

CASE STUDY: MARION TECHNICAL COLLEGE



Branding/Creative

Our work with Marion Technical College encompassed rebranding, creative campaigns, advertising, video, and social media. We worked to portray and communicate MTC as a great choice for career education that prepares students to quickly enter the work force with the necessary skills, degrees and certifications. We would work for a similar, full-service approach for Seminole State College, telling your story and driving interest, awareness and enrollment.

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 (CTAE) has served Central Florida since 1973. In 2016, CTAE officially became Marion Technical College and the evok team was there to make the transition a smooth and noteworthy one.

Working with over 3,300 students each year, MTC makes it a point to offer a broad range of courses and training programs, while still providing one-on-one, hands-on instruction. Through the transition from CTAE to MTC, we wanted to maintain the focus on the school's mission and greatest asset—their dedication to education.

Logo/Rebranding



MARION
TECHNICAL COLLEGE

New Brand



Previous Brand



Business Cards

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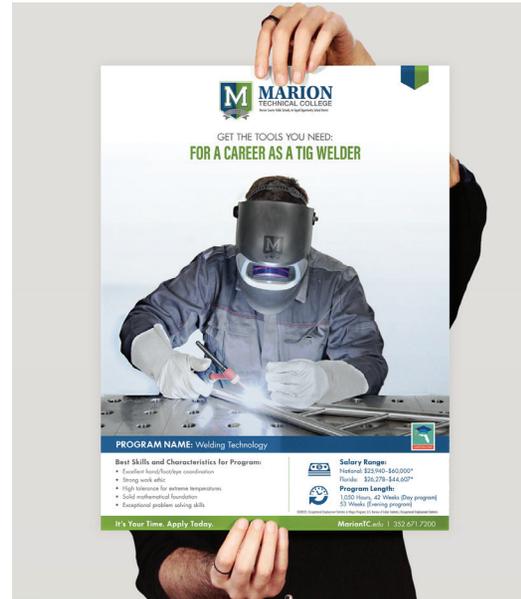
work.

On a mission to position MTC as a leader in non-traditional education by showcasing their ability to help graduates achieve their career and personal goals, the evok team developed a new logo and brand identity for the institution.

The reimagined MTC brand set the stage for the development of a new, integrated creative campaign highlighting the many career training programs available through the institution. The Tools for Success campaign declares MTC as the constant element in a rewarding, fruitful career path with a modern approach to showcasing the college's programs focusing on the tools of the trade.

To further connect with potential students, we created a series of engaging, inspirational and attention-grabbing career training videos. Our objective was to showcase the hands-on, expert training students can receive at MTC, how it can impact their lives, and the significance of truly mastering a craft. Stories were told via voice over, with visuals reinforcing the combination of skill and art required to excel at these trades—training MTC is able to provide.

The evok media department negotiated, placed, and managed integrated media buys, including pre-roll online video within a 50-mile radius. Videos were also leveraged on social media and on the MTC website. sponsored content and paid social ads.



“The Tools for Success”
Campaign Poster



“The Tools for Success” Campaign
Pole Banner



“The Tools for Success”
Campaign Course Sheet

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“The Tools for Success” Campaign Facebook Page



“The Tools for Success” Campaign Billboard

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results.

For the two career training videos we have completed to date, our rich media impressions totaled over 269,000 with 909 clicks and click-through rates of 0.33%. On social media, the videos reached over 27,000 users with 10,333 video views and 9,162 engagements to date. We also had an overall 73% completion percentage for the spots, demonstrating effective and accurate targeting of people who were legitimately interested in the college and wanted to hear the full message. Our agency continues to partner with MTC to drive enrollment and awareness of the institution's offerings.



Radio Spot:
<http://bit.ly/2kigkAk>



Career Training Video: Culinary
<http://bit.ly/2vm9Uo5>



Career Training Video: Welding
<http://bit.ly/2iD41gJ>