

aaa OOH Case Study

Kansas City Public Schools

Background

Kansas City Public Schools (KCPS) is one of two school districts in the state of Missouri with the option of school choice. Since the inception of charter organizations within the KCPS boundaries in 1998, KCPS has been fighting to not only admit new students, but also retain its existing student base.

Objective

For the 2020–2021 school year campaign, KCPS wanted to reach residents with messaging that focused on general awareness of KCPS, signature schools, and specific neighborhood school awareness. Each creative campaign would be specifically placed to match the appropriate audience. The goal was drive awareness, increase inquiries, and drive residents to enroll with KCPS.



Strategy

KCPS' plan included OOH and mobile advertising. The use of out of home ads would drive awareness and the mobile ads would target viewers to the enrollment page. They split their advertising into three distinct campaigns including general KCPS advertising, signature school campaign, and neighborhood school campaign.

Plan Details

Market: Kansas City, KS

Flight Dates: 8-week campaign

OOH Formats: Bulletins, Posters

Impressions: 9.7 million

Budget: \$10,000 and over

Results

In general, KCPS saw an increase in web activity, interest, and inquiries. KCPS tracks their media performance against leads and applications and the campaign was deemed the number one referrer to their website helping to lead to a 10% increase in overall applications.