Campaign Case Study
Mayor Bloomberg’s WAKE UP! Campaign
Lincoln Technical Institute

CLIENT: Lincoln Technical Institute (Lincoln Tech) & WAKE UP! NYC

CHALLENGE:
Lincoln Tech has an ongoing need to recruit high school juniors and seniors who are interested in pursuing a post-secondary education through an associate’s degree. Simultaneously, Mayor Bloomberg started the WAKE UP! NYC initiative to combat chronic absenteeism and truancy in NYC Public Schools.

SOLUTION:
Incite partnered Lincoln Tech with Mayor Bloomberg’s WAKE UP! NYC initiative to reach high school students through WAKE UP! pep rallies in schools throughout the tri-state area. Students participated in a one hour assembly with Lincoln Tech and local radio station HOT 97. The WAKE UP! attendance message was delivered in a fun, interactive and entertaining manner through:

- The “Teacher I Wake Up to See” messages from students
- Student testimonials
- Video & audio messages from celebrities
- Trivia contests about the WAKE UP! campaign and attendance statistics
- Spoken word/rap battles about waking up and attending school every day
- Messages from Lincoln Tech about opportunities available once students graduate
- Student dance contests
- Teacher dance contests

In addition to the WAKE UP! pep rallies, Incite developed a custom website, CoolJobsTVShow.com, and a series of five “Cool Jobs” videos that were created specifically to engage young people looking to better themselves by pursuing a post-high school career opportunity. The Cool Jobs videos featured five careers that a Lincoln Tech education can prepare students for through associate degrees in those fields. Incite placed online video advertising on websites targeting high school students with a reach of over 20 million unique visitors a month.

RESULTS:
To date, WAKE UP! pep rallies have taken place in 7 schools and community centers in NYC and New Jersey reaching over 5,500 students. Lincoln Tech has achieved a 25% increase in high school recruitment numbers. At the same time, early indications from the Mayor’s initiative point to chronic absenteeism being down by 24% over the previous year in 10 elementary schools and by 16% in eight middle schools. Recently, Tyra Banks joined Incite at a high school pep rally in the Bronx to celebrate their improved attendance rates. An additional 5 pep rallies are planned for the 2011-12 academic year.