

Augustine
AGENCY



BRAND BUILDING

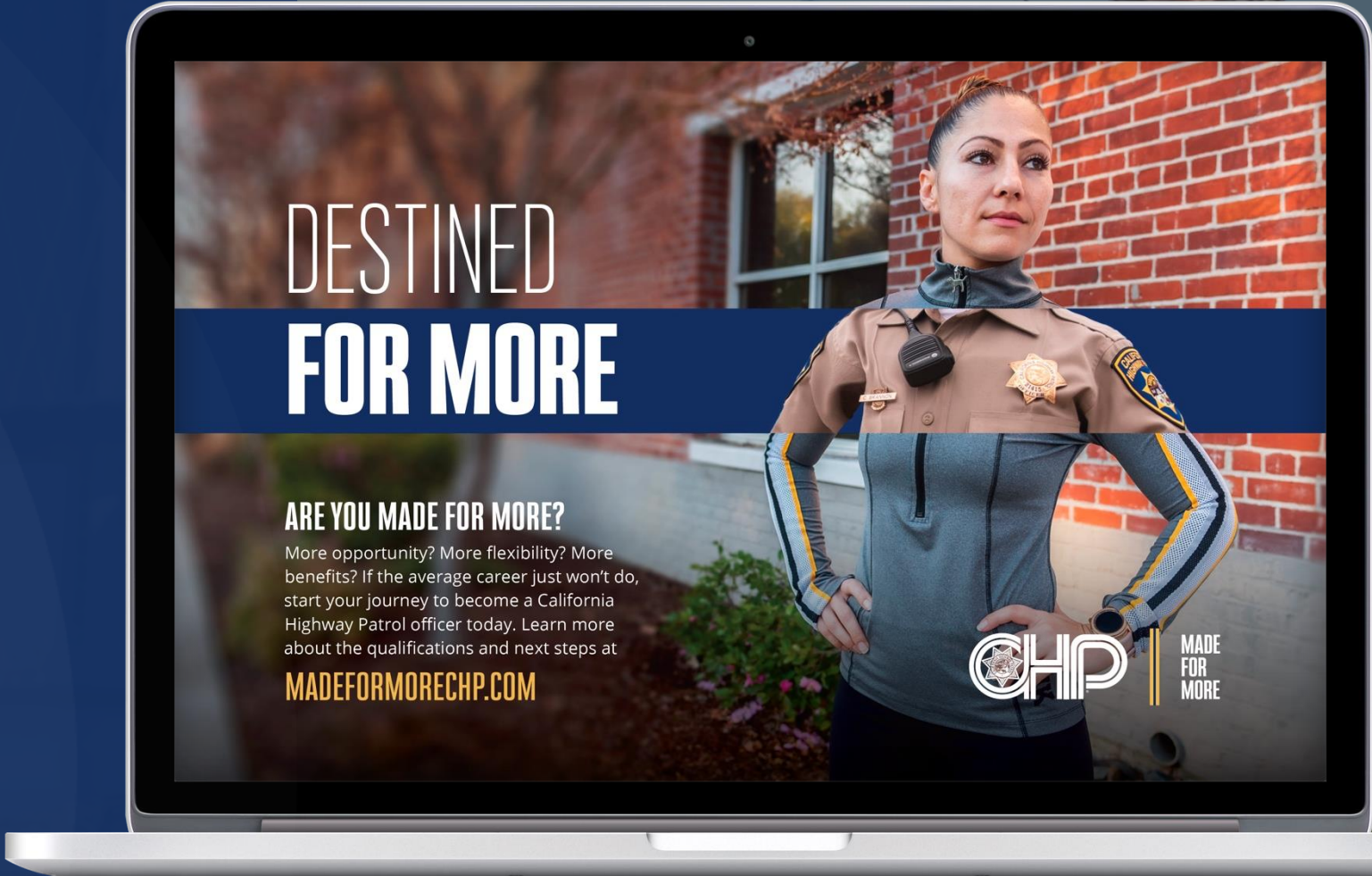
CALIFORNIA HIGHWAY PATROL





THE OPPORTUNITY

- Negative sentiment around law enforcement, officers retiring at a faster rate than applicants were passing the Academy, a lengthy training and recruitment process sent CHP searching for help from Augustine.

A laptop screen displays a recruitment advertisement for the California Highway Patrol. The background of the ad is a photograph of a female officer in a tan uniform with a badge and a radio, standing with her hands on her hips in front of a brick building. The text 'DESTINED FOR MORE' is overlaid in large white letters. Below this, the text 'ARE YOU MADE FOR MORE?' is followed by a paragraph about career opportunities and a website link. The CHP logo and 'MADE FOR MORE' tagline are in the bottom right corner of the ad.

DESTINED
FOR MORE

ARE YOU MADE FOR MORE?

More opportunity? More flexibility? More benefits? If the average career just won't do, start your journey to become a California Highway Patrol officer today. Learn more about the qualifications and next steps at

[MADEFORMORECHP.COM](https://www.madeformorechp.com)





THE VISION

The “Made For More” campaign focused on a diverse set of individuals, showing them in their day-to-day life and transitioning into their role as a CHP Officer, helping to humanize the career of law enforcement.

