

Cambridge Friends School

Background

Cambridge Friends School (CFS), is a private, independent day school (Pre-K-8) located in Cambridge, Massachusetts, that offers an education guided by Quaker principles and a deep commitment to social justice. Although annual enrollments have increased over the past five years, CFS needed to continue building awareness in the local community to engage with prospective students and increase year-over-year enrollments.

Objective

Increase Website Visitation:

Annual enrollments have increased over the past five years, but CFS needed to continue building awareness in the local community to engage with prospective students and increase year-over-year enrollments.

Strategy

The school is located right in the middle of Porter, Davis, and Alewife T stations, so it was crucial to have high visibility in these areas among parents of children between the ages of three and thirteen. The secondary audience was students use the nearby MBTA when commuting to and from school. As a result, the campaign leveraged commuter rail and subway posters, Porter Square Windows, and mobile ad displays.

Plan Details

Market: Cambridge, MA

Flight Dates: October 2021 - December 2021

OOH Formats: Two-Sheet Commuter Rail Posters, Two-Sheet Subway Posters, Porter Square Windows (specialty media piece), Mobile Ad Displays

Target Audience: Parents of children ages 3-13

Budget: \$10,000 or more

Results

The campaign had a CTR of 0.45%, which is 50% above the benchmark (0.3%).

