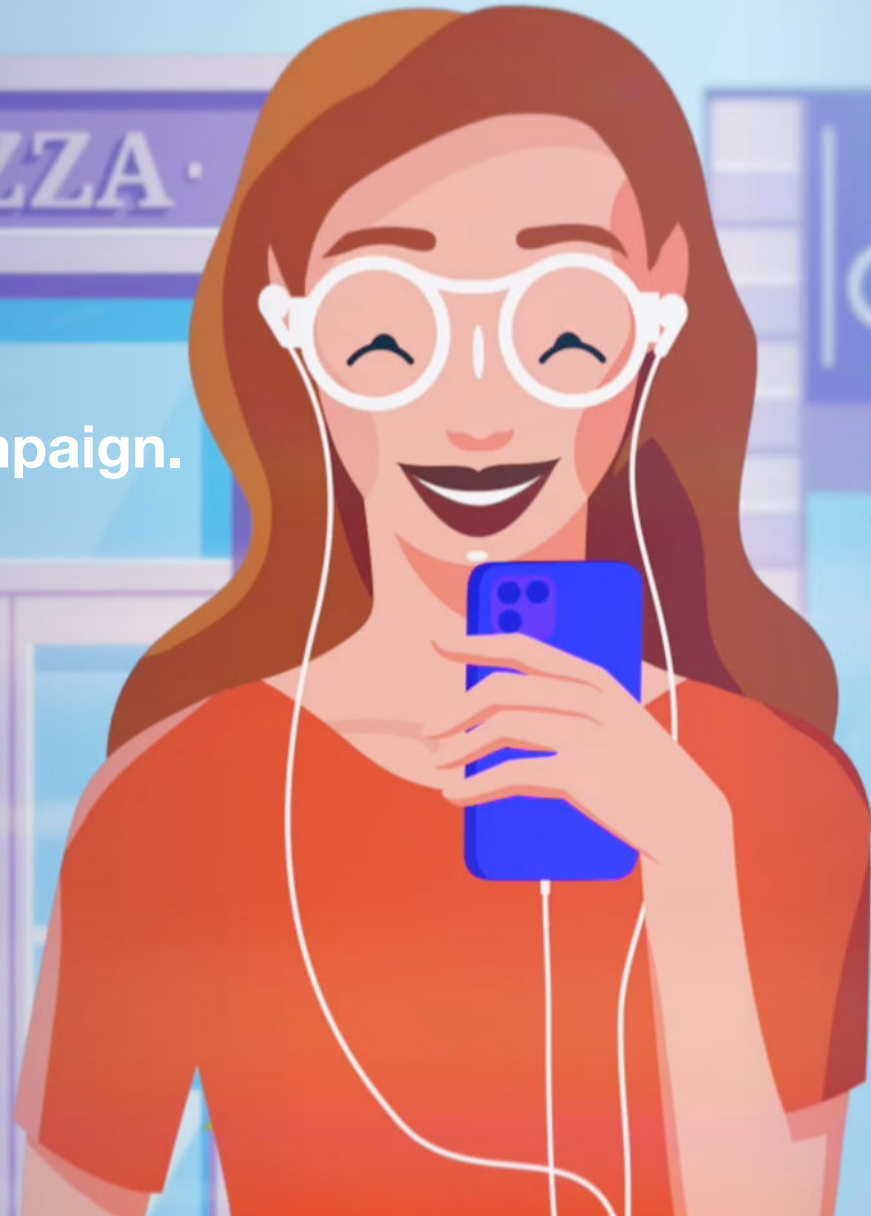


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GOTAFE – Do The New You.
2021/22 student enrolment campaign.



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GOTAFE Do The New You.

Demonstrates.

- Research-driven communications strategy
- Strong brand communications skills
- Ability to deliver compelling creative on a modest budget
- Agility in dealing with production challenges (COVID)

The challenge.

GOTAFE is a leading provider of vocational study and training in Victoria's north-east corridor. DPR&Co was briefed to deliver GOTAFE's 2021/22 student acquisition campaign. Deep analysis of demographic data revealed two chilling insights: that 11% of 16-25 year old people in Victoria's north-east were neither employed or in study, so were completely disengaged.

Furthermore, 21% of 15-21 year old people in the region are living in homes where no one was employed. We decided that GOTAFE's most pressing competitor wasn't other educators – it was generational disengagement.





GOTAFE Do The New You.

Response

For a disengaged person, the promise of a future career seems distant and unattainable. Just getting out of bed is hard enough. We needed to create a campaign that communicated an immediate benefit. We needed to convince the disengaged that a dynamic GOTAFE educational experience begins from the very moment of enrolment.

