

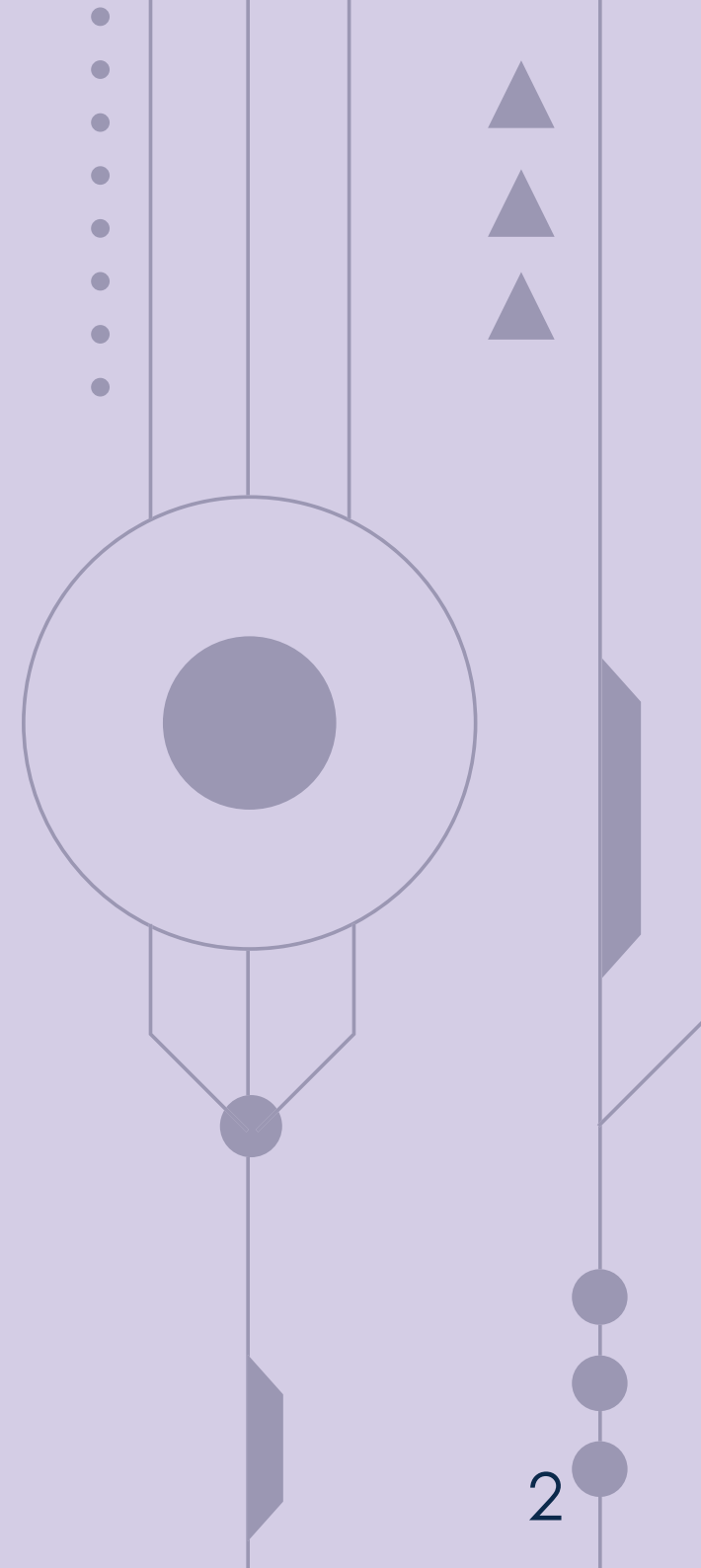


# CREATE IT

Be IT, Create IT, Live IT

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