



CLIENT:

Higher Education Institution

OBJECTIVES:

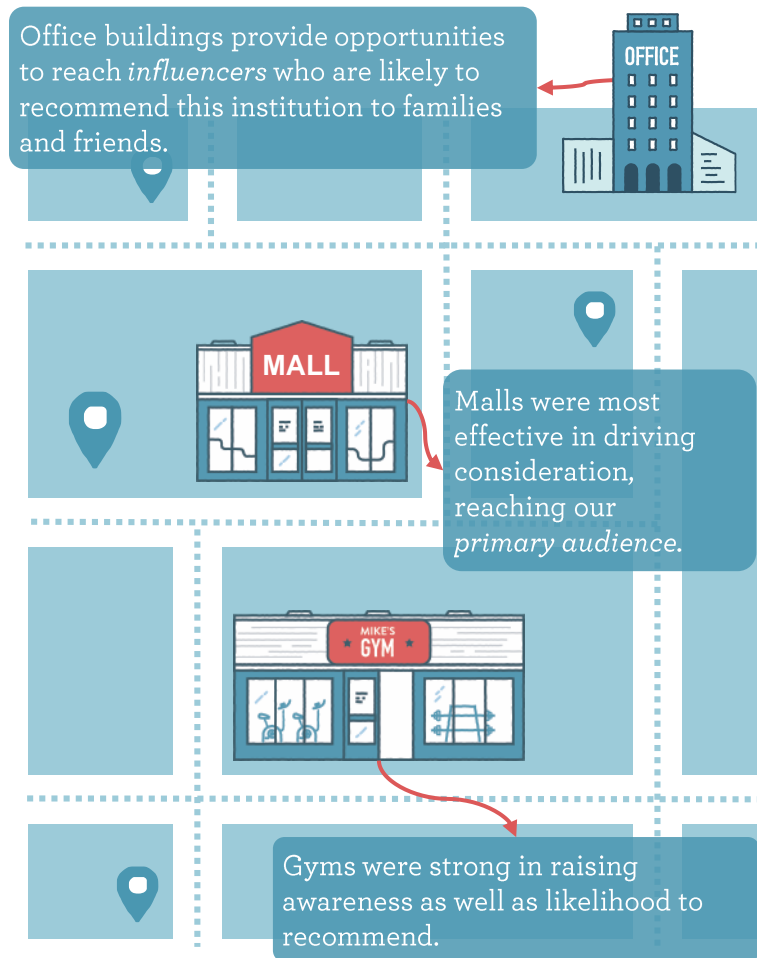
Reach target psychographic audiences to drive awareness and consideration for bachelor's and advanced degree programs at the institution.

APPROACH

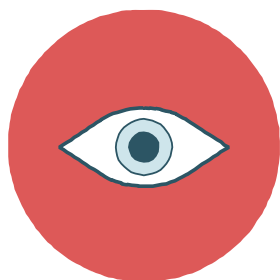
Identified consumers who live in zip codes that over-index for key demographic traits of the institution's target audiences.

Analyzed the movement patterns of identified target audiences in order to dynamically reach them with digital out-of-home ads where they have the highest propensity to receive new information.

When it comes to a high-involvement purchasing decision such as higher education, it is vital to reach both primary audiences and influencers at the right contextual environments to amplify marketing efforts.



RESULTS



+51% lift
BRAND AWARENESS



+32% lift
CONSIDERATION



+17% lift
RECOMMENDATION