

Emory University

Background

While Emory University is located in Atlanta, it has large constituent populations in New York and Washington DC. These three markets make up more than 60% of the alumni base, and are significant student recruitment areas. The university wanted to increase awareness in these areas and support Emory’s advocacy efforts.

Objective

Build General Awareness:

Focus on potential students, parents, and alumni in Atlanta, New York, and Washington DC.

Strategy

Creative combined the traditional elements of the Emory brand with the aspirational tone and color palette of the 2036 fundraising campaign. Clean, minimalist profiles spotlighted Emory faculty and students who are transforming the world, and bold taglines were used to position Emory as a leader across a range of disciplines.



Plan Details

Market: Atlanta, GA; New York, NY; Washington DC

Flight Dates: October 2021 - November 2021

OOH Formats: Station Dominations, Urban Panels, Liveboards, Ultra Super Kings (USK), Wrapped Trains, Interior Cards, Shelters, Bike Share, 2-Sheet Posters

Target Audience: Potential students, parents, alumni

Target Audience Reach: ATL USKs 21%; DC USKs 46%; DC Bike Share 8%; NY USKs 25%; NY Interior Cards 17%; NY 2-sheets 23%

Target Audience Frequency: ATL USKs 2.4%; DC USKs 5.4%; DC Bike Share 9.78%; NY USKs 2.9%; NY Interior Cards, 9.3%; NY 2-sheets 23.1%

Budget: \$10,000 or more

Results

There was a significant increase in home page visitors from the New York and DC areas (nearly 200% in NY and 120% in DC). The QR code on OOH placements received 711 total scans, and 24M+ mobile impressions received 72K+ clicks.