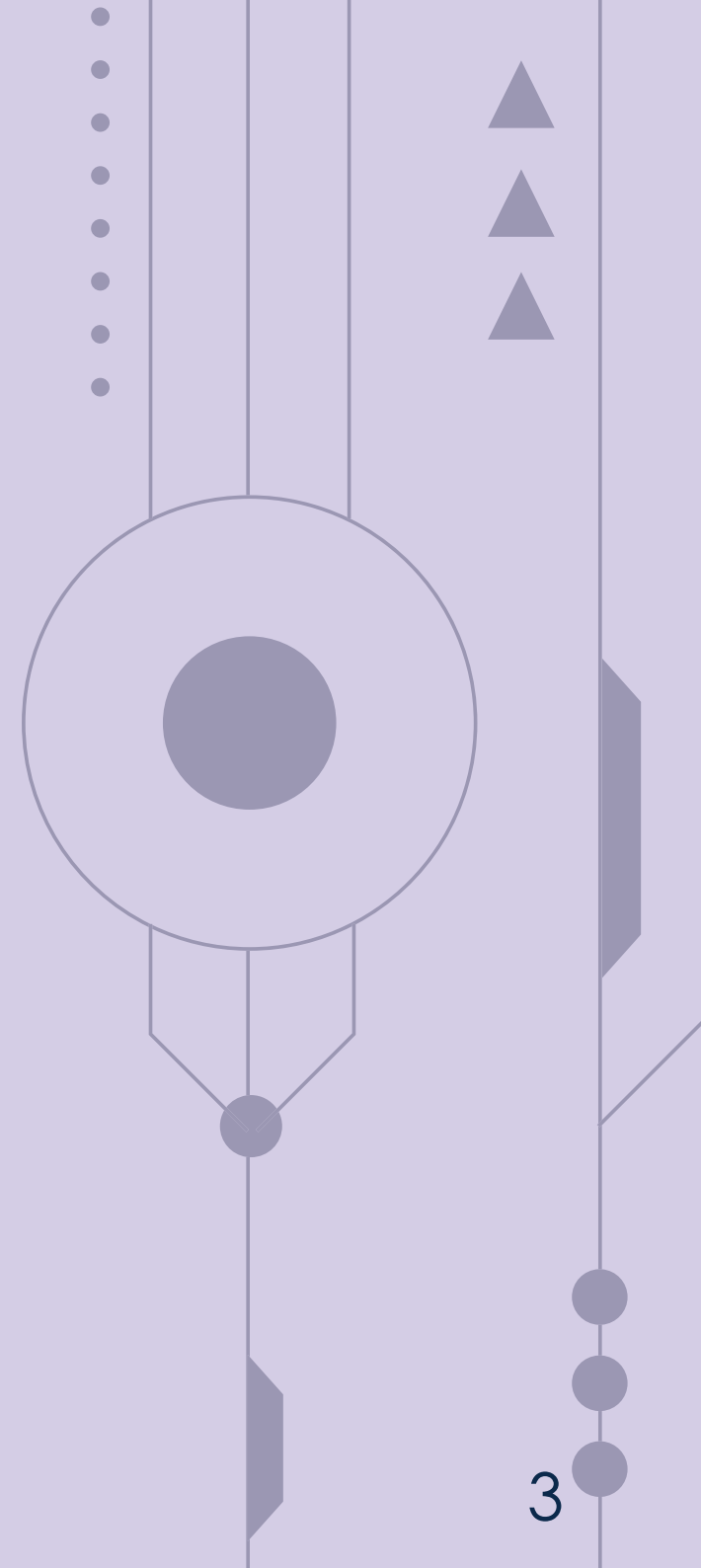
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# INTRODUCTION

