



AD CLUB CT

Omni-channel Campaign

Connecticut Office of Manufacturing
"I Got It Made" Campaign

The “I Got It Made” Campaign

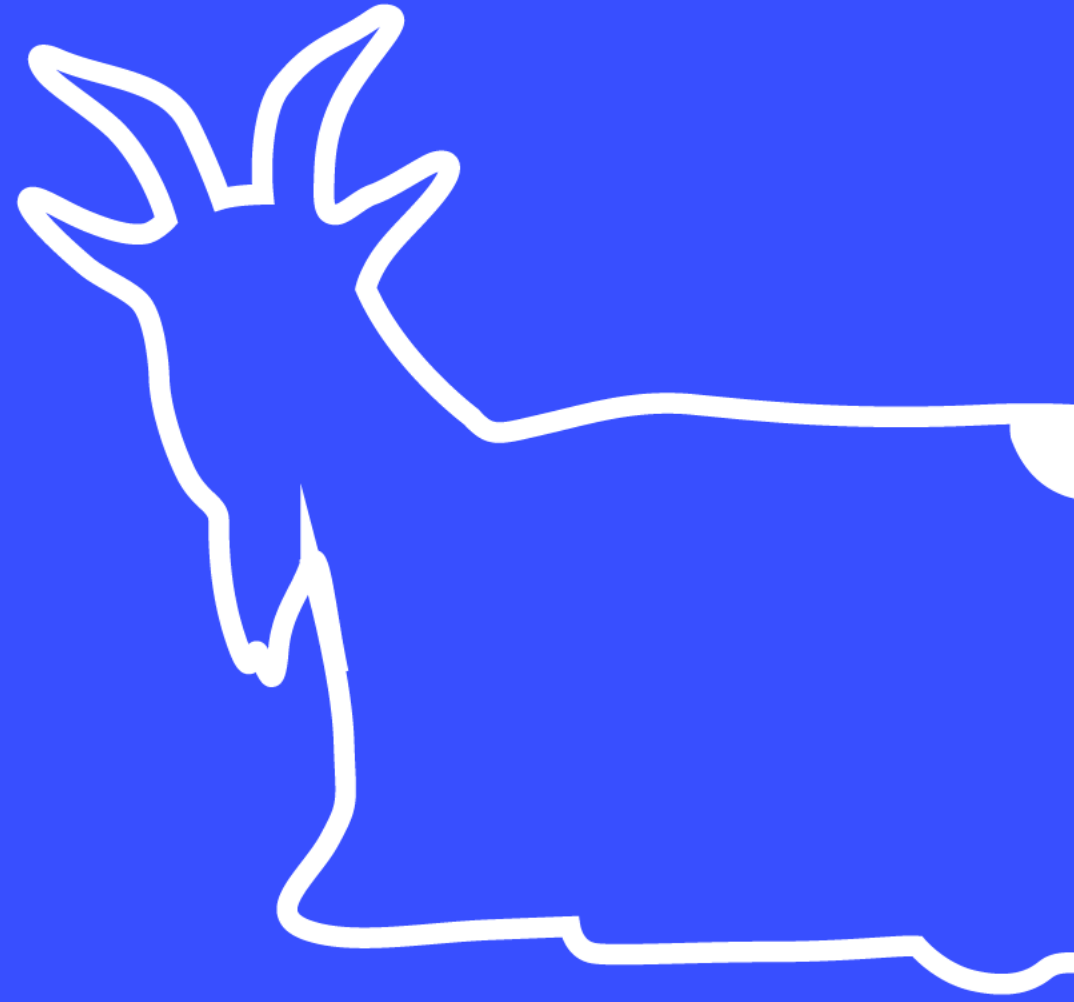
Connecticut is a state of makers, but its most stable and lucrative career path had become invisible to the people who needed it most. Despite manufacturing being the state's #4 employment sector with 4,500+ companies offering careers that don't require college degrees, high school graduates and their influential adults—parents and counselors—had no idea these opportunities existed. Through consumer research, we uncovered a critical disconnect: the very audience that could most benefit from manufacturing careers didn't see the industry at all.

