

Case Study



Orange County Public Schools

Multi-Channel Advertising Campaign

Orange County Public Schools Career and Technical Education (OCPS CTE) is a government entity and dedicated educational technical school for Orange County residents. Similar to Florida Housing, they have an onus to raise awareness of their service offerings and educate their target audiences on how to take the first steps to achieve a life goal. In their case, it's accessing affordable, convenient secondary education.

With four tech centers and five campus locations, Career and Technical Education is an integral part of the OCPS K-12 system and works in close partnership with surrounding businesses and industries. Each program provides quality training and preparation for entering the workplace with the knowledge and competence needed to compete in a global marketplace. In addition, the diversity of these program offerings strengthens the economic base of the community by providing a well-trained workforce.

CTE offers three main categories of education: Adult Education (comprised of GED Preparation and ESOL), Career Certificate Programs and Continuing Education. The biggest competitive

advantage of this institute is that of affordability and time—OCPS CTE offers programs for less than what a four-year university would cost and one can finish in less time.

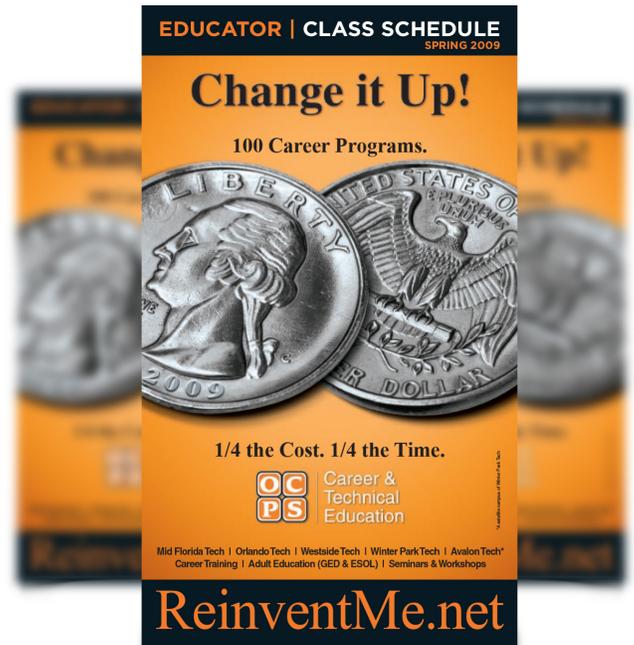
In order to drive recognition of their Adult Education offerings within minority communities, OCPS was in need of increasing awareness of their offerings, particularly for their GED preparation and ESOL classes. These programs are free to adults who are Florida residents without a high school diploma, however this fact was not known among the target audience, particularly minorities. Evök set out to defeat this challenge knowing that letting this 'secret' out would help increase enrollment. To not lose our constant enrollment average for career certificate program students, we also allocated some advertising dollars to maintain awareness in that category. Research showed that prospects value OCPS CTE's ability to provide low-cost, convenient, short-term career training. Career certificate programs are very affordable with most taking approximately one year to complete.

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Billboards

Education category. Typically, minorities have less access to mainstream media, so evök specifically targeted that population and the appropriate mediums that had a higher propensity to be used or read by minorities. We targeted adults 25–54 with a low household income and no high school diploma.



ideas.

To raise awareness for OCPS CTE GED and ESOL classes, we not only had to shed light on the benefit of free courses for Florida residents, but also, we had to differentiate ourselves and compete with other educational facilities—educate and influence.

Past advertising efforts focused more on increasing enrollment in the career certificate programs, making their adult education classes suffer. The strategic solution was to create an integrated, multi-media public awareness program utilizing paid media in conjunction with value-add public relations to stimulate action for both categories. It communicated key strengths as an educational provider with a goal of creating awareness and enrollment opportunities for the GED, ESOL and Career Certificate programs for each of the five campuses.

To accomplish the established objectives, we planned and scheduled a buy to primarily focus on the GED and ESOL classes offered within the Adult



Print Ads

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work.

We implemented an integrated mixed media campaign using the mediums of television, cable, print, radio, online, the city bus transit system and direct mail. For television, we focused on networks/channels that had content targeting Hispanics and African Americans. For example, we bought ESPD (ESPN Deportes) and WAPA (Puerto Rican network) to reach Hispanics, and BET and TV1 to engage African Americans. This tactic was also employed throughout the rest of the mediums, and we spent a larger percentage on those mediums that had a higher ethnic background mix to increase our reach over minorities, specifically for our ESOL classes.

Knowing that radio can be such a niche medium, we placed messaging across the best stations in the county for our target demo, ensuring a high frequency was established. We also saturated the market by sending out a direct mail piece to

551,650 Orange County consumers, reaching about half of the county population.

Creatively, we showed adults that wanted to complete high school or be fluent in English that their dream could be accomplished sooner than they imagined with OCPS CTE's free GED and ESOL classes. This communicated the good news and spread awareness that OCPS CTE is not just an educational institute for career programs, but also offers courses for developing the skills needed in day-to-day life.

Regarding the career certificate category, knowing that consumers value affordability and quickness when it comes to finishing a certificate program, we positioned OCPS CTE's services as a fast, low-cost path to a good career—compared to a four-year degree and thousands of dollars in tuition. This fact was summarized with the marketing statement "1/4 the Cost. 1/4 the Time." Visually reinforced with quarters, headlines were written to encourage individuals to make a change while saving change. From a media standpoint, the campaign was strategically optimized to reach a tight geographic segment within the Orlando DMA (which counts for more than 80% of enrolled students).

results.

Evök's objective in increasing awareness in the free courses for GED and ESOL classes was achieved and is consistently targeted through this day. Our media directed consumers to find out more information through the CTE's main phone number or their website. After measuring results, we found unique web visitors increased by 156% and phone traffic by 130%. The direct response generated 48% increase in leads.



Bus Panels