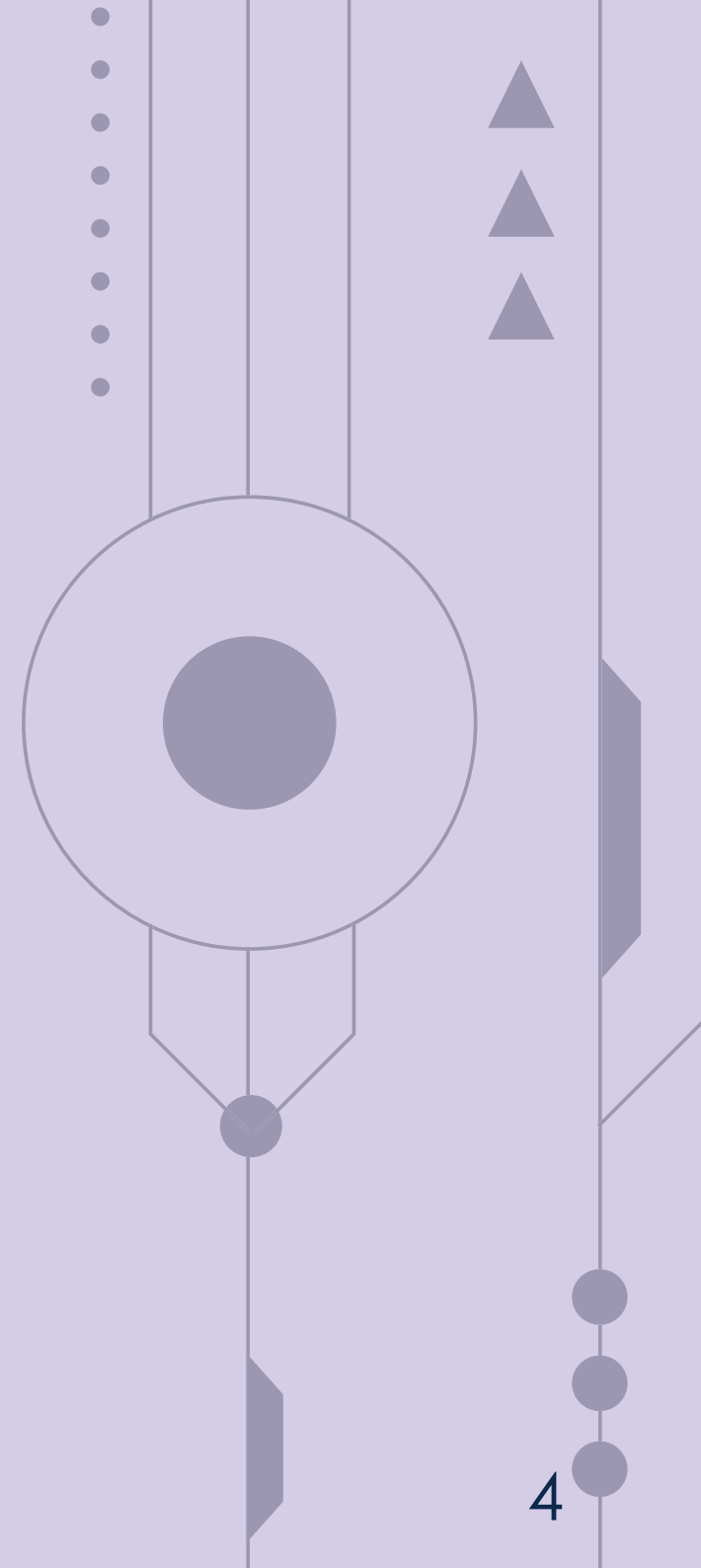
Create IT is a campaign formed in partnership with Pearson Institute and IoT to give students the opportunity to explore interests in IT courses. Through out this presentation we will explore the main aspects of Create It.

We will be looking at the inspiration of visual elements that were implimented into the campaign and how they contribute into the effectiveness of Create IT.



# CREATE IT

The philosophy of Create IT is that the world that has been experienced, is being experienced and will be experienced is formed by the very people creating the experiences. Therefore, Create IT is a campaign whose aim is to encourage aspiring IT students to be the creators of the world (4th Industrial Revolution) they wish to live in. All this can be achieved

