

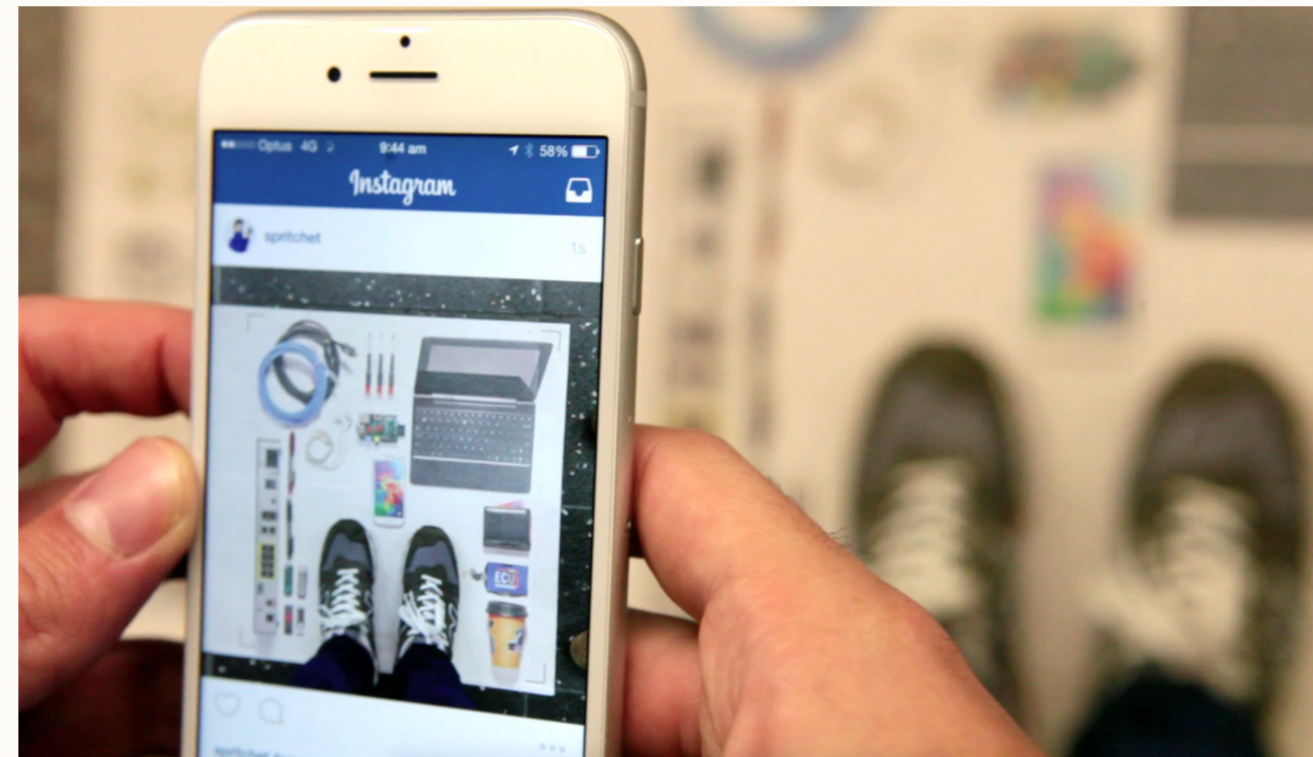
HOW THE GEAR YOU LOVE CAN BECOME A CAREER YOU LOVE

BRIEF Our brief was to help potential students get started on the path to a career at Edith Cowan University's Open Day. **IDEA** We showed people the equipment they'd use every day in different careers—and let them take the first step towards it. When people found gear they liked, we let them know where to get started: ECU Open Day.

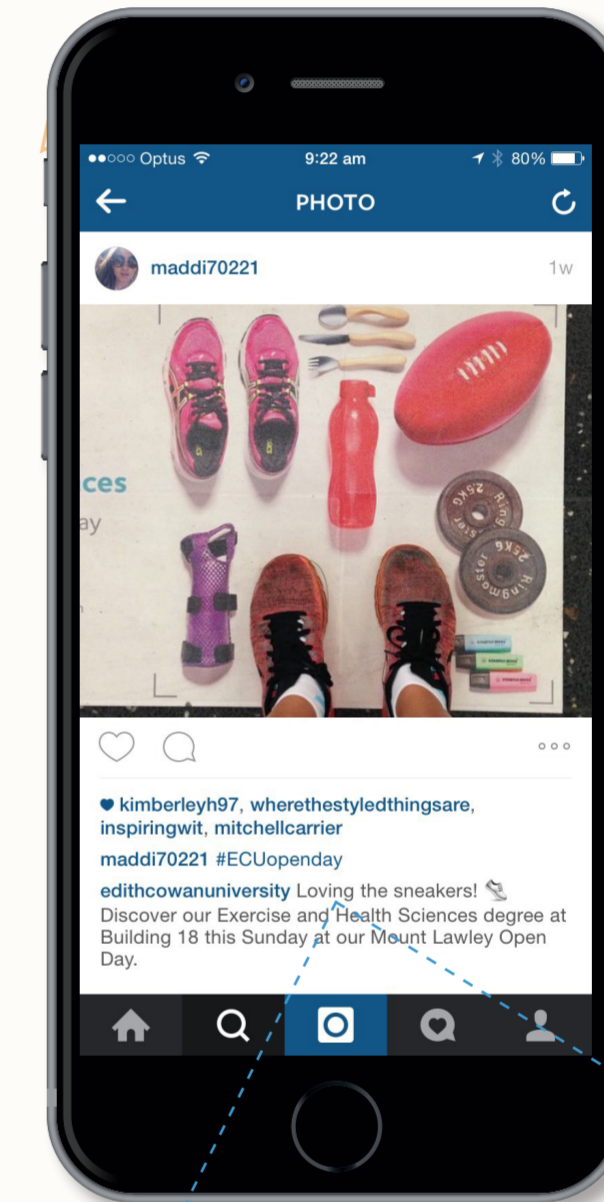
We created 12 floor decals, each with gear from a different career.



