



Power-up your brand.

AVIATION TAKING FLIGHT

A LIVE CASE STUDY

Shawn Chorney, Jen Nugent, Mike Leon,

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BRANDHEROES.CA

LET'S CHAT!

- 1) Get to know us
- 2) About the School of Aviation
- 3) Our objectives
- 4) What we created
- 5) The impact
- 6) Key learnings



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GETTING TO KNOW US!

CANADORE COLLEGE IS...

- Located in North Bay, Ontario
- The college of choice for connecting people, education and employment through leadership and innovation.
- Provides access to over 75 full-time quality programs and has outstanding faculty and success services to students from nearly 400 Canadian communities and 15 international countries.
- Annual economic impact of 243.8 Million



SHAWN CHORNEY

- Vice President Enrolment Management, Indigenous and Student Affairs at Canadore College
- Proud father of 4 incredible kids and is married to Jessica: his dream-girl
- Lead faculty on leadership development programs and delivery at Canadore
- President of the Nipissing- Parry Sound Business Centre
- Expert in networking, partner engagement and resource development with more than \$60M secured and delivered over 10 years



BRAND HEROES IS...

- A national video, social media and branded content agency specializing in the higher education and regulatory markets.
- An intrepid group of storytellers who are equally well versed in brand strategy as we are in creative production...
- We are dreamers, we are geeks, we are misfits. And we create with our clients, hire their co-op students and grads and where possible support their foundations and charitable initiatives. We love what we do.

A LITTLE SHAMELESS SELF PROMOTION...



COLLEGE OF
PHYSIOTHERAPI
of ONTARIO



College of Occupational
Therapists of Ontario
Ordre des ergothérapeutes
de l'Ontario

YORK
UNIVERSITÉ
UNIVERSITY



ONTARIO COLLEGE OF TRADES
ORDRE DES MÉTIERS DE L'ONTARIO



HTS
HOLY TRINITY SCHOOL



UNIVERSITY OF
TORONTO



Laurentian University
Université **Laurentienne**



MIKE LEON

- Founder and Managing Director
- On-Air Marketing Expert @ Global Radio Toronto AM 640
- Part-time Faculty Member, Brand Management, Lazaridis School of Management, Wilfrid Laurier University
- Dad to two awesome girls
- Avid Cyclist



JEN NUGENT

- Digital Producer, Strategist, Project Manager, and mentor to our co-op students
- 3.5 years with Brand Heroes
- Background in Communications and Digital Media Marketing
- Geeky about content marketing, consumer behaviour, and digital trends
- Lover of adventure, hiking, and camping
- I have a very cute puppy



A man in a blue and white plaid shirt and dark pants is captured mid-jump in front of a multi-story building with blue and white architectural details. The scene is overlaid with a complex network of red and blue geometric lines and shapes, creating a dynamic, high-tech visual effect. The background is a blurred green landscape.

ABOUT THE SCHOOL OF AVIATION

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QUICK FACTS

- Established in 1972
- 3 stand-alone campus locations over lifespan
- Largely focused on aircraft repair and maintenance with programs in rotary and fixed-wing flight
- The School of Aviation Technology has been considered a Canadore halo program area
- 2016 employment rate within field ranges from 50% for Aircraft Structures graduates to 100% for Aircraft Maintenance graduates
- $\frac{2}{3}$'s of students come from outside of the North Bay Area



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OPPORTUNITIES

GOALS BEHIND OUR CAMPAIGN

- Reposition the School of Aviation Technology so it's the school of choice for any applicant. Core objectives include:
 - Ensure the schools key differentiators are clearly communicated both to prospective students and parents
 - Create a sense of wow factor for the school while keeping in mind that average view times continue to decline
 - Create a robust content marketing strategy that engages applicants at all stages of the buying experience
 - Ultimately increase applications and conversions



CAMPAIGN ASPECTS:

PHASE ONE:

- **Canadore Aviation Experience Packages**
- **3, 360 degree videos**

PHASE TWO:

- **Canadore A.I.R Awards**
 - **Nomination Video**
 - **Event Development**
- **YouTube ads from A.I.R Awards**
- **Recap Videos**

CANADORE AVIATION EXPERIENCE PACKAGES

- 200 Packages Total
- 193 given out as of June 1
- Sentiment: Extremely positive, a definite wow factor! 360 videos are very cool.



We are Ontario's College for Aviation Technology

If you are interested in a career in aircraft repair, maintenance or as a commercial fixed wing or helicopter pilot, Canadore College is the destination for you. Here you'll find:

- The largest number of aircraft out of any College in Ontario
- A dedicated campus located at the North Bay airport and steps away from potential employers
- A beautiful, safe community located within a 3 hour drive of the GTA

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Get a 360° view of Canadore Aviation

Here's what you need to do:

- 1 Download the Google Cardboard App in the App Store or Google Play Store.
- 2 Then go to the internet browser on your phone and visit www.CanadoreCollege.ca/Experience-Aviation
- 3 Click on the YouTube videos and make sure the Google cardboard function is selected
- 4 Watch our 360 experience of Canadore Aviation!
- 5 Email us telling us what you think for a chance to win an iPad! email@placeholder.com

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360 DEGREE VIDEOS



CANADORE A.I.R AWARDS



CANADORE A.I.R AWARDS

- 103 High schools contacted
- 32 Nominations
- 12 Selected Winners, 10 in attendance for event
- 7 of the 12 will be attending in Fall 2018 and 2 have intentions to attend in Fall 2019
- 50 + Attendees, industry partners, faculty
- 8 Social videos created from event footage
- E-mail blast and targeted social posts



TARGETED YOUTUBE ADS

- Over a 2 week period, beginning the last week of April and leading into the first week of May, we ran 2 social video ads on YouTube with the call to action for students to accept their offer on the OCAS website
- These ads targeted males and females aged 18-24 in the cities with the highest number of aviation applicants
- These ads ran mid-stream of YouTube videos with an auto mechanic, aviation or tech focus



YOUTUBE ADS - RESULTS

- **93.1% of viewers watched on a mobile phone**
- **Highest engagement times: 8-9AM and 3-6 PM, Mon - Fri**
- **26 conversions (click through to the OCAS website)**
- **9101 Impressions**
- **Audience groups: Auto enthusiasts, mobile enthusiasts**

RECRUITMENT RESULTS

The opportunity to raise application rates substantially, while realizing conversions from applicant through to registrant was a key focus with success being measured in 2 key ways.

Year	Applications	Registrants
2016	354	205
2017	411	211
2018	541	282



KEY LEARNINGS



KEY LEARNINGS

- Involving parents and students is key, but a major opportunity could be specific parts of the campaigns targeted to each one.
- The use of WOW factors, rooted in key differentiators have really helped.
- A.I.R Awards were a success, but there's a great opportunity to better leverage it to reach an even larger group of people. Stronger social ad presence could really elevate
- Great opportunity to potentially extend our marketing to the schools and teachers themselves.
- Running an event in April doesn't necessarily mean there won't be snow!



THANK YOU!