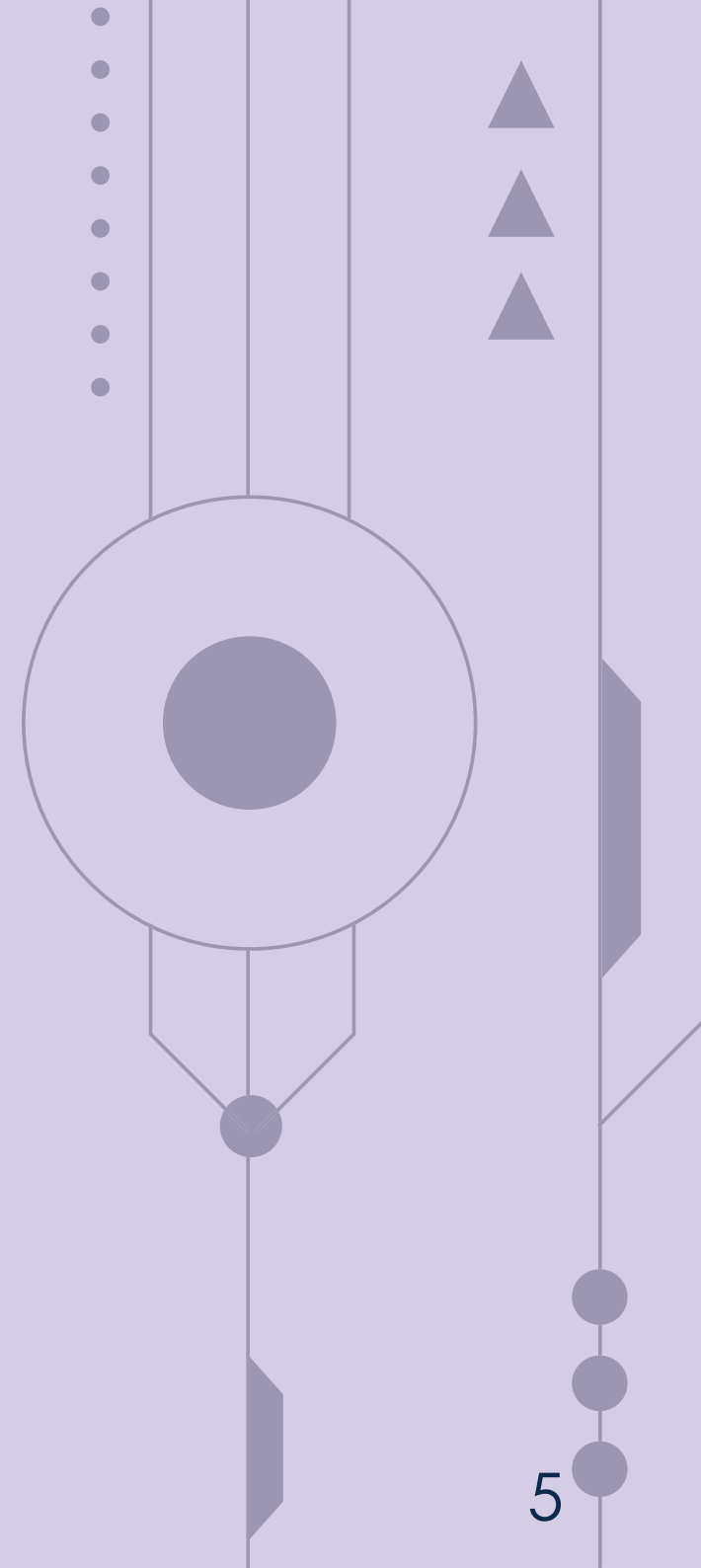


# THE LOGO

The logo represents Africa connecting to the world through the creation of our own 4th Industrial Revolution. The Create IT logo was inspired by the style of the IoT (Internet of Things) logo. In doing so, Create IT shares similar views with IoT.