A campaign landing page was also created to help applicants clearly understand the overall process, from the point of applying to graduating from the Academy.





THE RESULTS

In just five short months, the Made for More campaign garnered results unmatched by other top law enforcement agencies throughout the United States.

3,739

applications in first five months

86,669

new users

130%

of the campaign goal achieved

123,332

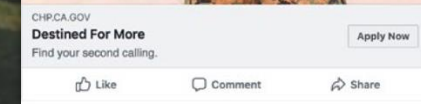
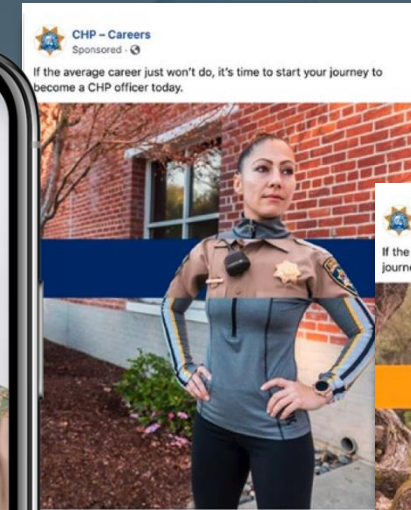
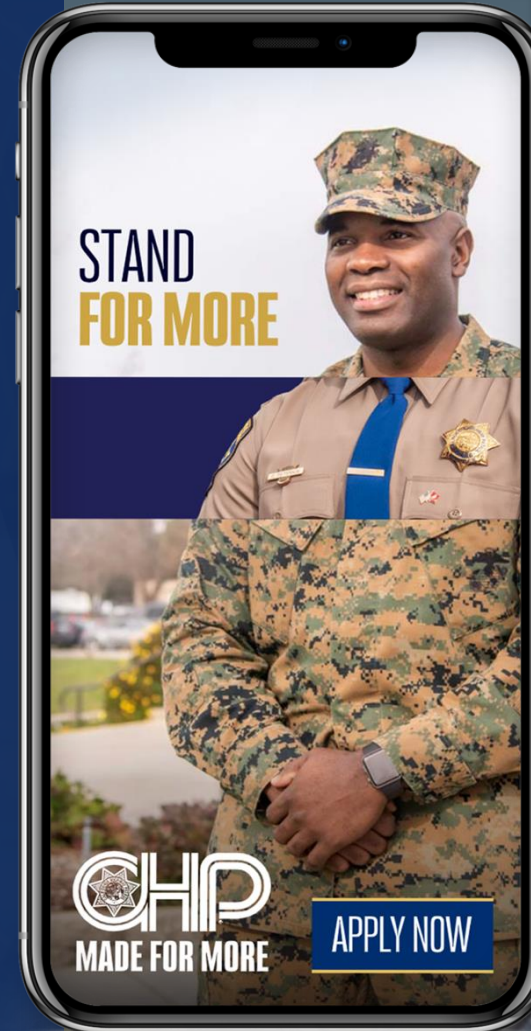
sessions to landing page

107%

of expected impressions

2:33

average session duration





THE RESULTS

When Augustine first began working with CHP Recruitment, the department was averaging 500 applications per month.

1,942

2024 average monthly applications – 288% increase

In 2024, CHP saw a dramatic increase in application numbers, **breaking the monthly application record 3 times in one year.**

80% of applications were directly attributed to paid marketing efforts.

STARTING OFFICER SALARY
\$117,000
APPLY TO BE CHP

CALIFORNIA HIGHWAY PATROL

This banner features a light blue background on the left with the salary and application information. On the right, there is a yellow-tinted photo of a CHP officer standing next to a patrol car, with the department's name in large white letters. A CHP star logo is also present.

CALIFORNIA HIGHWAY PATROL

STARTING OFFICER SALARY
\$117,000
APPLY TO BE CHP

This banner features a yellow-tinted photo of a CHP officer standing next to a patrol car on the left, with the department's name in large white letters. On the right, the salary and application information is displayed in a light blue box. A CHP star logo is also present.

STARTING OFFICER SALARY
\$117,000
APPLY TO BE CHP

This banner features a light blue background with the salary and application information. On the left, there is a small CHP star logo.

HAZ UNA DIFERENCIA ÚNETE A LA CHP

APLICA AHORA en JoinTheCHP1000.com





RECRUITMENT LANDING PAGE

Folsom is a fast-growing city in Northern California that was struggling with police officer recruitment. As its population continues to grow, the Folsom Police Department was facing an officer shortage which posed a problem for maintaining the safety and security of its residents and visitors. Augustine stepped in to help, employing tried-and-tested PD recruitment marketing strategies to ensure Folsom PD was reaching qualified potential officer candidates and guiding them through the application process.

We recently developed a custom landing page for Folsom PD that provides potential applicants with all the information they need in one place and simplifies the application process.

