



Inspiring Future Engineers: A Digital Media Campaign

UEF25-046



The National Academy of Engineering (NAE), with support from the United Engineering Foundation (UEF), launched the *Inspiring Future Engineers* digital media campaign to expand awareness of engineering careers and introduce its new youth program, *Engineer Teen*. The initiative ran from July through November 2025 and successfully engaged students, parents, and educators nationwide through popular digital platforms. By meeting young audiences where they spend their time—on social media, streaming services, and video platforms—the campaign brought engineering to life as a creative, meaningful, and world-changing profession.

A Campaign Built for Digital Audiences

The *Inspiring Future Engineers* campaign was designed to reach teens ages 11–18 and adults who influence their educational choices, including parents, educators, and mentors. Using a digital-first strategy, NAE in partnership with GMB, focused on channels like YouTube, TikTok, Instagram, and Connected TV (CTV)—spaces where young people naturally discover and engage with new ideas.

The creative theme, “*Thank Engineers. Better yet, be one.*”, encouraged students to see themselves as future engineers shaping the technologies and solutions of tomorrow. Through short, eye-catching videos and storytelling, the campaign sparked curiosity and invited exploration at EngineerTeen.org, NAE’s new online hub for youth-focused engineering resources.

Strategic Goals and Approach

The campaign set out to:

- Build awareness of engineering careers and pathways among teens and their influencers.
- Drive traffic to *EngineerTeen.org* to inspire deeper engagement.
- Reach underserved and rural communities where exposure to engineering opportunities is limited.
- Use transparent metrics to measure engagement and inform future outreach.

With a total investment of \$100,000, NAE prioritized video and social advertising supported by retargeting efforts to maintain audience interest over time. Each platform played a unique role—YouTube for broad reach, TikTok for engagement, Instagram for storytelling, and CTV for household visibility. This multi-channel approach created a cohesive and high-impact digital presence.



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Campaign Performance and Highlights

With over **26 million impressions** and **342,000 clicks**, the campaign outperformed engagement benchmarks and showcased the impact of digital media in reaching young learners. The results exceeded expectations across nearly every metric:

Total Ad Impressions	26.3 million
Total Clicks	342,000+
Average Click-Through Rate (CTR)	1.3% (exceeding industry benchmarks)
Website Sessions Driven by Paid Media	267,000+
Average View Rate	42% (well above norms for youth campaigns)
Share of Site Traffic from Paid Media	94% (with social contributing 64%)
Cost per View	\$0.18 (far below typical range of \$0.20–\$0.50)

TikTok and YouTube were standout performers, driving engagement rates two to four times higher than benchmarks. These platforms also generated meaningful interaction—more than 144 user comments, 118 ad shares, and over 600 new followers—demonstrating authentic interest in the message. Paid social efforts accounted for 60% of all Engineer Teen site sessions, significantly expanding visibility and brand recognition.

Creative Storytelling and Impact

At the heart of the campaign were a series of short videos that made engineering feel approachable, exciting, and relevant. Each clip highlighted the creativity behind engineering and the everyday innovations made possible by engineers. The most popular video, a 30-second TikTok spot, achieved a **5.98% CTR**—more than six times the benchmark—at a cost per click of just **\$0.04**.

Visitors who clicked through were introduced to *EngineerTeen.org*, where they could learn about different engineering careers, meet real engineers, and sign up for the Pathways into Engineering newsletter. This seamless experience—from ad to learning hub—encouraged ongoing engagement and discovery.

Inspiring the Future of Engineering

The *Inspiring Future Engineers* campaign demonstrated the power of digital storytelling to engage a generation that experiences the world online. By combining data-driven strategy with inspiring visuals, the NAE connected millions of young people and their families to the idea that engineering is not just a career—it's a way to shape the future.