

YouthBuild Charter School of California YCSC

Background

YCSC provides a second chance at a high school diploma for young people ages 16-24 who previously dropped out, aged out, or failed out of school.

Objective

Generate Enrollment - School or Program:

They wanted to build awareness for their message “It’s not too late to graduate!” with a focus on adults 16-24 who are in need of a high school diploma.

Strategy

With a combination of bus interior cards, mobile ads, and QR codes, YCSC’s creative used photos of graduates so that potential students could envision themselves as real-life graduates.

Plan Details

Market: Los Angeles, CA

Flight Dates: July 2021 - September 2021

OOH Formats: Bus Interior Cards, Mobile Advertising

Target Audience: Adults 16-24 who are in need of high school diploma

Target Audience Reach: 6.6%

Target Audience Frequency: 5.9

Budget: \$10,000 or more

Results

The campaign generated a 53% increase in the number of enrollment interest forms completed, which were linked to the QR codes. As part of the interest form, YCSC asked how they heard about the school, and 20% of respondents said they saw one of the Metro ads.

