# NCCCS ‘Turn over a New You’

**July 2022 Materials**

(1) static ad for FB/IG  
(1) carousel ad for FB/IG  
(1) display ad set  
(1) 30-second pre-roll video ad for social media and display/OTT

FB/IG STATIC:

*[Confident prospective student obscuring the “N” with a “G” (iphone screen? blocks? by whiteboard? on t-shirt? “Peeling” off, like a sticker?)]*

**NO TIME**

**GO TIME**

One small change

*changes* *everything*.

*[NCCCS logo +   
“TOANY” wordmark]*

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FB/IG CAROUSEL:

*Slide 1: Hand moving an iphone screen to cover the “D” is “Dread” with an “M”*

DREAD

DREAM

It’s time for a **new perspective**.

*[NCCCS logo +   
“TOANY” wordmark]*

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*Slide 2:*

*[confident student in high-tech automotive program environment. Letters could be stylized like numbers on an odometer “rolling over”]*

**NEXT YEAR**

**NEXT GEAR**

Don’t wait to accelerate.

*Slide 3*

*[Confident CTE student (any high-tech GEER program not already used) swiping a tablet – old screen reads “DEAD-END JOB”, new screen manipulates a few letters to spell: “GREATEST JOY”]*

**DEAD-END**

**JOB**

**GREATEST**

**JOY**

Swipe right on a rewarding career.

*Slide 4*

*[Confident, defiant female student or young professional in high-tech IT environment, editing what looks like code on the screen (but it’s actually this:)]*

**NO WOMEN IN STEM**

**NEW ME IN STEM**

Delete all doubt.

*Slide 5*

*[CTA Screen: no image]*

**Small changes. Big results.**

Explore low-cost career programs with us!

*[NCCCS logo +   
“TOANY” wordmark]*

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DISPLAY:

*[Left side: kid in oversized fire helmet, playing with blocks spelling out: “MY FIRST LOVE” in 3 layers); right side: young firefighter taps a “squad board” (standing whiteboard or chalkboard containing day’s assignments reading: “MY BEST LIFE” in a similar configuration to the blocks)]*

**MY**

**FIRST**

**LOVE**

**MY**

**BEST**

**LIFE**

Get paid for your passion.

*[NCCCS logo +   
“TOANY” wordmark]*

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PRE-ROLL (:30):

*[Concept: Either video or paired still photos featuring students holding whiteboards, tablets or phone screens, bearing “before and after” messages. “Before” pose should be mildly disappointed and darkened, while “after” should be bright, energetic and confident. Upbeat, driving music and TOANY logo persist throughout. TITLES ONLY, NO V.O.]*

*1: No image*

When you **see things** in a **new light**…

*2: No image*

The **future** is **bright**.

*3: Young CTE student in disappointed, then delighted pose*

*[Before]*

IMPOSSIBLE

*[After]*

IM ELIGIBLE

*4: Confident CTE student unimpressed, then passionate*

*[Before]*

PROCRASTINATE

*[After]*

SO PASSIONATE

*5: Confident CTE student unimpressed, then passionate*

*[Before]*

ONLY A JOB

*[After]*

ALWAYS A JOY

*6: Young CTE student underwhelmed, then excited*

*[Before]*

NEVER

*[After]*

NOW

MORE

THAN

EVER

*7: Confident student*

**Change** your **perspective.**

**Get paid** for your **passion.**

*Explore these low-cost career programs & more!*

Automotive • Aircraft Maintenance • Construction • Criminal Justice • Emergency Medical Services • Healthcare • Industrial/Manufacturing • Information Technology • Transportation • Fire and Rescue Services

*[NCCCS logo +   
“TOANY” wordmark]*

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