Our challenge was to transform manufacturing from an unknown entity into an aspirational career choice. We developed an insight-driven, omnichannel campaign that spoke directly to graduating high school students and the adults guiding their decisions, positioning manufacturing as a legitimate alternative to traditional four-year college paths.

The integrated approach included targeted paid advertising across TV, CTV, social media, streaming audio, and strategically placed OOH; organic social content and influencer partnerships; public relations that elevated the campaign to national recognition; and a conversion-optimized website anchored by a comprehensive 50-page career Lookbook.

Results exceeded expectations: millions of impressions, thousands of career inquiries, and national recognition. Most importantly, we transformed Connecticut manufacturing from an invisible industry into a visible, viable career path for the next generation of makers.

Lookbook



The "I Got It Made" Lookbook

A cornerstone of the campaign was the "I Got It Made" Lookbook—available as both a digital download and high-quality printed piece—that redefines manufacturing careers for modern job seekers. The creative breakthrough came from reimagining the familiar college recruitment Lookbook format for manufacturing careers — giving students who may not pursue traditional four-year degrees access to the same polished, aspirational career guidance typically reserved for university-bound students.

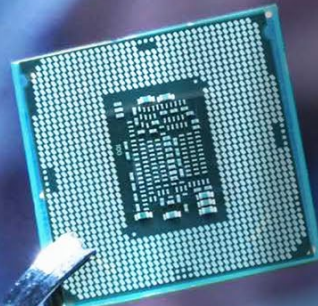
The "I Got It Made" Lookbook features real employee stories, clear salary data, and complete educational pathways from entry-level to advanced degree positions. By investing in this cornerstone piece, the advertising doesn't just generate leads; it creates informed, motivated candidates who understand exactly what Connecticut manufacturing offers, resulting in higher-quality conversions and stronger workforce pipeline development.

The "I Got It Made" Lookbook was printed and distributed to audiences throughout Connecticut. The Lookbook's impact extended beyond Connecticut, ultimately being showcased on the U.S. House floor as an exemplary model for promoting American manufacturing careers nationwide.



WHAT HAPPENS IN CONNECTICUT DOESN'T STAY HERE.

This small state is a hub for makers of all kinds. We manufacture a variety of things, like movie-ready popcorn, masterfully sculpted airplanes, vital medical equipment, and ocean-wandering subs. It all happens in high-tech facilities, using disciplines from welding to robotics. **Connecticut's manufacturing companies make products and propel breakthroughs felt throughout the world.**



MANUFACTURING:

#4

employment
sector in the state.

"2023 Connecticut Manufacturing Report," CMA



#1


U.S. state in
aircraft engine
and engine parts
manufacturing.

"CT Advanced Manufacturing Sector
Snapshot 2023," AdvanceCT

4,500

manufacturing companies,
big and small, across our state.



A young man with light brown hair and green eyes is looking directly at the camera. He is wearing a dark blue button-down shirt. He is holding a white brochure with both hands. The background is a blurred workshop with various tools and equipment.

LET'S DIVE DEEPER.

About 42% of Connecticut manufacturing companies look for candidates with postsecondary education – but this doesn't have to mean a traditional college degree. **You can learn necessary skills and techniques through a shorter, more specialized program.** Getting a certification can lead to higher salaries, better job stability and increased demand for your role. Many employers offer tuition reimbursement programs that can cover the cost of certificate programs and educational degrees.

Let's talk about some of the fields where a certification would give you an edge.

