

# OCADU Recruitment Poster

OCAD University is a post-secondary art and design school that produces the creative industry's most innovative graduates. To attract potential students, OCADU wanted a poster that was equally innovative. Cosmic created a poster that engaged physically and digitally by encouraged students to "Reveal Your Future" by taking a photo with their flash on. Through an innovative printing technique, a new message was captured only on their smartphones, allowing them to easily post on social media!

Services: Advertising



We asked students to snap a photo of the poster using their flash to reveal the hidden message, and share with friends on social media.



Instagram



teriaki

Sen. Tom Hopkins High School >



Snap a photo of the poster with flash to see and share

TIME TO REVEAL THE REAL YOU. TURN YOUR PASSION INTO A PROFESSION AND CREATE A FUTURE AT OCAD UNIVERSITY

LET YOUR PASSION SPARK YOUR PROFESSION.

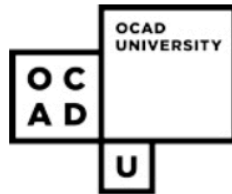
Canada's Biggest Art and Design University

Downtown Toronto

Small Class Sizes

Connect the rest of the dots at [ocadu.ca/passion](http://ocadu.ca/passion). Share your photo to #OCADPassion





OCAD University worked with Glacier for the first time in 2016 and had surprisingly good results. We placed posters in eight GTA high schools for a couple months. The first month was an outside-the-box, interactive poster driving awareness about OCAD University and the second month, we switched to a call to action for our annual prospective student open house. As part of a broader marketing campaign, the posters contributed to a 25% increase in attendance to the open house and 189 students used the unique call to action on the poster, a much higher number than we were expecting.

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*Adam Wiendals, Manager Digital Marketing  
Ontario College of Art and Design*

