

Queens University Charlotte

Problem

How does a local university raise awareness of their flexible MBA program?

Solution

By creating a humorous campaign to appeal to MBA seekers in the market.

Background

Trend: FLEXIBILITY – Schools across the country have moved away from a traditional full-time MBA as they witnessed declining enrollment in their full-time programs while enrollment in part time programs increased. More people are seeking the convenience and opportunity to continue education without interrupting their careers.



Objective

Increase awareness among young professionals in the Charlotte area of Queens University's newest offering, their Flexible MBA programs.

Demographic Target: A25-34; Professionals with less than 10 years of experience who live in the Charlotte area.

Strategy

The OOH strategy was to choose OOH placements in a variety of areas within the Charlotte area that best reached the young professional.

- Airport parking shuttle USK: We chose cost effective parking shuttle wraps because they specifically reach the Charlotte business professional who travels.
- Light Rail Advertising: The Light rail runs from South Charlotte, a popular area where young professionals live, directly into Uptown, the business district of Charlotte.
- Billboard: Selected highway placement to reach those who commute from one of the many popular south Charlotte suburbs, a key target area for Queens.

Plan Details

Flight: 12/4/17 - 1/28/18

Formats Used:

- 1x Billboard w/ Extension
- 1x Airport Bus
- 3x King Kong's on Charlotte Light Rail
- 2x Kings at Light Rail Stops

Results

- 23% increase in inquiries from the website MBA inquiry form vs. the two months prior to campaign start.
- 4% increase in traffic to Queens.edu homepage vs. the two months prior to campaign start.