I'M A
MAKER



I'M A

CREATOR

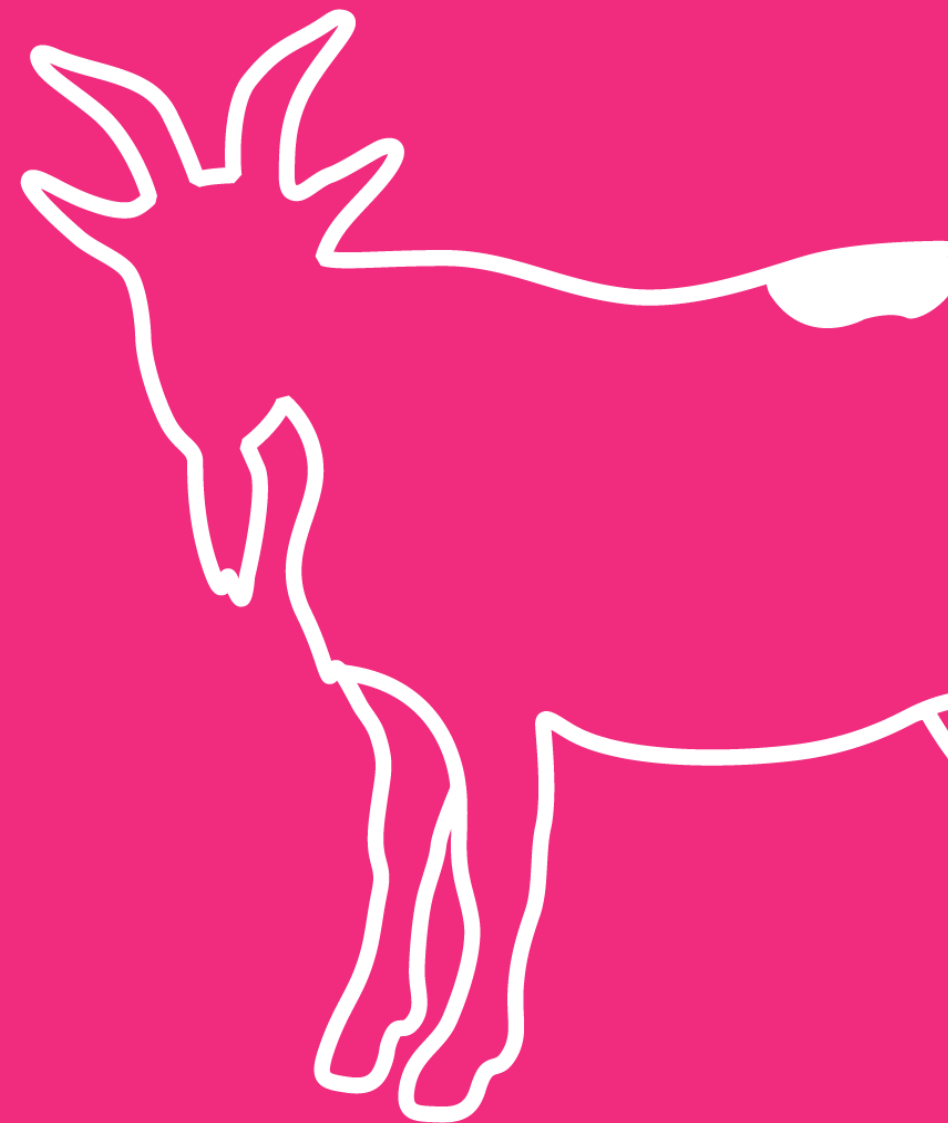


ROBOTICS & MECHATRONICS

Robots may be smart, but they don't have brains – that's where you come in. Mechatronics is just a fancy word for anything to do with electronics and mechanical engineering. Your job will be to set up, operate and repair these complex devices to keep everything functioning without any hiccups.



OOH





Ad mockup

The campaign's out-of-home strategy transformed everyday transit moments into manufacturing career revelations through strategically placed bus shelter ads in underserved communities. The team developed two complementary series that turned waiting time into a recruitment opportunity – every bus, shelter, and street element represents someone's manufacturing career.

The first series used environmental storytelling to connect riders' immediate surroundings with manufacturing careers. The second series featured the campaign's aspirational "I Got It Made" messaging, creating a balanced approach between awareness-building and recruitment.

