

Arlington County Police Department

Problem

How does Arlington County Police Department create interest for enrollment into the police academy?

Solution

By using a comprehensive out of home campaign, complemented with a mobile component.

Background

The Arlington County Police Department needed to promote enrollment into the police academy.

Objective

The main objective was to generate awareness of available positions at the Arlington County Police Department.

Strategy

The campaign used strategically placed rail and bus media, reaching a diverse set of potential recruits from the greater DC area. A location specific mobile campaign was added layer of the campaign to reinforce the out of home message and provide a click “to join” opportunity to find out more information and apply.

Plan Details

Markets: Washington DC

OOH Formats: Rail Car Cards, Digital Liveboards, Bus Tails, and Mobile Geo-Fencing

Budget: \$10,000 and over

Results

Arlington County Police Department received additional slots in the July police academy and put through a class of 27 recruits. That was three times the size of their most recent classes. When secondary action rates were optimized for Arlington County Police Department, they saw a 204% lift above the mobile-alone benchmark.

