

## Calvin University

### Background

Calvin University is a Christian university located in Grand Rapids, Michigan with an enrollment of 3,500 students. The university looks to engage the community through a variety of public events annually.

### Objective

In 2020, Calvin University transitioned its free lecture series to an online event. The university wanted to reach the Western Michiganders of all ages to increase attendance and general brand awareness.



### Strategy

The campaign utilized 30 posters throughout the Grand Rapids metro area to inform consumers about the academic series was moving to a virtual platform from an in-person event in previous years. The goal was to let people know that the beloved series was still happening with the same high-quality content as an in-person event.

### Plan Details

Market: Grand Rapids, MI

Flight Dates: Posters ran for four weeks, Digital Bulletin ran for five weeks.

OOH Formats: Posters, Digital Bulletin

Impressions: 9 million

Budget: \$10,000 and over

### Results

The event exceeded the school's campaign expectations with a 50 percent growth over the previous year, generating more than 6,000 viewers per day in 2020.