Ride the Bus Series– Outdoor Bus Shelters

**BEFORE YOU
COULD RIDE
THE BUS,
SOMEONE
HAD TO
MAKE THE
ENGINE.**



Your manufacturing
career starts here →



**BEFORE YOU
COULD RIDE
THE BUS,
SOMEONE
HAD TO
SHAPE ITS
FRAME.**



Your manufacturing
career starts here →



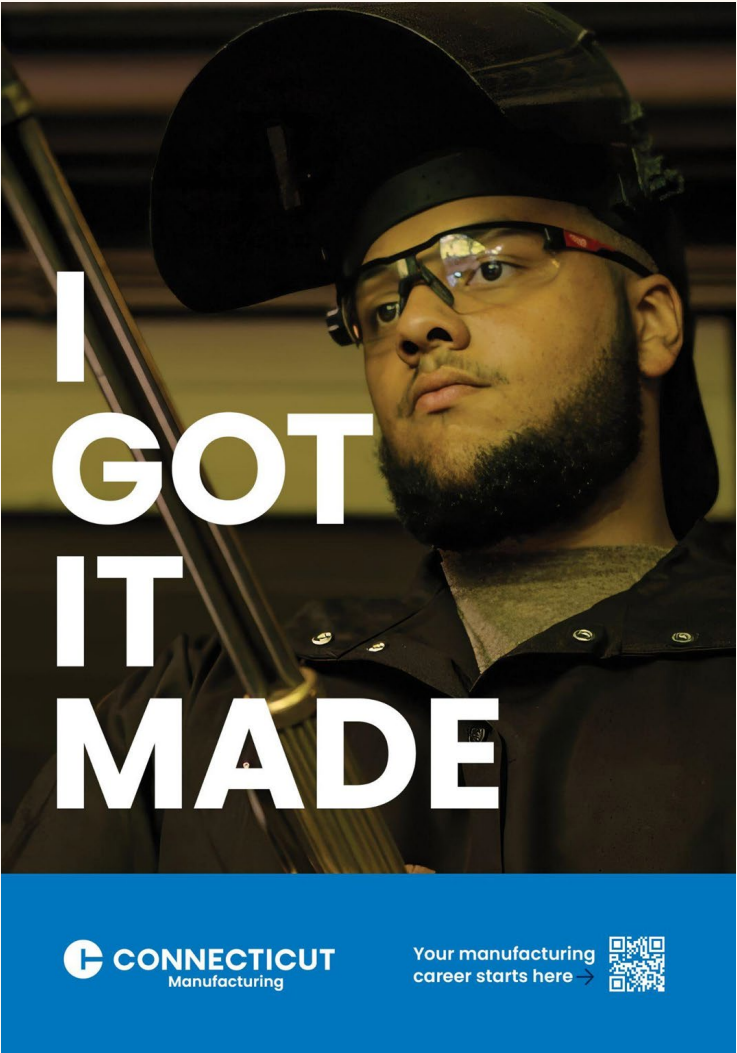
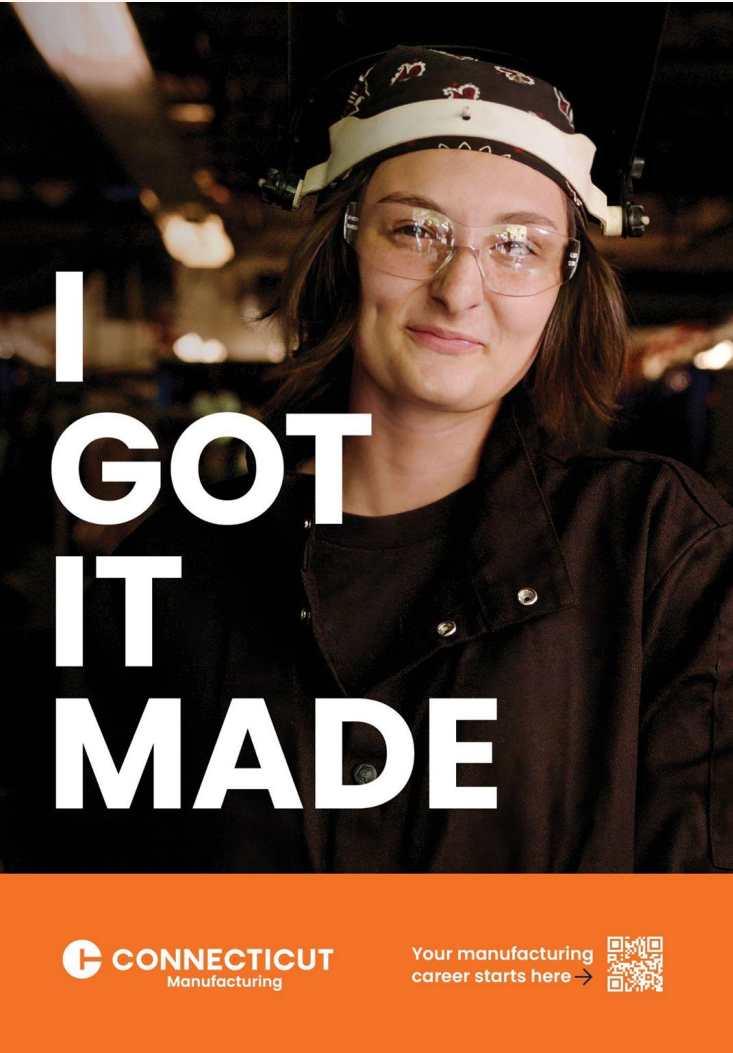
**WHILE YOU
WAIT FOR
THE BUS,
SOMEONE
IS BUILDING
THE NEXT
ONE.**