In addition, however, we also needed to reach engaged school leavers or 'kick starters' as well as those looking to enhance their skills for career or personal reasons, an audience we called 'progressors'. This led us to develop 2 messages under the same 'Do the New You' theme.

COVID production challenges

Due to the extended COVID lockdown, what we'd originally intended to shoot was no longer possible. After testing several options, we decided to combine animation with existing footage. This gave us a unique graphic look and proved a powerful way to tell this story. We adapted this creative technique to all supporting advertising channels.

Key research finding

Over 11% of people 16-25 are not working or not being educated

Interpretation

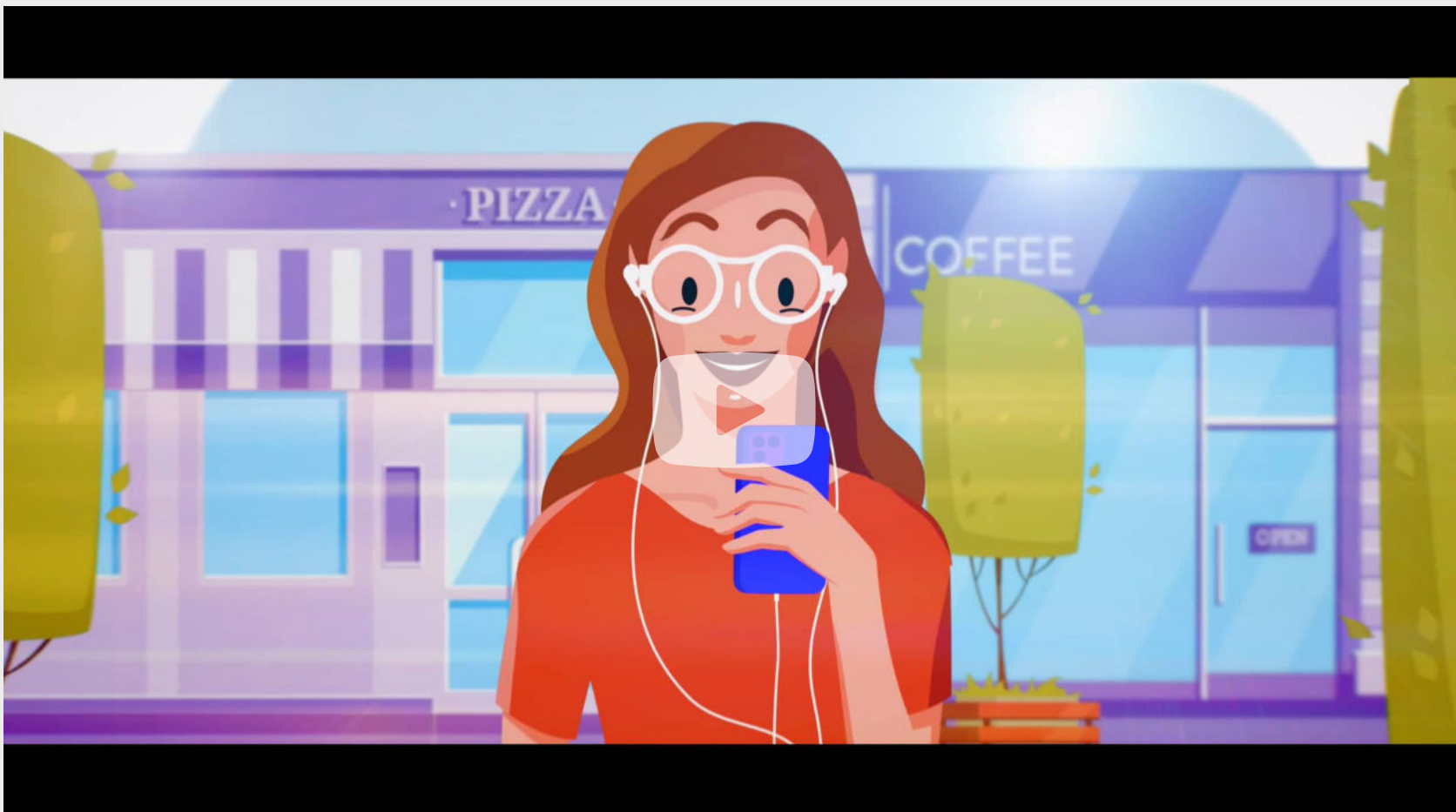
GOTAFE's main competitor is not another educator. It's disengagement.

Strategy

Don't try to sell a distant career. Just get them engaged now.

The New Truth

One small, achievable step is all it takes to begin a transformation.



