



Get More

I'm Possible 2014 Marketing Campaign Overview

April 21, 2014

Situation:

The GED testing program requirements were changed at the beginning 2014 with a new process. The Literacy Action Network wants to continue to encourage students and potential candidates to get their GED in 2014 and beyond with the public awareness campaign, I'm Possible. In addition to the GED program, encouraging and promoting Adult Basic Education programs has been incorporated into the campaign.

Along with the I'm Possible Campaign, the theme: "Get More" was developed to focus on the student benefits to take the GED test and engage in Adult Basic Education. Through these programs, students can "Get More": options, income possibilities and self-worth in achieving goals and obtaining more education.

Campaign Theme: I'm Possible.

The Overall Marketing Campaign: "I'm Possible" with the Marketing theme: "Get More".

The message and marketing materials feature a large Get More that lists the benefits and possibilities for the future with a GED or through ABE classes. They can Get More (all the benefits) because they are Possible which is also incorporated as a supporting message.



Marketing Tool Kit Elements

- Campaign Logos
- Posters / Flyers
- Postcards
- Facebook & Social Media Images
- Video

For the marketing materials, there is a combination of print and electronic options to fit your program's needs. With the print options, there is an space for your custom message, your location information and logos. There are also options featuring editable pdf files to include your location information and logos. A variety of background colors and demographic population images are provided.

Target Markets for GED Awareness

- Public Schools
- Learning Centers
- Libraries
- Community/technical colleges
- Non-profit organizations
- Workforce Centers
- Social Services
- DMV or other relevant government offices for posters
- Prisons/jails

Adding Your Location Information

To add logos and information on the materials, the ideal would be the ability to utilize: Adobe Creative Suite or (Illustrator, Photoshop, InDesign, or Acrobat Pro) but it is possible with Adobe Reader. Here is a link to a youtube video that walks you through the process of placing graphics using Acrobat: <http://www.youtube.com/watch?v=aSO6Kc09z9A>.

NOTE: Several of the pdf files have editable text in the white area of the layout. These files allow for you to change the text in the file and then save it.

File Formats

The Campaign Marketing Toolkit materials have been included in different file formats for your use. File formats available: PDF, editable PDF and JPEG. The Logos are also available in EPS format and PNG files. Contact info@literacyactionnetwork.org to request .EPS files of non-logo files if you need them.

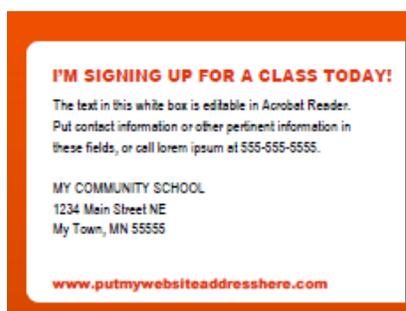
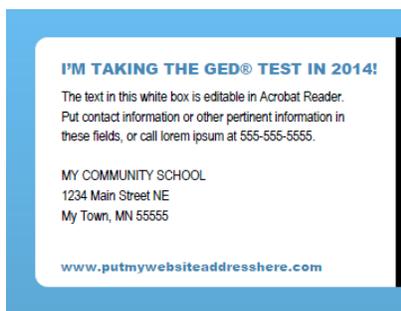
A PDF file is often the most universal and suitable file format for common software applications, office printing and sending artwork to external print vendors. Vector EPS and PDF files are recommended for any scalable logo or graphic application without the loss of image quality.

Posters/Flyers

There are 4 versions of the poster. They all contain the same information but there are different images showing a variety of ethnicities to fit demographic populations around the state. One version has a blank white area and the others have editable text in the white area to add: class information, location, contact information and program logos.

Usage:

The posters are 8 ½" x 11" and then can be placed in any location. Office bulletin boards, Student news areas, bathrooms, public information areas, High school guidance area, ABE centers, GED Testing locations, etc. They can also be printed out and used as flyers for inserts or as handouts.



Editable text examples



Editable text fields

Blank space

Postcards:

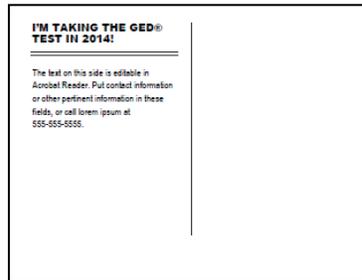
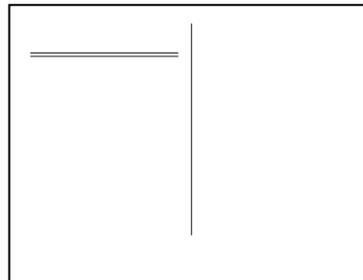
There are four versions of postcards with two background options: blank or with editable text fields with different color backgrounds and demographics. Each individual location can add their program logo and contact information as well as a printed or personal message.

Usage:

Mailings to GED testers, ABE students, and program announcements. Also, the covers of the postcards could also be used as small ads in printed newsletters, local newspapers or small handouts in relevant public settings.



Blank postcard for a custom message.



Editable text

Social Media

In the marketing tool kit, we have included some: Get More - I'm Possible jpeg images that can be posted to your social media pages: Facebook, Twitter and LinkedIn or other venues. You could also use the images to post to local media sources (newspaper, radio station, TV station Facebook pages) if it will allow you to post images.

The video is also another great option to include in all social media activity.



I'm Possible Video

A video has been created targeting GED students and ABE Students featuring possibilities ahead of them when they take their GED and take ABE classes. The video does not include specific contact information or a call to action at the end so that it can be flexible for the different programs and classes available.

When posting the video, include the specific class, GED schedule or pertinent information in the posting about the video. Also include the call to action: Take the ABD class today! Or Sign up for GED classes starting next week, etc. Also include a link directly to the program you want featured or people to participate in after watching the video.

To embed the video:

Embedding allows you to take the video and post it on a web page outside of the video channel. To embed the video, go to the video page and click the **Share** button that appears when you hover your mouse over the video player. In the pop-up window, you'll see a field containing embed code for the video. Just copy the code and paste it on the website or other social media website you want to share the video.

Usage:

The video can be used on individual location webpages, social media pages, school websites, in emails and submitted to local TV stations as a public service announcement.

Campaign Website

The Literacy Action Network will have “I’m Possible, Get More” Marketing Campaign information on their website under the navigation tab: I’m Possible. Under the tab there will be a general information page and a Marketing Campaign Toolkit page. The Marketing Toolkit page will have all the materials to download for use by the different programs around the state. The website address to directly access the Marketing Toolkit is: www.literacyactionnetwork.org/possible/toolkit

Campaign Logos

We have also included the I’m Possible campaign logos in the tool kit for your use.

