

De Anza College

Background

De Anza College faced a challenge in increasing enrollment and reaching prospective students.

Objective

Increase Website Visitation

The objective of the campaign was to leverage a 4-week transit advertising initiative to increase enrollment and reach prospective students.

Strategy

The recommended strategy plan aimed to address De Anza College's objectives by launching a vibrant campaign in Santa Clara to promote fall registration. Specifically, the plan involved utilizing Bus Kings adorned with attention-grabbing headlines to capture the attention of commuters and residents in the area. This strategy leveraged the high visibility of Bus Kings to effectively communicate the college's message and encourage enrollment among prospective students in the Silicon Valley region.

Plan Details

Market: San Jose, CA

Campaign Posting Dates: 07/03/23-09/24/23

OOH Formats Used: Bus Kongs with Headliners

Target Demographic: A18+, Prospective students, high school graduates, parents of students

Budget: Budget \$10,000 or larger

Results

The campaign drove 6,115 total clicks, resulting in an impressive 0.70% click-through rate (CTR). Data analysis revealed that exposed individuals were 85% more likely to visit the website compared to those not exposed to the ads. Notably, one-third of those exposed visited the homepage or apply/register page after just one exposure, demonstrating the immediate impact of the campaign. The analysis also showed that within three exposures to the ads, 60% of all exposed individuals visited one or both pages, indicating sustained engagement. The highest visitation rates occurred during the first two months of the campaign, reflecting the summer application/registration process underscoring OOH's high value when matched with relevant times periods and audiences.

