MSU Extension

Background
MSU Extension is a division of Michigan State University that offers programs, courses and classes on a variety of subjects through extension offices across the state.

Objective
The goal the campaign was to increase brand awareness across the state for their variety of agriculture, family, financial and 4-H programming, and specifically direct consumers to their website where all their resources had been moved due to the coronavirus pandemic.

Strategy
The strategy was to create a simple design and a big brand voice to position MSU Extension as the go-to experts for everything you need to know—and then some. Utilizing out of home and social media advertising, the campaign aimed to reach their audience during the challenging months of 2020.

Plan Details
Market: Grand Rapids, MI  
OOH Formats: Static Bulletins, Static Posters, Digital Bulletins  
Budget: $10,000 and over

Results
MSU Extension saw a 73 percent spike in website traffic during the first three months of the campaign. Overall the campaign gained 35,000,000+ billboard impressions across the state.