

Rio Hondo College

Problem

How can Rio Hondo College combat a pattern of declining enrollment?

Solution

By increasing their visibility through out of home.

Background

Rio Hondo College was looking to increase awareness and enrollment into the Accounting and Business Management courses, as they'd been experiencing declining enrollments for the past three years.

Objective

The target demographic was traditional college students (Adults 18-24), older re-entry students, and incumbent workers looking to advance their careers.

Strategy

Rio Hondo College utilized bulletins, bus kings, and bus tail media to promote two different business programs; their 100% Online Certificate Program as well as their Tax Preparer Program.

Plan Details

Markets: Los Angeles

Flight Dates: January 1, 2018 - February 11, 2018

OOH Formats: 70 Metro bus tails, 35 Metro bus kings, 100 Bus

Interior Cards, 2 Bulletins

Budget: \$10,000 and over

Results

Enrollments in the online courses were the first to fill up and Rio Hondo College received a tremendous number of calls and interest in the Tax Preparer program.

Additional Information

"The past year was our first attempt at out of home media in a long time. We chose it for its great visibility in the community. We received a tremendous number of calls and interest in the Tax Preparer program!" - Gita Runkle, Dean of Business

