Problem
How does Arlington County Police Department create interest for enrollment into the police academy?

Solution
By using a comprehensive out of home campaign, complemented with a mobile component.

Background
The Arlington County Police Department needed to promote enrollment into the police academy.

Objective
The main objective was to generate awareness of available positions at the Arlington County Police Department.

Strategy
The campaign used strategically placed rail and bud media, reaching a diverse set of potential recruits from the greater DC area. A location specific mobile campaign was added layer of the campaign to reinforce the out of home message and provide a click “to join” opportunity to find out more information and apply.

Plan Details
Markets: Washington DC
OOH Formats: Rail Car Cards, Digital Liveboards, Bus Tails, and Mobile Geo-Fencing
Budget: $10,000 and over

Results
Arlington County Police Department received additional slots in the July police academy and put through a class of 27 recruits. That was three times the size of their most recent classes. When secondary action rates were optimized for Arlington County Police Department, they saw a 204% lift above the mobile-alone benchmark.