Your manufacturing
career starts here →



Campaign Complement Series– Outdoor Bus Shelters



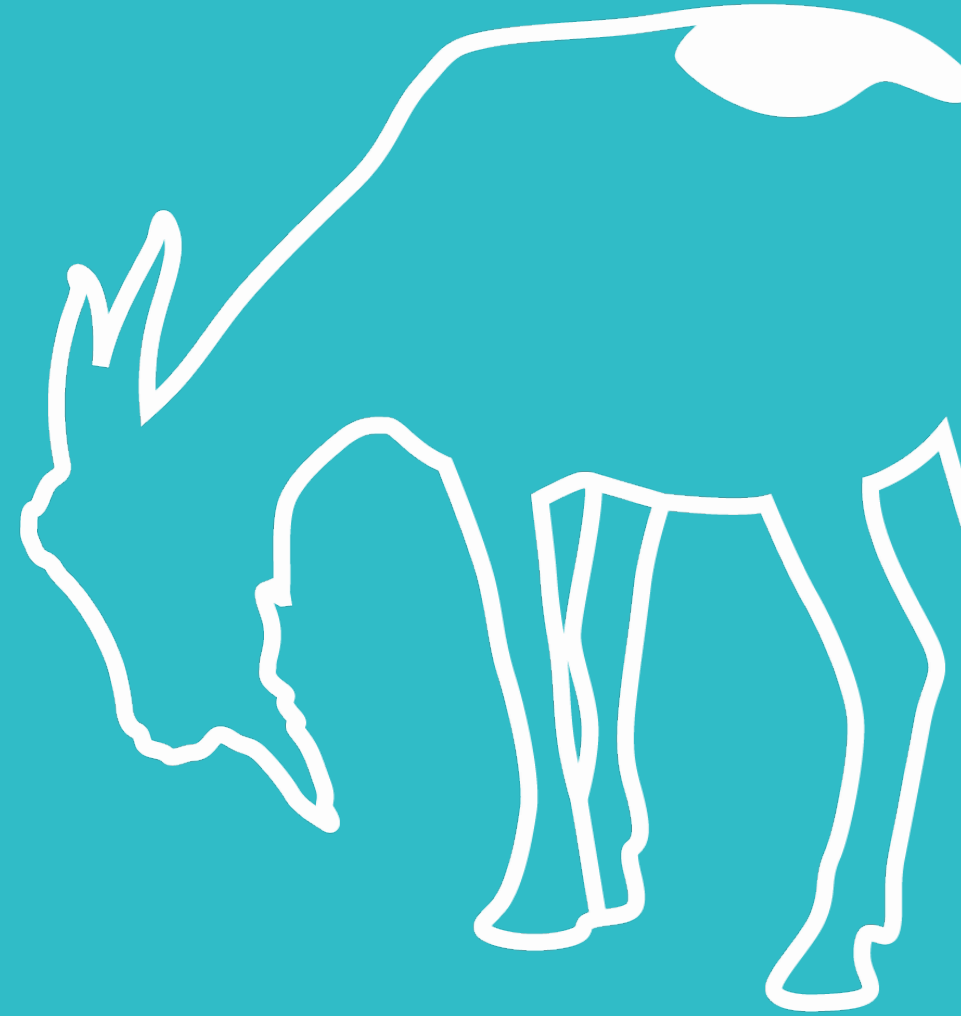
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CONNECTICUT
Manufacturing

