR FUTURE CAMPAIGN

Orange County Public Schools Career and Technical Education (OCPS CTE) offers short-term, skills-focused training programs that prepare students for immediate workforce opportunities. To help expand the reach of these offerings and increase enrollment across the district's four technical centers, OCPS partnered with evok to elevate awareness through a targeted, county-wide campaign.

Our team developed an integrated strategy centered on clear program value, actionable messaging, and high-visibility media placements. By combining cable, in-cinema, radio, and digital assets with refreshed brand collateral, evok helped reposition OCPS CTE as an accessible, affordable pathway to career success for students, job seekers, and working adults throughout Orange County.



## Career & Technical Education



**INDUSTRY**  
**EDUCATION**  
**PUBLIC SERVICE**



**AUDIENCE**  
**HIGH SCHOOL STUDENTS**  
**RECENT GRADUATES**  
**JOB SEEKERS**  
**WORKING ADULTS**



**CATEGORY/TACTICS**  
**STRATEGY**  
**MESSAGING**  
**MEDIA BUYING & PLACING**  
**RADIO MARKETING**  
**CREATIVE & BRANDING ASSETS**  
**REPORTING**

## CASE STUDY: OCPS CAREER & TECHNICAL EDUCATION



Banner Ads & Billboard Sample



Orange County Public Schools Career and Technical Education (OCPS CTE) provides short-term practical career training, most often resulting in an immediate job opportunity. They partnered with Evok to help increase awareness of its programs and services in order to increase enrollment rates.

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Table Topper & Billboard Sample



The solution was to create an integrated, multi-media advertising program to stimulate action. The campaign communicated key strengths as an educational provider with a goal of creating more awareness and enrollment opportunities for the four Tech Centers within Orange County.

The campaign was strategically optimized to reach the tight geographic segment of Orange County within the Orlando DMA. Media vehicles included cable television with interactive ads, in-cinema advertising in theaters located within Orange County, and radio on specific stations with listener demographics that matched the enrollment target of the Tech Centers. Finally, we produced the first "Brand Manual" for the Career and Technical Education Department.



## RESULTS.

**40% increase**

in website visits during peak advertising period

**1,344**

highly qualifies prospects

**3%**

conversion rate

**100 calls**

per month after campaign

## KEY TAKEAWAYS

- A unified, multi-media advertising strategy helped OCPS CTE clearly communicate its value as an affordable, skills-focused education provider, increasing visibility across the Orlando DMA.
- Targeted media placement—spanning cable, in-cinema, and radio—effectively reached prospective students within a tight geographic footprint, driving higher-quality inquiries and applicant engagement.
- The campaign improved awareness and enrollment interest district-wide, generating a 40% increase in website visits during peak advertising periods and more than 1,300 highly qualified prospects.
- Evok's creative and strategic support, including the development of the department's first brand manual, strengthened message consistency and improved long-term recruitment efforts.
- Consistent, action-oriented messaging translated into measurable outcomes, including a steady flow of 100 calls per month and a 3% conversion rate following campaign launch.