

# ROLLINS HAMILTON HOLT SCHOOL

The Hamilton Holt School at Rollins College offers undergraduate and graduate degree programs during weekday evenings and weekends to meet today's student's busy schedule. In an effort to increase brand awareness, and promote their solution-oriented approach to the common challenges these students face, Hamilton Holt strategically added a clever OOH and Mobile campaign to their media mix.

## STRATEGY & TACTICS

- **Strategically Placed:** The Hamilton Holt School utilized both Static Bulletins, with extensions, and Digital Bulletins in key areas to reach their target audience.
- **Creative Excellence:** OUTFRONT Studios collaborated with the Hamilton Holt team on clean, captivating creative for both OOH + Mobile.
- **Mobile Proximity Targeting:** Geofenced OOH assets, competitor campuses and surrounding areas to reinforce their brand message on Mobile devices.

**“WE WERE IMPRESSED WITH OUTFRONT’S PASSION FOR CREATIVITY AND INNOVATION. WE SEE THAT AS A KEY DIFFERENTIATOR.”**

-- Doragnes Bradshaw,  
Associate Director, Integrated Marketing & Operations

**Rollins**  
HAMILTON HOLT SCHOOL

CAMPAIGN START DATE 4/13/2020, RESULTS AS OF 7/20/2020.

DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY, (CLICK THROUGH OR SECONDARY ACTION RATES), OR REVENUE.



OUTFRONT

## MOBILE RESULTS

**6,596**

CLICKS

**6.93%**

SAR

