



ADVERTISING & INTEGRATED MESSAGING

A TECHNICAL COLLEGE TURNS PRO.

THE MATC CASE STUDY



HELPING STUDENTS MOVE OUT OF THEIR PARENT'S BASEMENT.

It's a tough job market out there. Most university students rack up huge amounts of debt, and after graduation there are few opportunities. Milwaukee Area Technical College (MATC) offers an alternative with training and certification options for jobs that are in demand. In fact, they have an 86% job placement after graduation. It's an opportunity to have a professional career in half the time, at half the cost.

MILLENNIALS AND THEIR PARENTS HAVE A PERCEPTION THAT THE CAREERS OFFERED AT TECHNICAL COLLEGES AREN'T AS PRESTIGIOUS AS WHITE-COLLAR CAREERS.

Our objective was to change that perception by representing MATC as a smarter path to a professional career and also to increase admissions. The campaign had to change the reference for this career path from the words "technical" and "trade", to the word "professional".

STIR was hired in the fall of 2013 with the marching orders to make technical colleges a cool career path for millennials. As advertising agency of record, STIR developed a comprehensive, overarching brand campaign with integrated messaging to promote the brand to potential students who wanted a professional career in half the time, and for less than half the cost as compared to a four year university.



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STRATEGY: EVERYONE WANTS TO TURN PRO.

After research and planning, STIR pinpointed the strategy in one sentence: MATC allows students to have professional careers in just two years for half the cost of a traditional university degree. And these professional careers are in high demand. A relevant message for the target market – 17-year-olds who are trying to figure out what they want to be when they grow up.

Our strategy elevated this career path by communicating that students are preparing for professional careers rather than just trade jobs. By using the word “professional” we made this career path more aspirational and shed the stereotype that a career from a technical school is not a professional career.



STRIKE AN ICONIC SPORTS POSE

TURN PRO SOONER

We created a campaign that was disruptive and reinforced the strategy of becoming a professional in less than two years. Everyone wants to turn pro. It's a dream of every kid growing up playing sports. It conjures up mental images of young athletes beginning their careers in the professional leagues. It's all about success and the money that comes with making it to the professional level. Our campaign captured that feeling with executions that featured a simple, three-word headline "Turn Pro Sooner" accompanied by a photo of a MATC professional in an iconic sports pose.

This simple and straightforward campaign is a perfect example of what happens when strategy connects with an execution and creates powerful, persuasive brand personality.



PRINT



TURN PRO SOONER

 **MILWAUKEE AREA *Technical* College**
86% job placement after graduation. matc.edu



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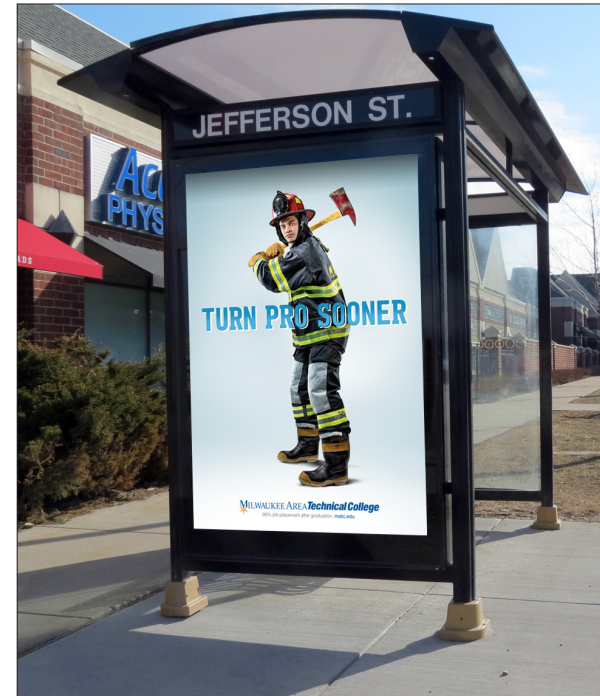
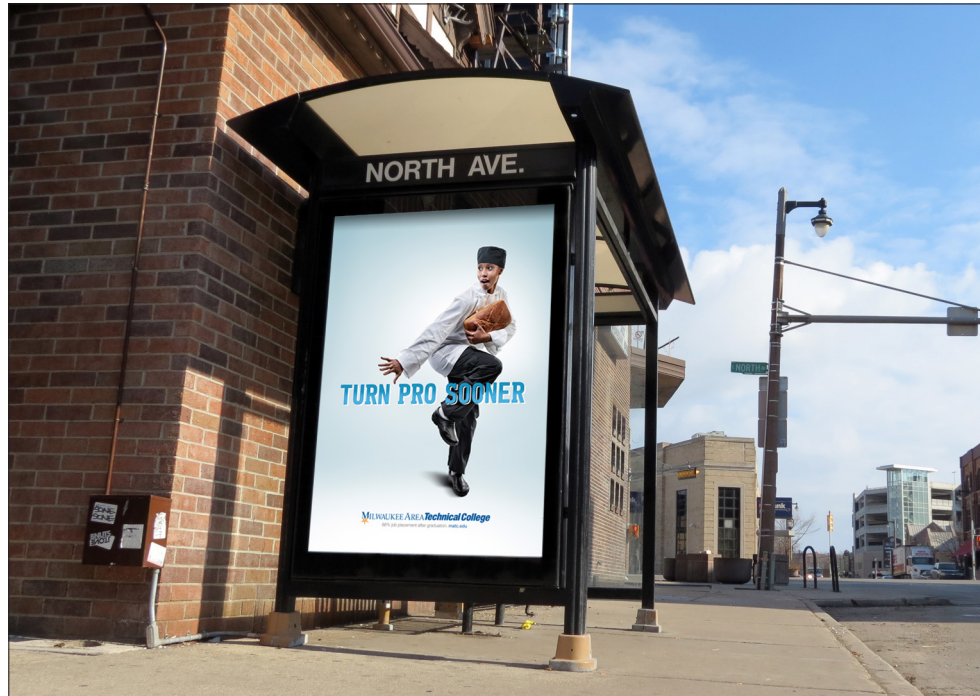
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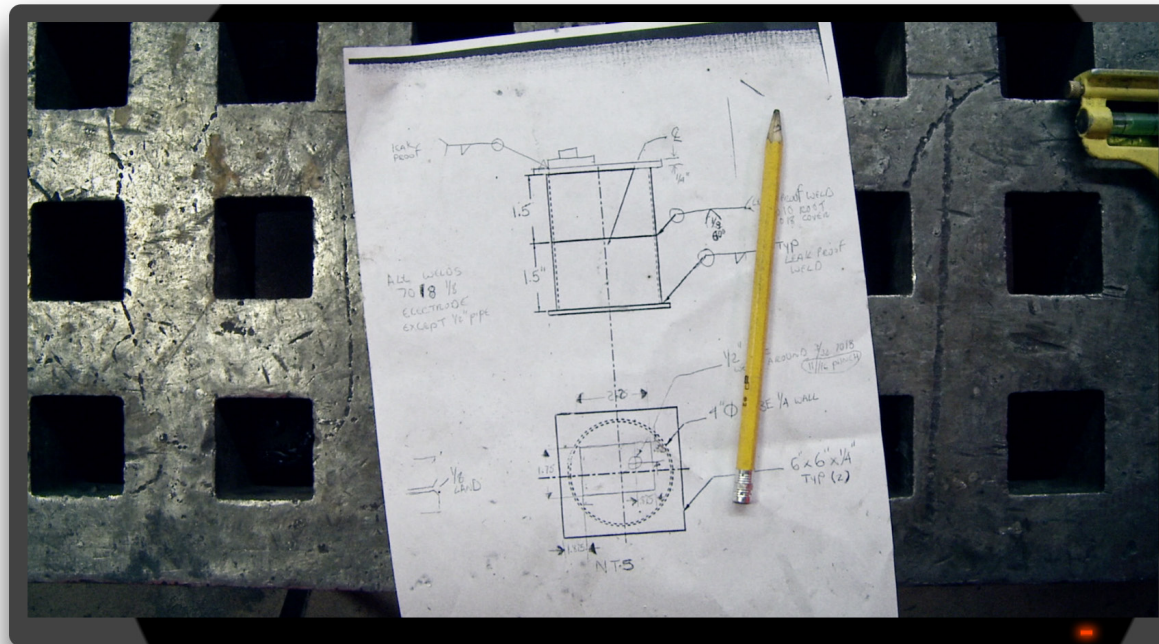


