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OUR CLIENT:



WAKE COUNTY
PUBLIC SCHOOL SYSTEM

Wake County Public School System (WCPSS) is the largest K-12 public school district in North Carolina. WCPSS is an award-winning, nationally recognized organization that serves more than 159,000 students in 183 schools.

They are focused on attracting, hiring, training, and retaining a world-class workforce of educational professionals who are committed to student achievement.



OBJECTIVE

Find a piece that aligns with the “What Starts Here Changes Everything” campaign and serves as a reminder of WCPSS mission and values.

TARGET AUDIENCE

Employees of the Wake County Public School System.

SOLUTION

A custom commemorative coin with custom card insert. As a former educator herself, Olivia knew the importance of this piece and what would connect with other educators.

This coin reinforced the campaign story, that what the teachers are doing today in the classroom plays a significant role in the lives of their students.

ITEMS CHOSEN

- Custom Coin

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