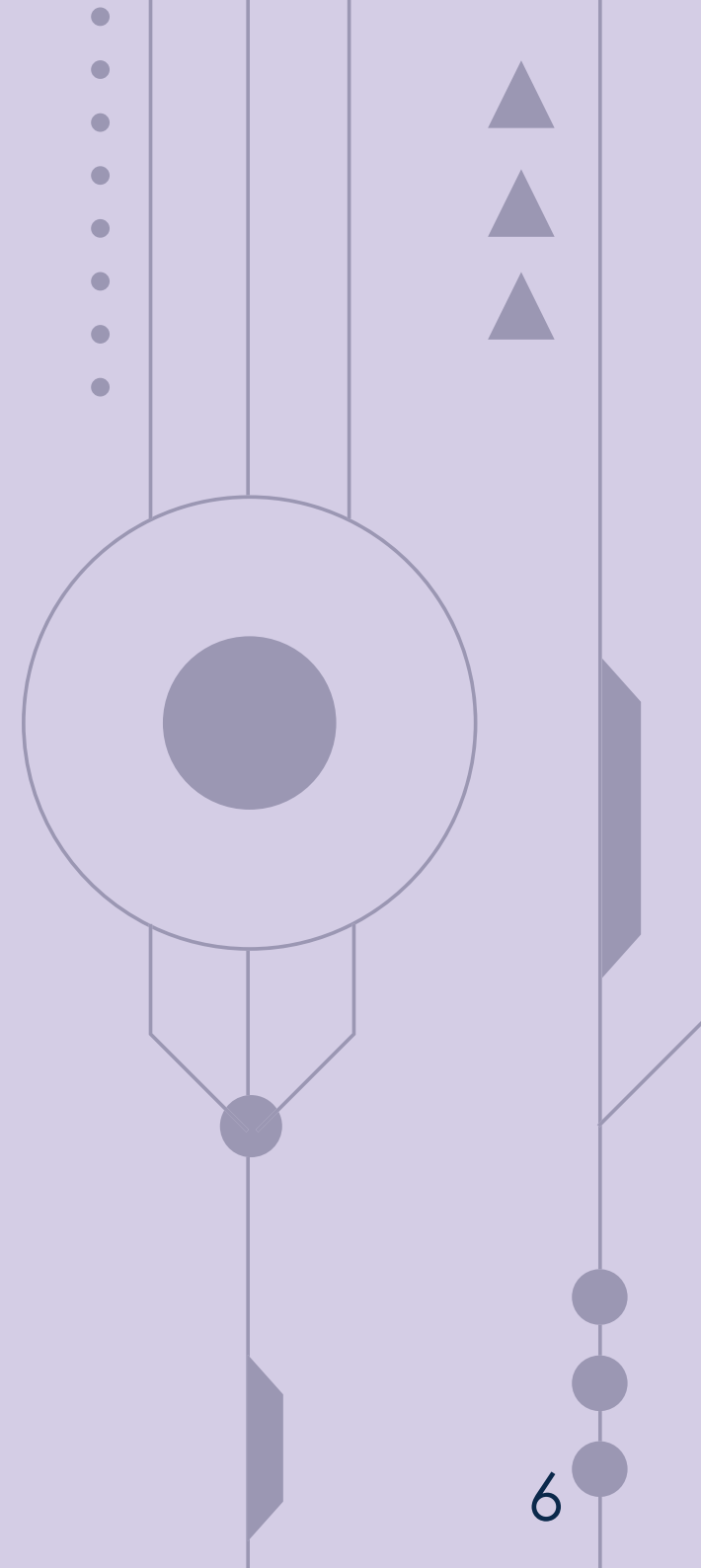
# CREATE IT



# THE SLOGAN

## Be IT, Create IT, Live IT

Be IT, Create IT, Live IT. If you enrol to Pearson for the new courses, you become IT and by becoming IT, you create innovations in IT and therefore, you live IT through the revolution that you created.



# THE AESTHETIC

The aesthetic was inspired by IoT. This includes the colour theme, the overlay blue colour in the imagery as well as the logo style.



Image with blue overlay

Inline with IoT imagery style

IoT inspired logo

Red and Blue combination

# SOCIAL MEDIA

Be The One was a suggestion to an incentive one would receive throughout their career, which would be the opportunity to create IT, if one enrolled.

**BE THE ONE...**

To take your share of 1.1 **Trillion** dollars projected to be added in the global economy from IT alone.

**CREATE IT**

Be IT, Create IT, Live IT

Pearson Institute of Higher Education developed by **IoT nxt**

**BE THE ONE...**

To **create** innovation. IT professionals considered one of the most innovative professionals.

**CREATE IT**

Be IT, Create IT, Live IT

Pearson Institute of Higher Education developed by **IoT nxt**



BE THE ONE...

To be among the **smartest** professionals.  
IT professionals considered  
among the smartest.



CREATE IT

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BE THE ONE...

To be the most **wanted** professional.  
IT projected to be  
the most profession  
in demand.

