

Chisholm

Chisholm Institute
Chase Your Calling



Chisholm

Chisholm Institute. 'Chase Your Calling'

Demonstrates

- Relevant experience in the education sector
- Excellent campaign ROI
- Growth in service uptake, customer numbers and value
- A highly innovative and effective approach
- Ability to deliver complex projects in a constrained timeframe
- Use of research to ensure optimum creative impact and effectiveness

The challenge

A Victorian government campaign to promote the TAFE sector had failed. TAFE was still seen as less prestigious than university – something of a “tradies” or last-choice option.

Chisholm Institute recognised the need to reinvigorate its brand and market position.

DPR&Co was briefed to develop the business case for a campaign that would build brand preference while increasing student enrolments.

 **Australian
Marketing
INSTITUTE**

2018 AMI Education
Campaign of the Year



**DPR
&CO**



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Our response

Upon acceptance of the business case, we worked in close collaboration with the Chisholm executive to develop a genuinely inspiring campaign property – one that would excite potential students about charting a rewarding future for themselves. The energy of the campaign was designed to convey the different kind of student experience Chisholm promised.

We also began work on redesigning the student enrolment process to ensure greater effectiveness and an improved student experience.

The campaign was developed using DPR&Co's proprietary New Truth™ methodology, a critical step in the creative development process that brings together key stakeholders to share and filter strategic the creative ideas that form the foundations of the finished campaign creative.



Stephen Varty, CEO, Chisholm Institute on The New Truth.

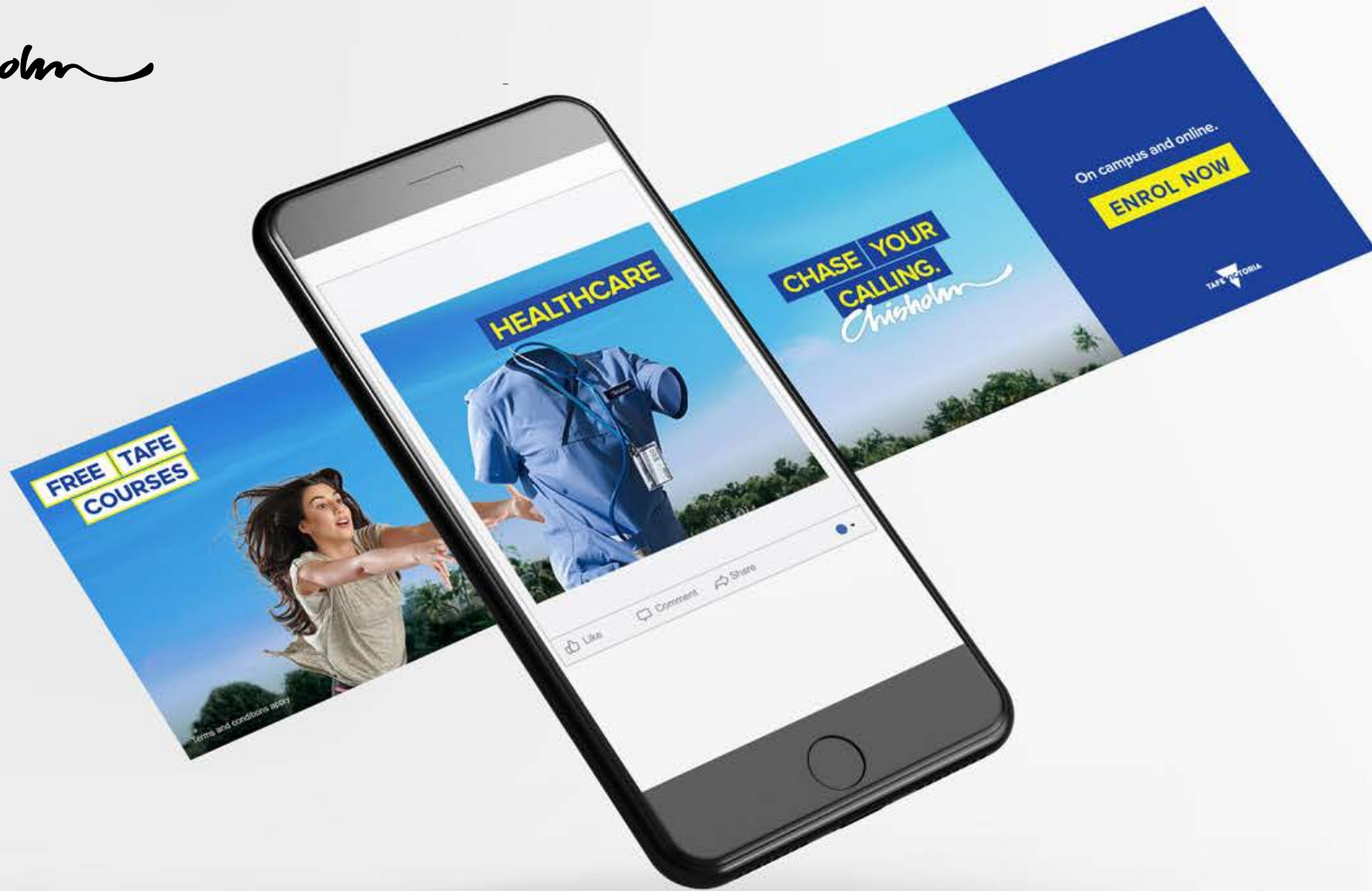
A New Truth™ for Chisholm Institute:

Be one of the
fortunate few
that does
what calls them,
not what
befalls them.



Online video
<https://vimeo.com/247243962>

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The result

Over the ensuing 2 years, Chisholm increased its government-funded student participation by 30%. Government-funded enrolments for 2019 alone increased at a rate almost three times that of the TAFE sector across Victoria.

Client	Chisholm Institute
Product	Student enrolment
Audience	Melbourne: people 15+, SE suburb skew
Channels	FTA TV, BVOD, YouTube, OOH (supersites), radio with program integration, print media
Deliverables	45 sec, 30 sec and 15 sec TVC, 6sec TV, billboard art, digital display ads (multiple formats), social media
From brief to live	14 weeks
Performance	2019: A 45% uplift in key course enrolments. 21% uplift in total student numbers against sector background of 8%. Spontaneous recall up by 120%. Consideration up by 160%.



