



College of Southern Nevada

Duration: January 2023 – December 2023

Objective: Raise community awareness about the 2023-2024 enrollment opportunities.

Scope of Work: Collaborating with WG Communication for transcreation of marketing materials highlighting the benefits and processes for prospective students, alongside Graphic Design, Video Production, and Outreach efforts.

Results: Achieved an almost 10% year-over-year increase in enrollment.

SUMMARY

In collaboration with WG Communication, a leading agency renowned for its influence in Las Vegas's general market, Graphicka played a pivotal role in the recent enrollment period for CSN. Our responsibilities encompassed a broad spectrum of tasks, including the transcreation of materials, graphic design, video production, and deploying an effective outreach strategy. This strategic alliance capitalized on WG Communication's market leadership and our niche expertise, ensuring a holistic and culturally attuned campaign to elevate CSN's educational programs in the Hispanic Community.

"Transcreation" of Material: Materials from the general market campaign were well transcreated to maintain their essence while being made relevant and engaging for the Hispanic audience.

Graphic Design: Graphicka executed a comprehensive graphic design strategy, creating visually compelling materials for use in various advertising mediums.

Video Production: The team produced over 25 hours of video content, capturing the essence of CSN's educational environment and community events.

Outreach: A groundbreaking outreach strategy was implemented, facilitating direct engagement with the community through strategic partnerships and locations, enhancing CSN's presence and interaction with potential students.

DELIVERABLES

Transcreation: Successfully adapted over 100 messages from the general market campaign for the Hispanic community, including TV commercials, digital ads, and print materials.

Graphic Design: Dedicated over 30 hours to creating more than 50 distinct advertisements, ranging from standard to large formats.

Video Production: Produced and edited over 10 videos showcasing different CSN schools.

Outreach: Executed more than 100 hours of community engagement, a novel approach for CSN, which included partnerships with local businesses for deeper community integration.

RESULTS

The campaign significantly increased CSN's visibility and appeal within the community, resulting in:

- Over 1,200 direct interactions with potential students.
- Generation of more than 400 leads.
- An almost 10% increase in FTE enrollment year-over-year, demonstrating the effectiveness of Graphicka's comprehensive marketing strategy.



Designs implemented on city buses and bus stops.



Exterior windows

