



Step 4: Develop Marketing Plan

Revisiting the Message

The process we took towards an edgier and more direct message involved a large part of our previous discussions. With the goal being to come up with a quick-hitting and memorable campaign that could be targeted towards each of the different segments, our group evaluated many different variations of our specified task. Addressing the problem that “post secondary education is undervalued in Douglas County”, we determined the solutions would include - **Educate** (highlighting the benefits), **Connect** (improve the accessibility to myriad resources) and **Engage** (participation is essential).

To illustrate this concept we came to the simple and concise message — Education Matters. And to personalize the concept to each target audience, we emphasize each of their roles by saying it’s “Your Choice. Your Plan.” “Act Now” is the final step to achieve the desired results.

Education Matters: Your Choice. Your Future. Act Now.

These following mock-ups utilize photos and text that are only used to illustrate how these message could work. Step 5 is Implementation and that is where the creative elements are developed.

Examples

Table Tent

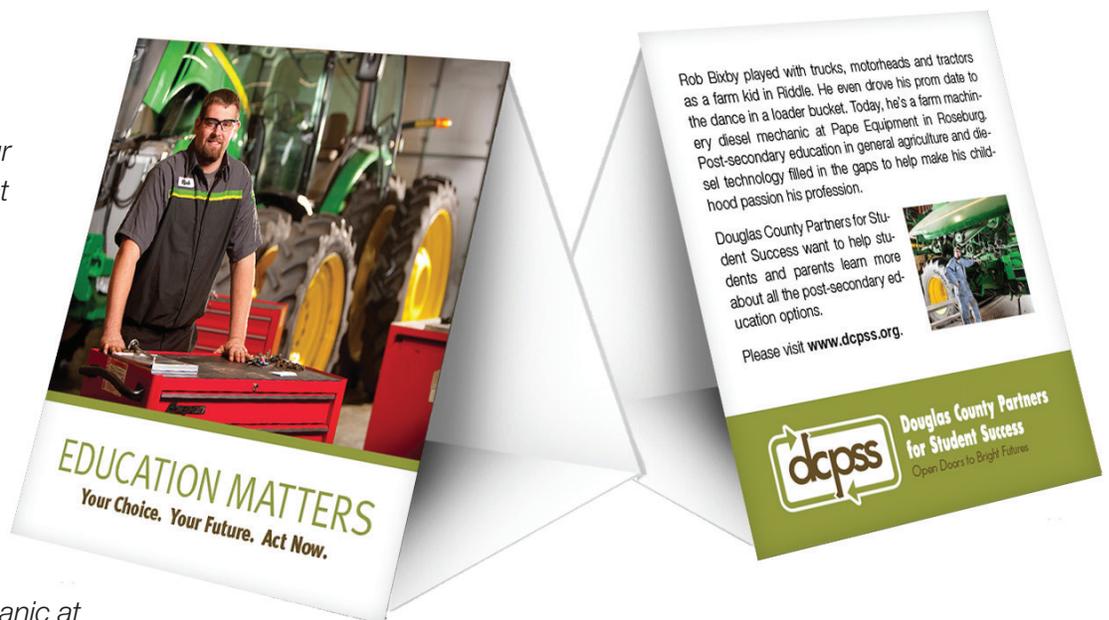
Education Matters: Your choice. Your Future. Act now.

Rob Bixby played with trucks, motorheads and tractors as a farm kid in Riddle. He even drove his prom date to the dance in a loader bucket. Today, he's a farm machinery diesel mechanic at

Pape Equipment in Roseburg. Post-secondary

education in general agriculture and diesel technology filled in the gaps to help make his childhood passion his profession.

Douglas County Partners for Student Success want to help students and parents learn more about all the post-secondary education options. Visit www.dcpss.org. Open Doors to Bright Futures.



Poster

*Education Matters: Your Choice.
Your Future. Act Now.*

Ready for baby? Get reading! To baby, around baby. It doesn't matter how, just read, and soon they'll be reading too. Reading will help them succeed in school and in life.

Radio PSA

Education Matters: Your Choice. Your Future. Act Now.

Learning doesn't end when the graduation caps fly. Even if going to college isn't on your radar, education after high school can be. Post-secondary education comes in many forms. Most jobs have some on-the-job training component. Trade schools can last several years to just a few months. But how can you find out what all the options are? Where can you go to learn more? Douglas County Partners for Student Success wants to show students, parents, educators and our community all the options – many right here in Douglas county. Visit DCPSS.org today. We open doors to bright futures, because Education Matters. Your Choice. Your Future. Act Now.



EDUCATION MATTERS

Your Choice. Your Future. Act Now.

Ready for baby? Get reading! To baby, around baby. It doesn't matter how, just read, and soon they'll be reading too. Reading will help them succeed in school and in life. Visit www.dcpss.org for more information.



**Douglas County Partners
for Student Success**
Open Doors to Bright Futures