

The City University of New York

Background

College enrollment was struggling to rebound from the effects of the pandemic, so CUNY wanted to increase their profile.

Objective

Increase Website Visitation.

The objectives were to raise awareness and drive traffic to the CUNY website through the use of a multichannel approach that included using OOH to cover the five-boroughs of New York.

Strategy

CUNY developed a unique campaign, “The Degrees Without The Debt”, which highlighted the benefits of attending one of the 25 CUNY schools. The campaign messaging anchored on affordability, the flexibility of course options available, and the lack of student loan debt owed by the vast majority of CUNY graduates. High-visibility locations were selected across the NYC subway and bus systems

to place messaging front-and-center of daily commuters and included branded subway trains, buses, and billboards. The strategy also incorporated online digital ads that NY DMA consumers received on their commute to work or school.



Plan Details

Campaign Posting Dates: 01/30/23-02/26/23

OOH Formats Used: Subway Brand Train, Subway Interior Car Cards, Subway Platform/Station Posters, Subway Platform/Station Video Liveboards, Bus Kings, New York City Digital Bulletin Network

Target Demographic: Prospective college students and their parents in New York City

Budget: Budget \$10,000 or larger

Campaign Impressions: 271 million

Results

The multichannel campaign delivered over 153K total website visitors, 90K of whom had never been on the site. Notably, the campaign resulted in 270 application starts on the website, indicating a strong impact on audience engagement and conversion. Analytics revealed 6,700 page visits directly attributed to subway ads and 17,903 visits from devices exposed to bus ads, highlighting the effectiveness of the campaign in driving online traffic and user interaction.