

Youthbuild Charter School LA Metro Rail Campaign Study

Background

Youthbuild is a network of local Charter Schools with 10 campus locations in the greater LA area, and they wanted to drive more applications through awareness of the school's project-based curriculum.

Objective

Generate Enrollment - School or Program:

Focus on youth between the ages of 16-24 who have not completed high school but are looking to do so. Youthbuild wanted to re-engage with disconnected youth and offer them the chance to finish school and provide hands-on job training.

Strategy

LA Metro Rail is an excellent channel for targeting younger audiences, so Youthbuild cast a wide net across Los Angeles with rail interiors and digital kiosk media at key downtown transit stations. QR codes were used in the copy to encourage riders to seek out information on their mobile devices while riding the trains.

Plan Details

Market: Los Angeles, CA

Flight Dates: July 2021 - September 2021

OOH Formats: Static Rail Interiors and Rail Station Digital Kiosks

Target Audience: Youth between the ages of 16-24 who have not completed high school but are looking to do so

Budget: \$10,000 or more

Results

There was a 53% lift in online applications after the LA Metro Rail campaign began, and 20% of applicants said they saw the LA Metro Rail ad.

Case Study Youthbuild Charter School

Youthbuild Charter school is a network of charter schools in the Los Angeles area seeking to drive applications through awareness of the school's project-based curriculum.

Campaign Objectives	
Goal	Increase online applications
KPIs	Lift in online applications



This campaign drove a strong lift in online applications, including a high ad recall response rate among applicants who said they applied because they saw Youthbuild's LA Metro ad campaign