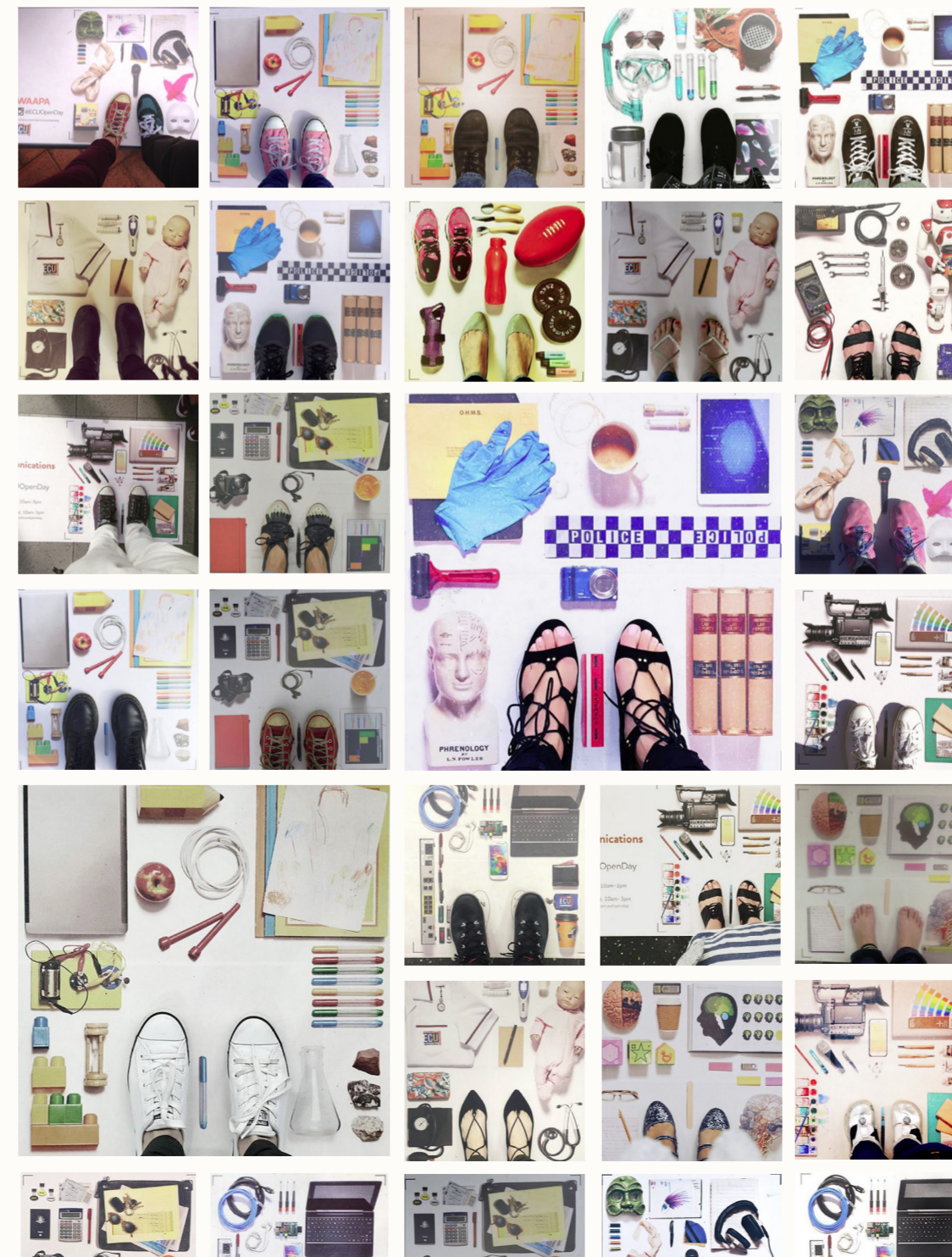
People could step into their favourite gear, take a pic, and upload it to Instagram with #ECUOpenDay.



We then directed them to the appropriate career stand at Open Day to find out more.



edithcowanuniversity Loving the sneakers! Discover our Exercise and Health Sciences degree at Building 18 this Sunday at our Mount Lawley Open Day.



RESULTS

Attendance increased by over **4000**

Total likes **3469**

#ECUOpenDay hashtag usage **+950%**