

WE DROVE BRAND AWARENESS AND WEBSITE TRAFFIC FOR ENCORPS

EnCorps STEM Teachers Program was looking to recruit STEM industry professionals with at least 1 year of professional experience to make a transition to teaching middle or high school in the San Francisco Bay Area. They were looking to increase overall brand awareness and their candidate recruitment numbers.

STRATEGY & TACTICS

- **Strategically Placed:** EnCorps utilized 5 posters in the San Jose area to reach the community and promote their recruitment efforts.
- **Creative Excellence:** Designed by the award winning OUTFRONT Studios team, the creative was simple, inspiring, and had a call to action.
- **Campaign Success:** “We did see double the number of website visitors in the locations in which we placed the billboards from this year to the same time last year. We also very happily exceeded our applications started and signed Teaching Fellows for the same time for all previous fiscal years. We were also really impressed with the quality of the artwork the team provided!”

*-Bethany Orozco,
National Recruitment Director*



“OUTFRONT WAS VERY EASY TO WORK WITH! THE TEAM MADE IT STREAMLINED AND PROVIDED EVERYTHING WE NEEDED TO MAKE IT EFFICIENT!”