TVC/online video - Progressor campaign
<https://vimeo.com/632528489>

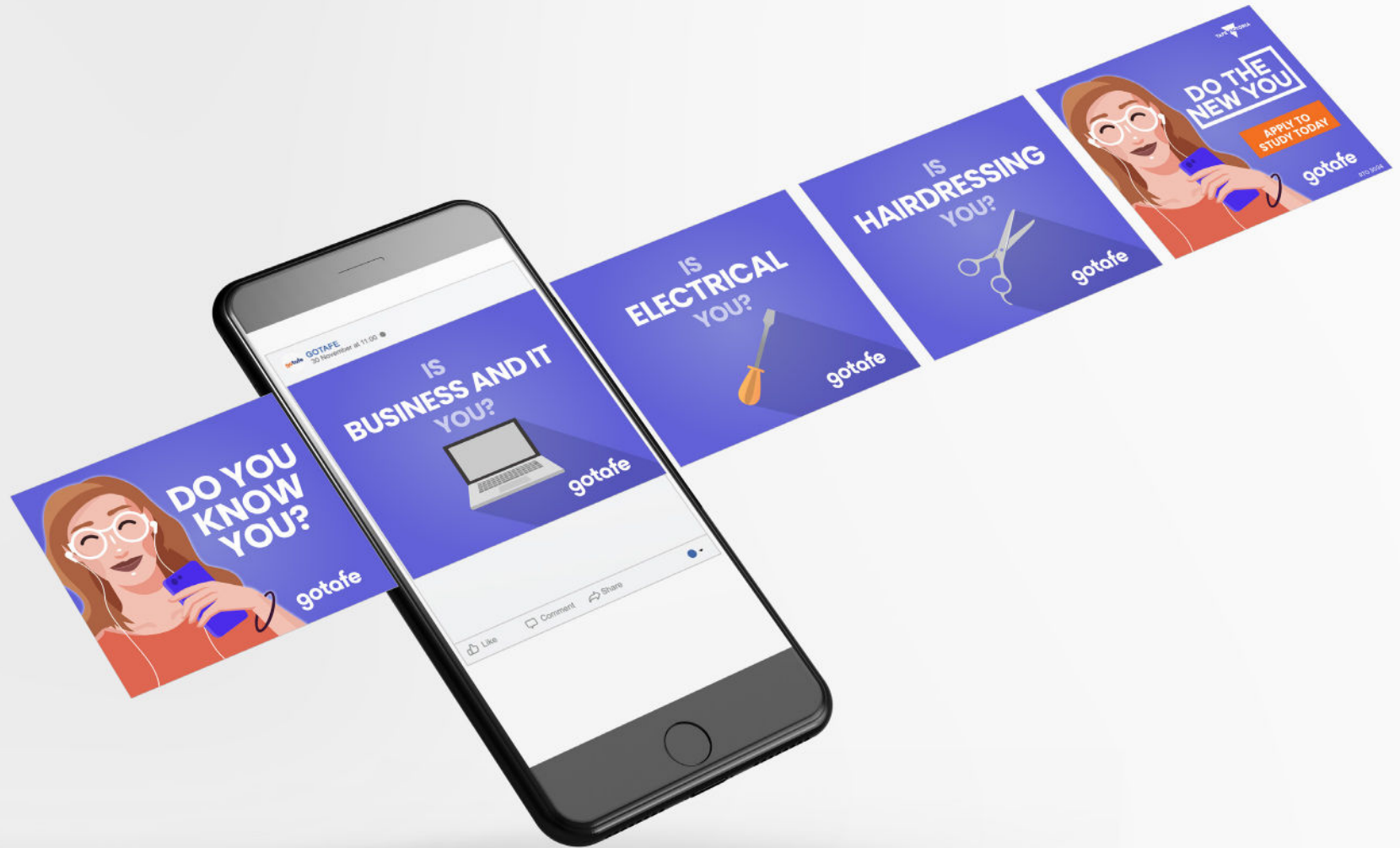


TVC/online video - Kickstarter campaign
<https://vimeo.com/632528455>

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The result.

We were able to deliver a campaign on time and on budget despite having to substantially re-frame our creative approach. The bright positive colours, combined with authentic and engaging language, resonated well with the target audiences. The 'Do the new you' campaign drove an increase in enquiries and enrolments and is currently running to support the mid-year intake.





Campaign summary

Client	GOTAFE
Product	Student enrolment 2022
Audience	Students and parents, career advisors and teachers
Channels	FTA TV, BVOD, press, YouTube, digital, social, native
Deliverables	2x15 sec TVC/OLVs, full suite of animated and static digital ads, social media creative, website assets
From brief to live	2 months
Performance	Increased enquiries and enrolments (awaiting detailed results)

