

SOME

Problem

How does an adult education program raise awareness with its key demographic?

Solution

By studying the appropriate way to reach their audience and following through with relatable out of home (OOH).

Background

The client provides a network of support that helps create a path to self-sufficiency through skills development. They teach skills that are essential to obtaining and maintaining employment. Enrollment has been relatively low from year-to-year, therefore the challenge was reaching their target demographic to inform them about their services. They needed to do so in a dignified, attainable, and relatable manner. The end goal was to have individuals either call to learn more about opportunities available to them or initiate the application process.



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Objective

To increase awareness and enrollment in the So Others Might Eat (SOME) program to empower people of homelessness and poverty into living wage careers through hard and soft skills, training, adult basic education and career development. The target demographic includes: urban audience, people of color, low income and individuals looking for better opportunities.

Strategy

The strategy was mass-reach plus frequency to display their message. SOME had researched how current students got to their facility and found metro bus was the most common form of transportation. The Bus Rider Demo Profile Report confirmed ridership included high percentages of their target audience, therefore we determined metro interior bus ads were the perfect format. They benefit from long dwell times, high circulation numbers and are a story-board style advertisement allowing for readers to identify and connect with the messaging.

Plan Details

Market: Washington, DC

One month of interior bus advertising with Washington DC targeted coverage. They ran June 2017 - July 2017, with a total of 350 Interior Bus Cards.

Results

In 2017, the Center for Employment Training (CET) enrolled 193 students which was the highest in 20 years of existence. Since the ads ran, they enrolled no less than six individuals biweekly. Their data shows that 10% of the students enrolled in CET in 2017 were generated by the bus ads, they also received over 500 calls to their eVoice account which was publicized on the ads.