



CHOOSE **AEROSPACE**





# THE GOAL

Unite companies, associations, labor unions and educational institutions, to spur interest in aerospace technical careers, and identify and implement solutions to the aerospace tech workforce shortage.





# THE **APPROACH**



# CAMPAIGN STRATEGY

## 2018 - 2019

- Pre-Campaign Development
- Conduct research to define target audiences and test messaging and branding
- Synthesize research in order to launch "owned properties"  
(website, social media, content, etc.)

## 2020 - 2021

- Develop a measurable marketing and awareness campaign which rolls up to the stated objectives
- Execute the plan in-market
- Measure and optimize these efforts





# RESEARCH TACTICS

## DEFINING THE LANDSCAPE

- Discovery
- Current enrollee focus groups
- Alumni in-depth interviews

## MEASURING THE AUDIENCE

- Prospective high school and college-aged students gap assessment study
- Continuing education and displaced workers gap assessment study

## INFLUENCERS & MESSAGE VALIDATION

- Prospective student focus groups
- Trade school teacher and high school career counselor in-depth interviews





# CAMPAIGN STRATEGY

Q4 2018	Q1 - Q2 2019	Q3 2019	Q4 2019	Q1 2020	Q2 2020
PLANNING & DEVELOPMENT	RESEARCH	LAUNCH OWNED PROPERTIES	CAMPAIGN DEVELOPMENT	AMPLIFICATION	MEASUREMENT
<ul style="list-style-type: none"><li>→ Agreement</li><li>→ Planning</li><li>→ Pre-Campaign Development</li></ul>	<ul style="list-style-type: none"><li>→ Message Testing</li><li>→ Surveys &amp; Focus Groups</li><li>→ Competitive Analysis</li></ul>	<ul style="list-style-type: none"><li>→ Website</li><li>→ Content Marketing</li><li>→ Social Media</li><li>→ PR</li></ul>	<ul style="list-style-type: none"><li>→ Strategic Planning Platform</li><li>→ Development</li><li>→ Creative Positioning</li></ul>	<ul style="list-style-type: none"><li>→ Media Support</li><li>→ Paid Search</li><li>→ In-Market Events &amp; PR</li></ul>	<ul style="list-style-type: none"><li>→ Optimization</li><li>→ Learnings</li><li>→ Redeployment</li></ul>





# BUDGET ESTIMATE

## 2018 - 2019 BUDGET

## PER

## TOTAL

Pre-Campaign Creative Development

\$20,000

\$20,000

Primary Research

\$150,000

\$150,000

Creative Agency Marketing Hours (2019)

\$45,000

\$45,000

**2019 SUBTOTAL**

**\$215,000**

## 2020 - 2021 BUDGET

## PER

## TOTAL

Creative Agency Marketing Hours (2020,2021)

\$180,000

\$360,000

Research Touchbase

\$25,000

\$50,000

Media - Years Two & Three (dependent upon funding)

\$300,000

\$600,000

**2020 - 2021 SUBTOTAL**

**\$1,010,000**

**TOTAL**

**\$1,225,000**





# PARTNERSHIP **LEVELS**





# PARTNERSHIP LEVELS

## ALLIANCE

Trade associations and other industry groups will receive supporter benefits, in exchange for—

- Marketing campaign activities and outputs to constituency
- Platform for campaign officials to deliver its message at meetings and events

## GLIDER

### **\$2,500/YEAR FOR THREE YEARS**

- Recognition on all major collateral materials and press releases
- Invitation to attend quarterly campaign status calls
- Early access to campaign research results and content
- Invitation to attend annual Workforce Summit, scheduled in conjunction with the ATEC Annual Conference





# PARTNERSHIP LEVELS

## HIGH-FLIER

### \$5,000/YEAR FOR THREE YEARS

All Glider benefits, plus:

- More sizable recognition on all major collateral materials and press releases

## LAUNCHER

### \$10,000/YEAR FOR THREE YEARS

All Glider and High-Flier benefits, plus:

- Access to raw data derived from the research phase
- Seat on the campaign steering committee with influence over the strategic direction



THANK  YOU