

## YouthBuild Charter

### Problem

How does a Charter school reach it's desired audience?

### Solution

By using out of home (OOH) in bus and rail interiors to reach the individuals who would enroll in the school.

### Background

YouthBuild Charter is a competency-based drop-out recover school that seeks to provide a high school education and diploma for student's ages 18-25 who come from low income families, under served communities, and have previously left the traditional school system.

### Objective

YouthBuild charted wanted to create awareness for summer enrollment and get their target audience to take action.

### Strategy

Bus interior cards and rail interior cards were used for general awareness and allowed YouthBuild Charter to target the communities around their centers. Additionally, mobile advertising was used to reinforce the message and faster prompt action.

### Plan Details

Market: Los Angeles, California

August 7th, 2017 – October 1st, 2017, for 8-weeks

Orange line targeted.

750 Bus interior cards, 60 bus interior cards.

165 Rail interior cards mobile geofencing.

### Results

The campaign was a huge success. YouthBuild charter has advertised before, but yielded better results for the summer campaign.

“When comparing the web traffic from August 8, 2014 - September 29, 2014, prior to running OOH metro ads, to August 8, 2017 - September 29, 2017, during our campaign timing, the results were much greater. The number of sessions was 24.12 percent greater in 2017 than in 2014 (5,265 in 2017 compared to 4,242 in 2014.) The number of users also jumped by 25.9 percent (3,730 unique users in 2017 compared to 2,961 in 2014.) Likewise, the number of page views went up by 48.56 percent (16,804 page views in 2017 vs. 11,311 in 2014.) The number of page views per session went up by 19.7 percent and the bounce rate went down by -16.33 percent (that means people were more engaging with our page than just going to it and leaving before clicking anything.) The number of direct searches for our website during the 8/8/17-9/29/17 range also went up by 11.45 percent, meaning more folks were seeing our website on the ads and typing it directly into their search bar in their browser verse just finding us through a random Google search or other referral” – Emily Suttmeier, Communications & Outreach Coordinator at YouthBuild Charter.