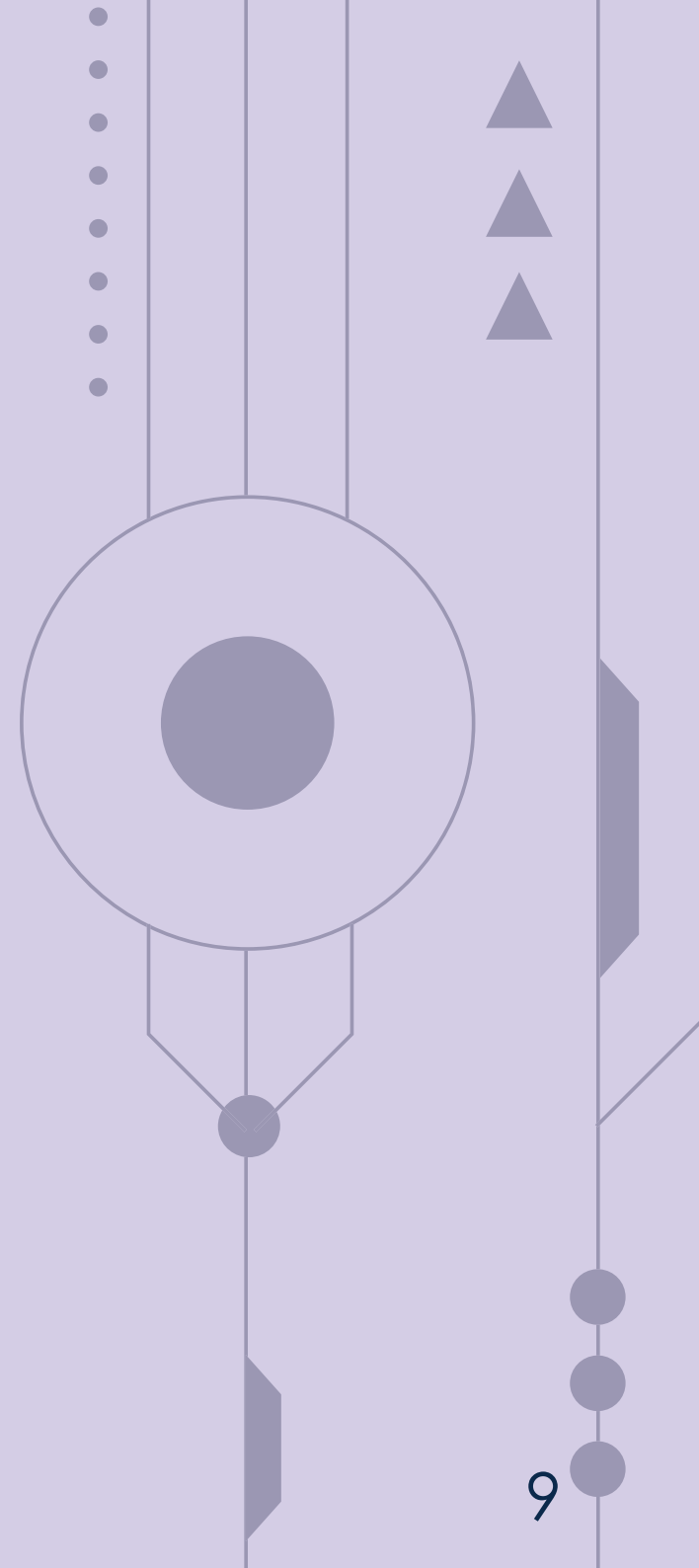


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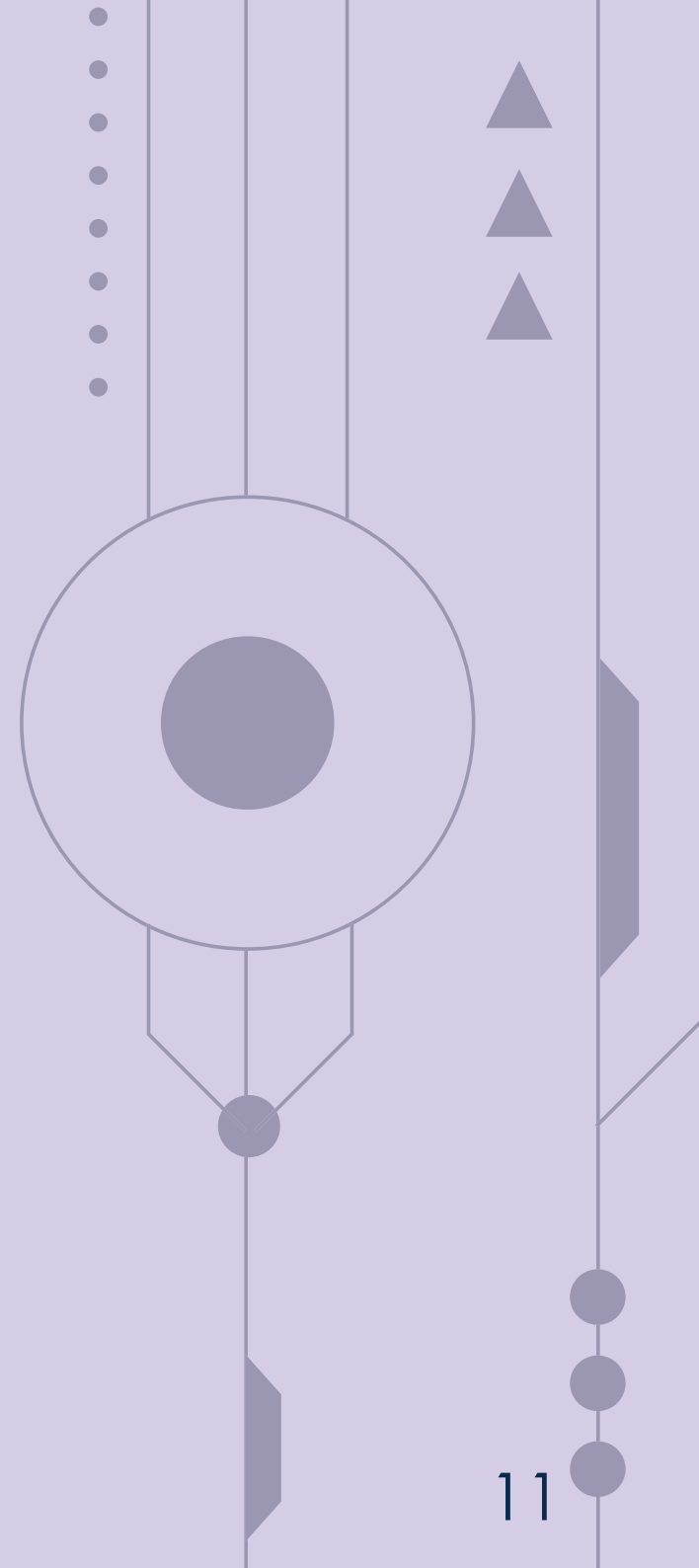
developed by 



# MERCHANDISE

The designs of the merchandise is to support and extend the reach of the campaign.







# POSTERS

Create IT posters are consistent with the IoT theme. In its simplicity the poster sends a message that is clear, straight forward and innovative in order to attract aspiring students.