Your manufacturing
career starts here →



Paid Social

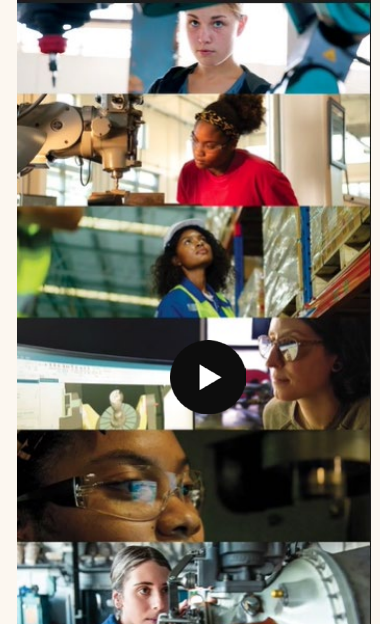
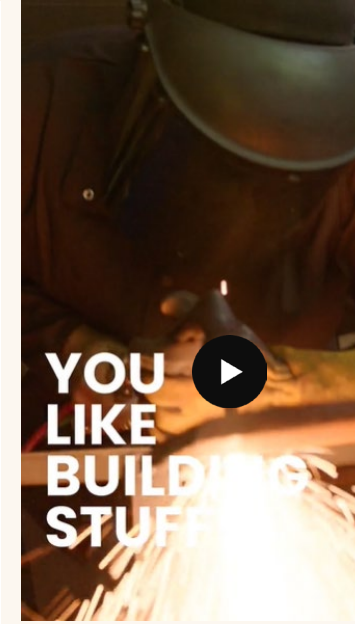
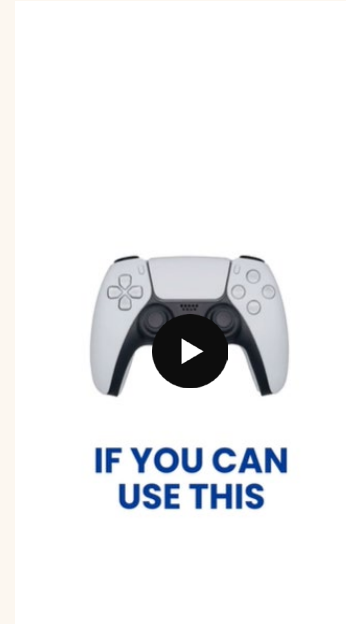


