



UCAT

CASE STUDY

## OPPORTUNITY

The Utah College of Applied technology faced a dilemma. Though people throughout Utah recognized the presence of local campuses (like Davis Applied Technology College and Dixie Applied Technology College) they failed to recognize the statewide UCAT brand. UCAT also desired to be seen as a viable alternative to a traditional four-year degree.

## STRATEGY

### Phase I:


- Concentration on individual campuses, strengthening local branding and reminding people of the presence of technical colleges in the state
- Photo and video lifestyle showcasing students on site
- Billboard, radio, and digital media to recruit students and generate new leads while bringing in a larger audience

### Phase II:

- Creation of a broader state campaign encouraging viewers to "rethink education" and understand the value of a technical college education driven by a fully integrated and mass media campaign

## RESULTS

- 1.5 million people reached
- 5.6 million membership hours
- 34,604 students enrolled (increase of 5%)
- 7,904 certificates received (increase of 26%)

*increased student enrollment*  
 **34,604**

