

DC Office of the Chief Technology Officer

Problem

How does a small urban non-profit get the word out about their computer literacy program?

Solution

By targeting out of home (OOH) in specific neighborhoods using bus and train routes.

Background

Connect DC offers free computer training to Washington DC residents, both adults and youth. The program also works to increase awareness of low-cost home internet service for Washington DC residents. Both campaigns include a call to sign up for computer literacy and affordable technology programs.

Objective

To offer computer literacy programs to Washington, DC residents. The client has found success reaching target audiences using OOH and mobile assets.

Strategy

Choosing media assets in specific neighborhoods to reach target residents during three, 4-week flights. The campaign utilized ads in buses and trains paired with mobile geofencing. The ads prompted residents to text the program for more information about training and affordable internet programs.

Plan Details

Market: Washington, DC

There were a total of three flights

February 2017 - March 2017

May 2017 - June 2017

August 2017 - September 2017

Each consisted of five dioramas, 150 interior rail car cards, 300 interior bus cards, 25 bus exterior king posters, 50 rail interior shelter size panels, and mobile.

Results

The mobile campaign had significant results. Over the time frame of February 2017 through September 2017, the campaign resulted in 745,394 impressions and 4,582 clicks.

DC office of the Chief Technology Officer also reported an increase in call volume during their campaign which resulted in a 71% increase in enrollment in 2017.

