





## **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**

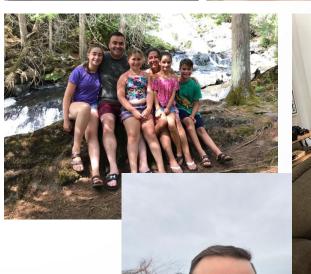
- Vice President Enrolment
   Management, Indigenous and Student
   Affairs at Canadore College
- Proud father of 4 incredible kids and is married to Jessica: his dream-girl
- Lead faculty on leadership development programs and delivery at Canadore
- President of the Nipissing- Parry
   Sound Business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













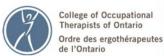
# **BRAND HEROES IS...**

- 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















































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

















# **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
- ¾'s of students come from outside of the North Bay Area





# **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.









visit www.CanadoreCollege.ca/Experience-Aviation

Click on the YouTube videos and make sure the

Watch our 360 experience of Canadore Aviation!

Email us telling us what you think for a chance

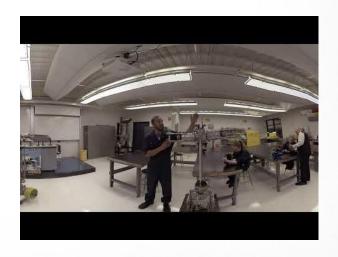
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# **360 DEGREE VIDEOS**









# **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.

<b>Applications</b>	Registrants
354	205
411	211
541	282
	354 411





#### **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!



