



**Box Hill Institute
Become**





Box Hill Institute Become

Demonstrates.

- **Dynamic, cut-through creative**
- **Deep experience in TAFE/Higher Education communications**
- **Brand positioning expertise**
- **High-quality production capabilities**

The challenge.

With Melbourne being the most locked-down city in the world, face-to-face education had been placed on-hold for extended periods.

Courses were suspended on multiple occasions with repeating waves of COVID 19 infections.

Across Victoria, tens of thousands of students' lives had been put on hold with many dropping out of study and work altogether.

We needed to convince a battered, cynical audience that they were worthy of something better and that, with the help of Box Hill Institute (BHI), they could re-connect with their educational journey and achieve their dreams.





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Our response.

Research showed that, in the TAFE category, brand perception accounts for 42% of overall consideration. The need was for a campaign that positioned BHI as place to explore possibilities - not just for a way to get a job, but a place where self expression and actualisation could become reality.

Moreover, we wanted to shift audience and influencer perceptions that a TAFE education was somehow second best to a university education.

Meanwhile, research into the perceptions of the core demographic (kinaesthetic learners 16-40), showed a shift in focus away from simply maximising career earning potential in

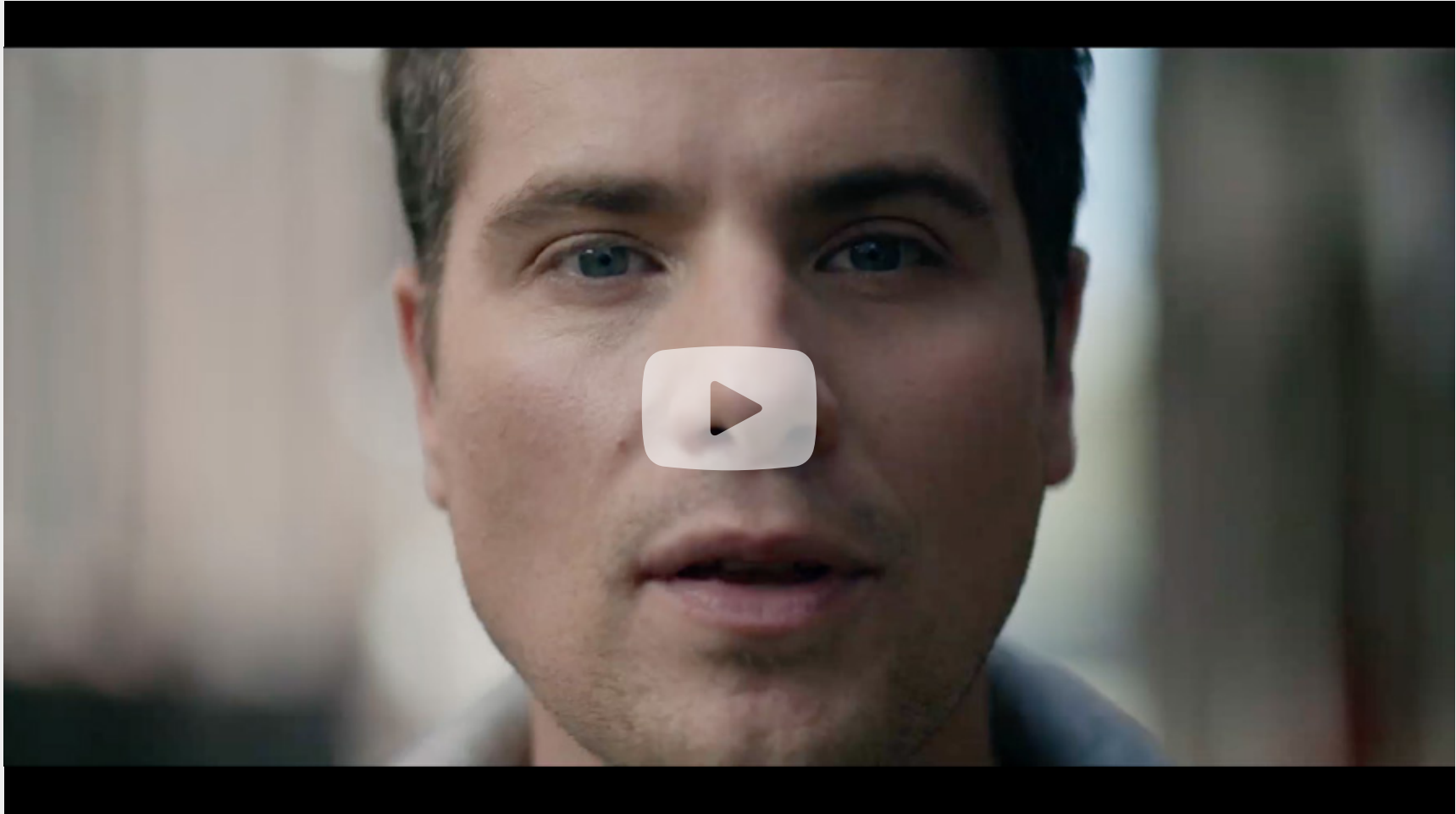
favour of a more balanced approach to life, the resonant theme of which was to be able to 'make a difference'.

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Moreover, we wanted to shift audience and influencer perceptions that a TAFE education was somehow second best to a university education.

We wanted to contribute to a change in this presupposition by creating a campaign for BHI that would have done justice to any University in the world.





Altec marketing video
<https://vimeo.com/678896660>



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The result.

The campaign launched in early February 2022, contributing to a significant spike in applications and enrolments. In addition, BHI staff reported increased pride in their workplace and its brand.

Client	Box Hill Institute
Product	Brand revitalisation/student acquisition
Audience	Students 16+, parents and influencers, career advisors and teachers
Channels	Integrated media, FTA/BVOD, Digital
Deliverables	Campaign concept and production
From brief to live	3 months
Performance	A significant spike in student enrolments coinciding with campaign launch. Full results unavailable at this time. Anecdotal, however, BHI reported student acquisition numbers 10 percent lower than pre-COVID levels. It is believed that the sector average was significantly higher than this.