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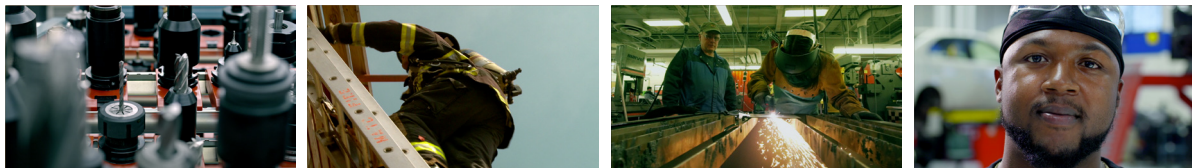
OUTDOOR



BRAND VIDEO / TV



CLICK TO PLAY



STIR created a brand video to build enthusiasm and reinforce the message that MATC transforms lives by providing students with the educational skills and training they need to succeed. A 30-second TV commercial was edited from the video footage for cost efficiencies and to complete brand integration. The end result was a video that created a sense of pride for the school and it became an anthem for all the students and staff.



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RADIO

“Turn Pro Sooner” radio spot



CLICK TO PLAY

Radio reinforced the “Turn Pro Sooner” campaign and was the perfect medium that went into more detail about MATC’s curriculum and programs and how they can transform a life. To increase efficiency we coordinated with the Milwaukee Radio Group a list of industries in the community; utilized graduates to pitch key industries (programs/training available at MATC). We also produced donut spots that were plug/play – with MATC information and updatable donuts sections for key industries.

PERSUASIVE BILLBOARDS, BUS SHELTERS AND VIDEO CONNECT AND INSPIRE THE TARGET MARKET.

A comprehensive launch targeted the Milwaukee area with a strategic media buy that saturated the city and built brand awareness. We also produced a brand video that was used as a promotional tool on the MATC website as well as social media channels.

- OOH to build brand awareness
- Radio to generate engagement
- Video



THE RESULTS:

The results: MATC builds a brand that engages new prospects by changing the perception of technical colleges to a smarter way to a professional career. For 3 years, 3 words “Turn Pro Sooner” resonated with potential students and created more brand awareness.

- Increased overall enrollment
- Increased brand awareness
- Changed the public perception of technical colleges as a cool alternative to four year colleges





“The ‘Turn Pro Sooner’ campaign reinforces our core message – that our education prepares students for careers in industries that are essential to the economic vitality of southeastern Wisconsin.”

Kathleen Hohl, Communications and Events Director.



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BELIEVE IT OR NOT, YOU HAVEN'T SEEN THE WHOLE STORY YET.
FOR MORE DETAILS, OR TO SEE MORE CASE STUDIES, CONTACT BRIAN BENNETT, PRESIDENT.
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