**CREATE IT**

**EXPAND YOUR KNOWLEDGE**

IoT Courses available at  
Pearson in 2020. Be part of the  
4th industrial revolution

**REGISTER NOW**

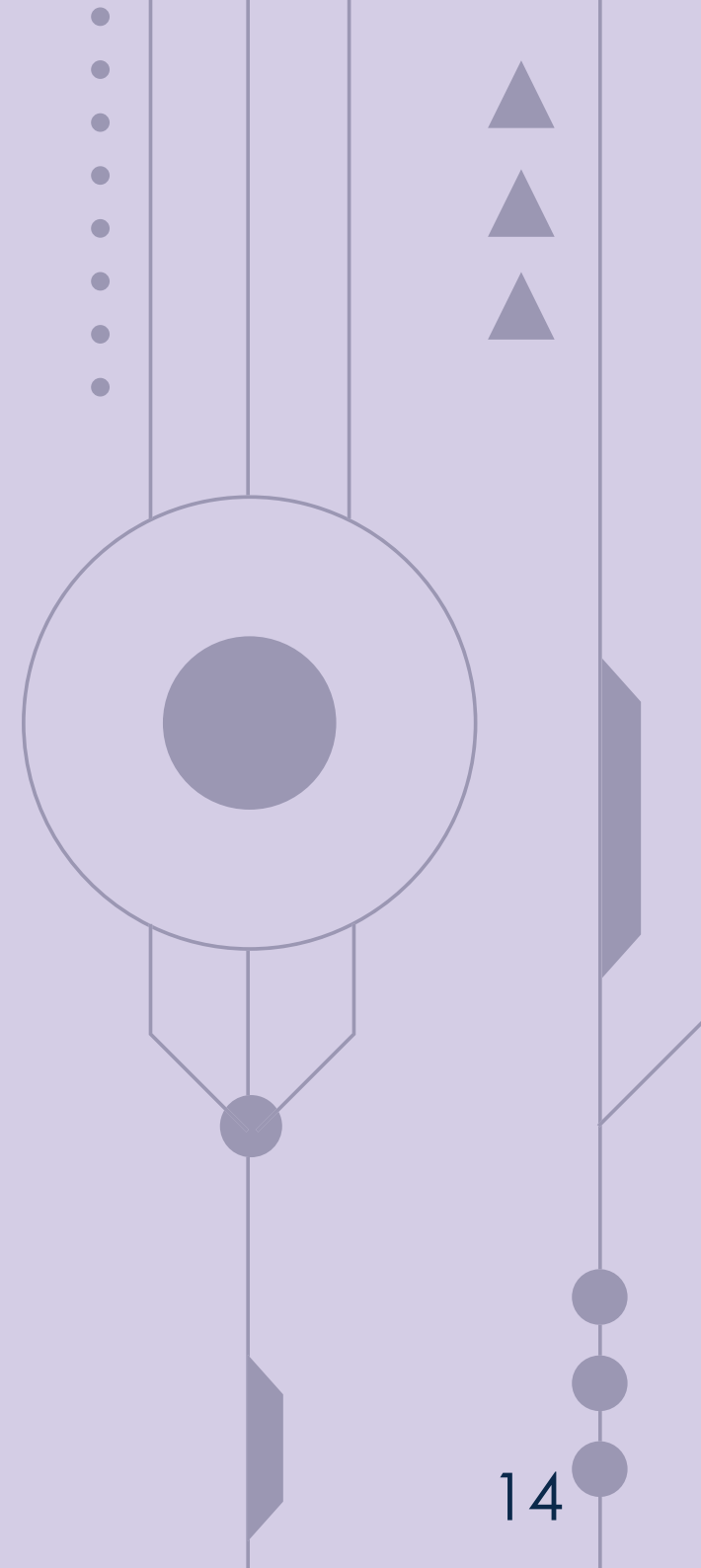
 Pearson Institute  
of Higher Education

 IoT.nxt  
bridging the edge

Regulatory information can be found on [www.pearsoninstitute.ac.za/](http://www.pearsoninstitute.ac.za/)

# HOW THEY WORK

All the visual elements have been designed with a purpose and a goal in mind, influencing aspiring IT students to enrol via the motivation to create.



# THE SOCIAL MEDIA POSTS

The social media posts, which will be a series of four post over the course of a week create motivation via 'promises' of what one could get or achieve in their IT career which can be obtained by the first step of enrolling. The first post being the one to the left, because money is usually the strongest motivator.

**BE THE ONE...**

To take your share of  
1.1 **Trillion** dollars  
projected to be added  
in the global economy  
from IT alone.