Social Media Video Series

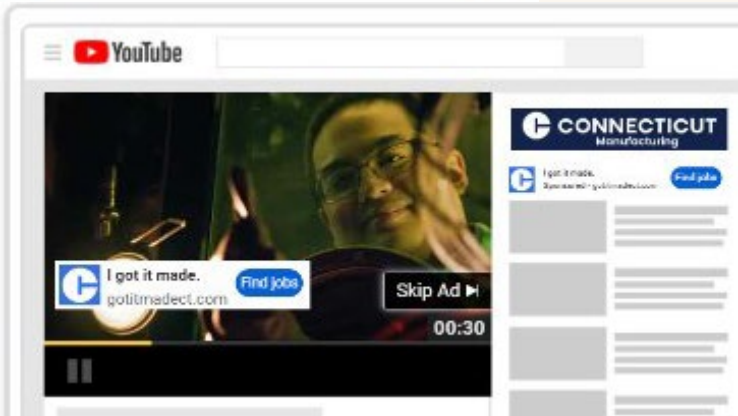
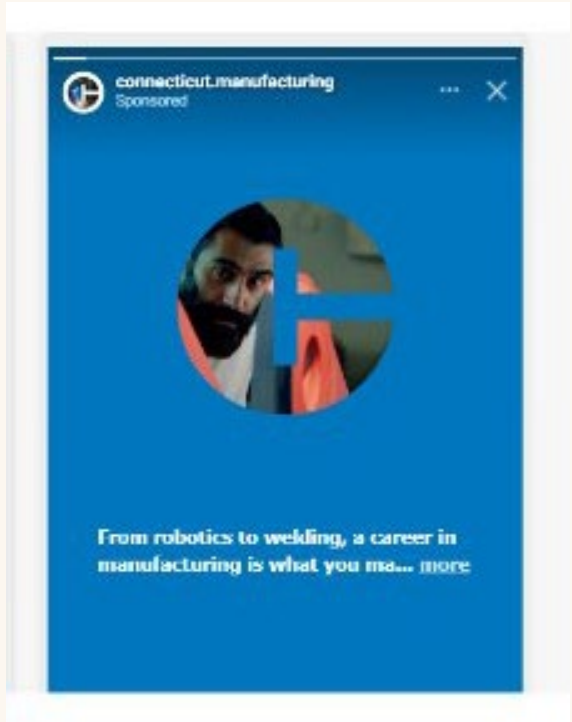
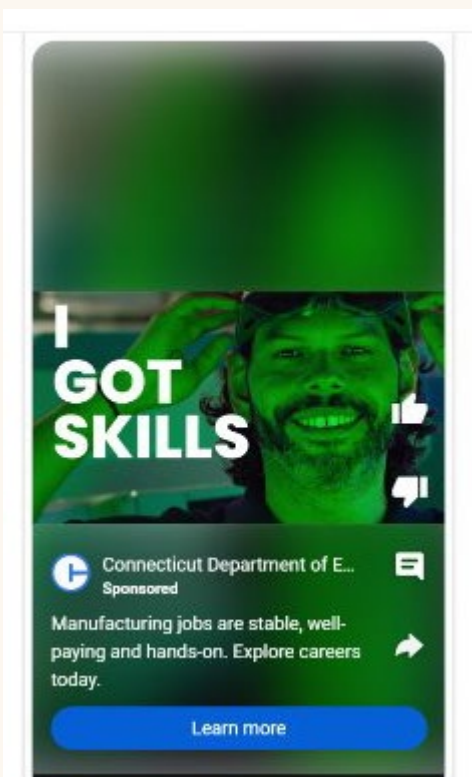
The campaign's paid social media strategy leveraged our research-backed insight that manufacturing career decisions involve two key influencers: teens exploring their futures and parents guiding those choices. Rather than a one-size-fits-all approach, the campaign developed targeted content for each audience on their preferred platforms: Meta and YouTube for parents, Snapchat and YouTube for teens.

The creative strategy used the campaign's hero video as anchor content, supported by shorter cut-downs optimized for each platform's viewing behaviors — recognizing that teens consume quick, snackable content while parents engage with longer-form educational material.

