

YouthBuild Charter

Problem

How can YouthBuild Charter inform their target demographic of their free diploma programs?

Solution

By utilizing a wide spread transit out of home campaign, along with a mobile facet.

Background

YouthBuild Charter wanted to raise awareness in the community about their free high school diploma program for students. This program assists those that may have dropped out, aged out, or been pushed out of traditional high schools, obtain their high school diploma.

Objective

YouthBuild Charter was specifically targeting students ages 16-24, who were out of school, out of work, and looking to earn their diploma and get job training. They also wanted their message to reach family members and friends who might see it and share it with someone in need of their program.

Strategy

Youthbuild Charter utilized bus interior cards along with a mobile campaign to raise awareness in the Los Angeles area.

Plan Details

Markets: Los Angeles

Flight Dates: July 9, 2018 - September 2, 2018

OOH Formats: 1,550 Bus interior cards, mobile

Budget: \$10,000 and over

Results

Youthbuild Charter received 173 calls and texts from their ads of students looking to enroll. Their website traffic also went up: the website gained 56.56% more users, 53.67% more new users, and 54.05% more page views. They also saw an increase in their target demographic, adults 18-24, visiting their website. Their mobile campaign saw a secondary action rate of 7.92% with 621,132 impressions served and 1,857 clicks.

