Central Michigan University

**Problem**
How does a university strengthen enrollment?

**Solution**
Enhance brand recognition by strategically placed OOH.

**Background**
Central Michigan University was looking for a couple unique and strategic ways to bolster enrollment and enhance recognition.

**Objective**
The ultimate objective was to bolster enrollment by not only enhancing recognition of the school within Metro Detroit but also to reach transfer students and high school students and parents potentially facing the decision of which College/University to attend.

**Strategy**
Digital bulletins, bulletins and full bus wraps were utilized. Bulletins were utilized to keep the University name top-of-mind. Bus wraps were a dynamic and unique new way for Central Michigan University to get noticed.

**Plan Details**
- **Markets:** Metro Detroit, Grand Rapids, Flint and Lansing.
- **Flight Dates:** 09/01/14 - 10/26/14.

**Results**
Enrollment figures increased significantly after this campaign. Central Michigan University continues to run a similar campaign each fall.