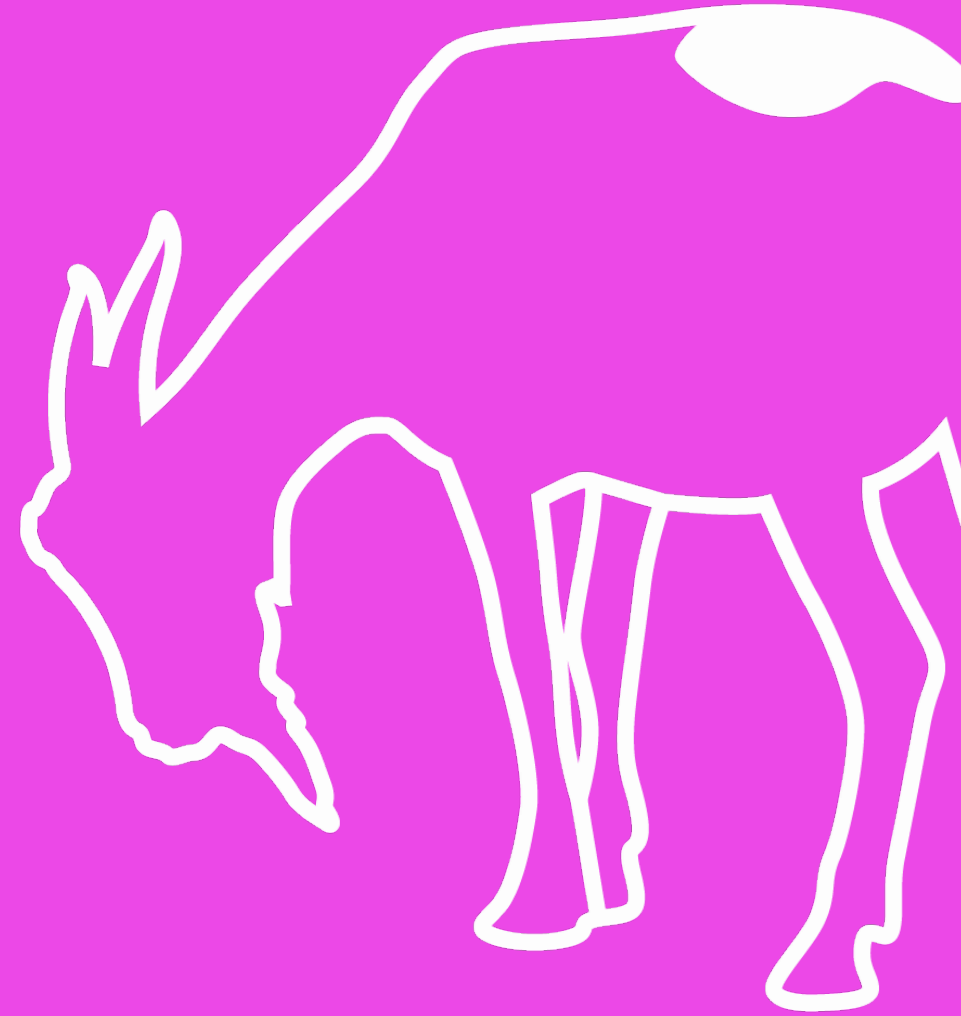
A mid-campaign creative refresh introduced fresh video content to maintain engagement and reach new audience segments, preventing creative fatigue while expanding the campaign's storytelling range.



Social media video and static ads



Website



Campaign Website

The campaign website served as the strategic conversion hub where all advertising efforts culminated in meaningful engagement and lead generation.

Built around the central call-to-action of downloading the comprehensive Lookbook, gotitmadect.com transformed casual interest into committed career exploration.

The site's design mirrors the Lookbook's college recruitment aesthetic, creating a cohesive brand experience that reinforces manufacturing as a legitimate, aspirational career path.



I GOT IT MADE

Manufacturing? Here in Connecticut, that's just another way to say "making." From slicing metal to outsmarting robots to strengthening the nation's defenses, there's a job for you. Get a jump on your career with our lookbook, cover to cover with everything you need to break into the industry.

You're on your way to having it made.





The only thing standing between you and your career is the "download" button.

Looking for salaries? Training options? Just want to see some cool photos? Download our lookbook for your complete guide to manufacturing in Connecticut, with all the info to land the role you want.

GIMME THE SCOOP



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See manufacturing in a new light




About Us

Connecticut's Office of Manufacturing creates a strong partnership between the State's resources and the manufacturing sector. Together, we spark innovation, expand our reach, and give more people the opportunity to make a life out of making.



Cassandra C.
Manufacturing Engineering Intern
Age 22

What I like most about my job is knowing that, in the grand scheme of things, it has an impact on so many lives.



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