

Oakland Community College

This is "Go-Town"...

Oakland Community College is an institution as unique and diverse as the communities it serves. It's where access meets excellence, and it's at the heart of Greater Detroit's socioeconomic resurgence.

OCC approached Interact for help with digital marketing, and soon, the partnership blossomed into a full re-brand and campaign project, just in time for the venerable institution's 50th anniversary.



Interact & OCC at Work...



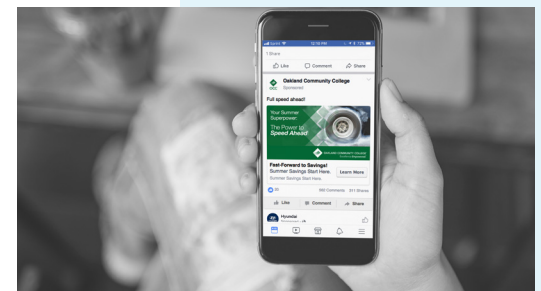
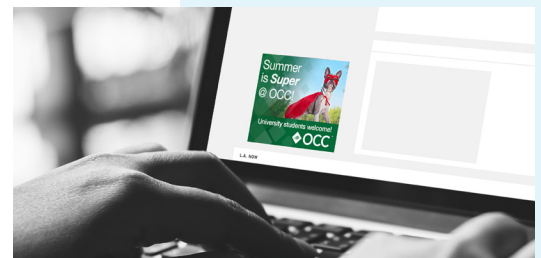
Branding: Reinforced "top-of-mind" awareness and prestige in OCC's communities with the instantly popular "Excellence Empowered" brand and campaign.



Digital Campaign: Shattered industry benchmarks in virtually every category, from click-through rate, to cost-per-click and saturation rates. In the first month, Interact drove more than six million impressions to OCC's landing page.



Creative: Developed clean, elegant materials to drive a hugely successful, multi-platform communications plan aimed at awareness, enrollment, and community support.



24%
increase in new
student applications

\$537,508
in donations

The Right Message for Right Now

Starting with relevant stakeholder data culled from the results of the National Media Preferences Survey, Interact and OCC worked together to design a contemporary and future-focused marketing plan, implementing low-cost digital platforms to replace expensive traditional buys. Interact created a mix of digital ads that included streaming radio, social, paid search ads, and geofence technology.

Now, more than a year into its Excellence Empowered future, OCC has boosted enrollment, increased donations, accelerated awareness, and transformed its communications and culture.