**CREATE IT**

Be IT, Create IT, Live IT

Pearson Institute  
of Higher Education

developed by

IoT **nxt**  
bring the edge

# THE MERCH

The merchandise for Create IT was chosen to work with the campaign. Certain elements help to achieve the goal. In this case, The selected items help in extending Create IT's awareness to the society. Making the campaign appear more interesting. These items are handed to those that enrol.





# POSTER AND PULL BANNERS

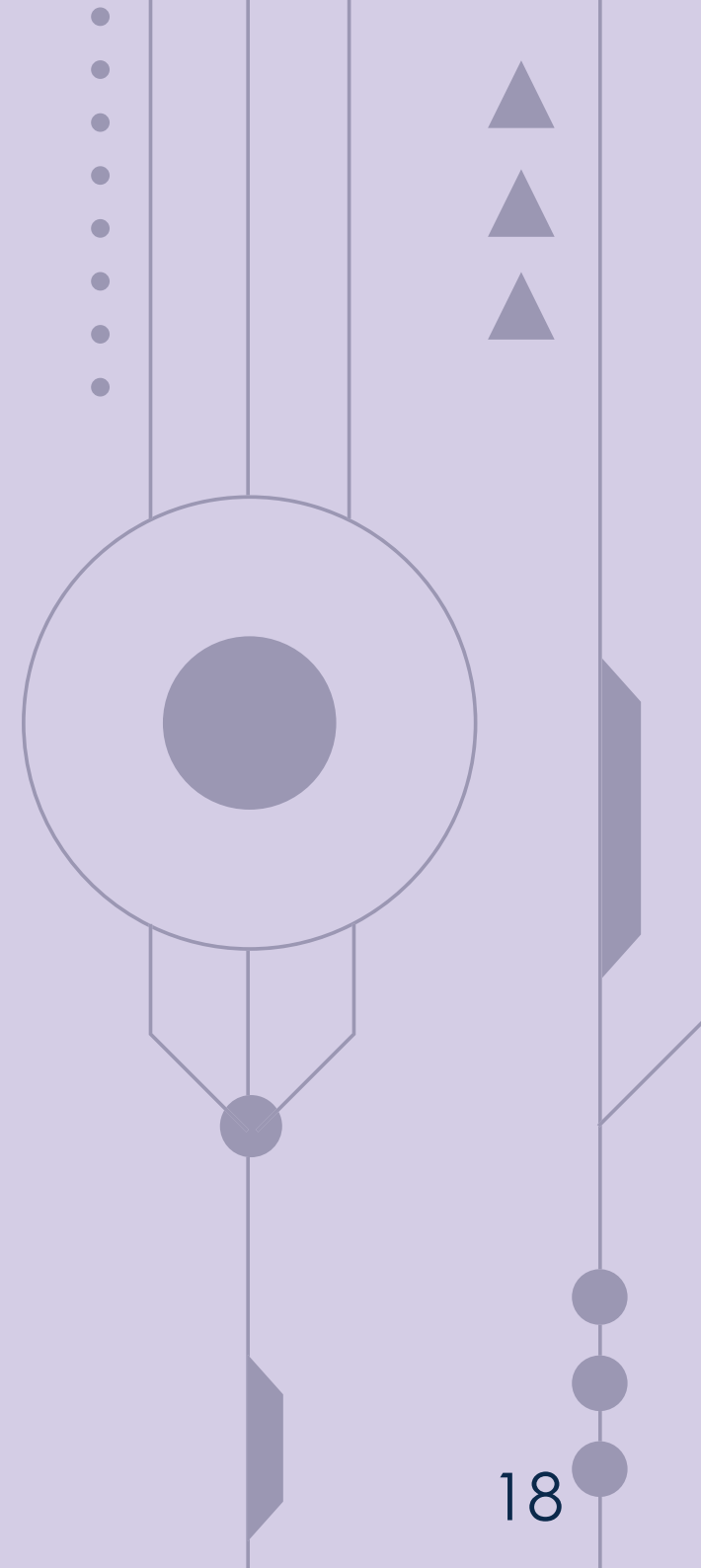
The poster for the Create IT campaign is to attract the growth and demand of IT and expand their knowledge. The pull banners will be used when going to different places to tell them about the IoT courses in order for them to show interest. Our effort of the campaign is to help each other's success by creating IT.



# CONCLUSION

In conclusion, Create IT is a campaign creating awareness for new IT courses provided by IoT and in partnership with Pearson Institute for students.

The presentation is an overview of what is expected from our campaign. The goal of Create IT to encourage inspiring IT students to be the creators of IT.



# REFERENCES

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