

CASE STUDY: First Year Model Launch

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Client: Victoria University

Overview:

Victoria University engaged Electric Street to develop a collection of traditional marketing material and video based content to create awareness and promote their 'The First Year Model' offering: an Australian University first designed to help first year students transition into University by focusing on one subject in sequential four-week blocks, rather than juggling multiple subjects at the same time.

The Challenge:

To communicate what the First Year Model was in the simplest manner possible and to promote Victoria Universities commitment to supporting the learning of students to help students successfully complete their studies.

Target Audience:

The target audience was school leavers and non-school leaders looking to commence first year University, International Students and Parents, Career Practitioners and Teachers. Content would be advertised across the web, internal channels and on social media.

Budget:

\$50k

Timing:

VU FYM launched in 2018

The Electric Street Solution:

The Electric Street team:

- Designed a VU FYM logo
- Created VU FYM Flyers for distribution at Open-Days
- Created x 4 x 60second animated explainer videos
- Conducted video interviews with key people
- Conducted Vox-Pots at Open Day's
- Created x 4 Social Ads

Key Client Outcomes:

- International students success skyrockets with VU's First Year Model
- Rolled out across all VU higher education degrees by 2020
- Helped to reinforce VU's positioning as a dynamic, innovative and agile University

"Looks really good guys.
Thanks again Chad and Ben".

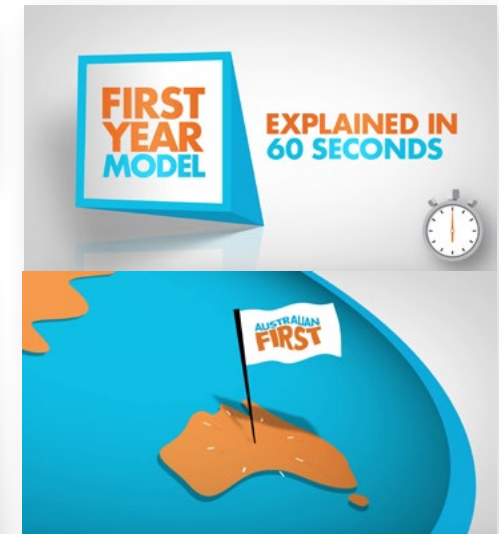
- Nick, Communications Manager, Victoria University



Logo



Flyer



60sec Promo Video



Testimonials



Animated GIFs

Check out the video at: <https://youtu.be/aHORfDMe3Ng>

HIGH PERFORMING VIDEOS
FOR SWITCHED-ON MARKETERS

VICTORIA UNIVERSITY
MELBOURNE AUSTRALIA

ELECTRIC ST.