

## OCG'S INTEGRATED COMMUNICATIONS CAMPAIGN HELPS TCC THRIVE IN A COMPETITIVE ENVIRONMENT

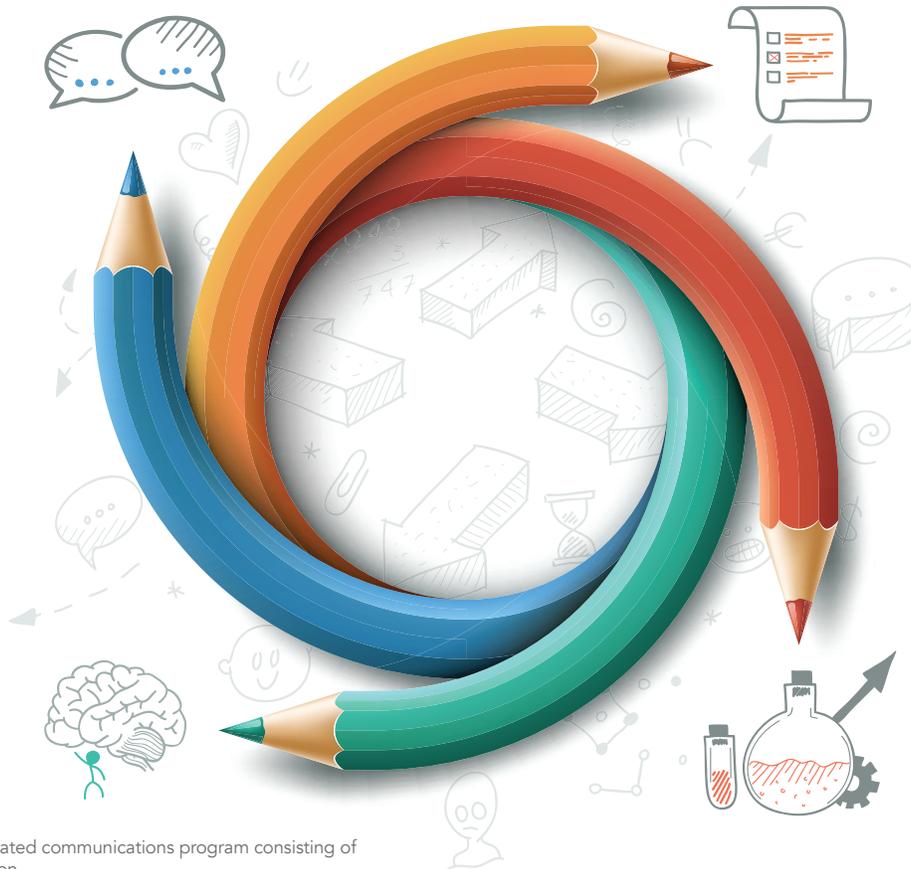
### OBJECTIVE

Tarrant County College (TCC), TCC is one of the 20 largest higher education institutions in the United States. TCC operates six campuses across Tarrant County and their mission is to provide affordable and open access to quality teaching and learning.

### INSIGHTS

Tarrant County College needed to address multiple audiences:

- Prospective students that includes traditional students seeking a junior college, young under-employed adults, veterans and stay at home moms. To these groups we needed to communicate TCC's affordability and flexibility. Also, we needed to demonstrate that TCC offers career paths and not just classes.
- Business decision makers who are seeking employee training. We needed to make them aware of TCC's affordable off-site and on-site training options.
- Thought-leaders that includes the news media as well as civic, business and academic leaders. Among this group, we needed to enhance TCC's academic reputation.



### SOLUTION

OCG executed a fully integrated communications program consisting of advertising and public relation.

- For prospective students, messaging was created to focus on career paths while emphasizing the affordability of TCC. Ads ran in highly targeted digital and traditional media that delivered high concentrations of this relatively young target.
- To reach the business community, separate creative was developed that focused on helping employers develop in-house talent. Public radio, business press and paid search were used to reach these business decision makers.
- To address thought-leaders, story placements that focused on student achievement and success helped build the academic reputation of TCC.

### RESULTS

Tarrant County College saw a year-over-year increase in student applications despite increased activity of for-profit institutions. In addition, OCG helped establish TCC as the provider of choice among businesses looking to outsource training and employee development. Finally, public relations efforts continued to enhance TCC's academic reputation. TCC received extensive media coverage in the DFW area and made national news on CBS This Morning.

### VALUE PROPOSITION

OCG is experienced in developing fully integrated communications campaigns for clients with diverse target audiences. Messaging, media, and public relations are seamlessly blended together to help clients thrive in highly competitive environments.