

University at Buffalo Education Opportunity Center

Problem

How does a client with a limited budget reach a large amount of people?

Solution

By creating a cost effective OOH campaign that reaches a wide area.

Background

University at Buffalo Education Opportunity Center had a limited ad budget, but needed to reach people who had not finished their college degree or were looking for skilled training in a different trade.

Objective

To increase the awareness in the area and fill their fall classes with adults looking for career certifications or switching careers.

Strategy

The team used full bus backs to circulate their messages along the heaviest traveled roads in Erie and Niagara County.

Plan Details

Market: Buffalo, New York

Flight Dates: 06/05/2017-07/02/2017

OOH Formats: Full Bus Backs

Results

Enrollment for the following fall was up 20 percent compared to the year prior, meeting their 2017 enrollment goals. Over 4-weeks, 15 fullbacks and 25 train interior cards generated 1,425,000 impressions. According to the customer, they were “getting emails and texts almost daily from people with pictures of them.”

