

# TESTIMONIAL American University



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**“We received more traffic to our website than the previous four months combined.”**

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*“During the month that the campaign ran, we received more traffic to our website than the previous four months combined. We monitored social networking and saw that many of the comments that included photos were photos from the Reagan National Airport Station Domination. There were numerous anecdotal comments from higher education peers, campus administrators, alumni and students. Overall it raised awareness for American University.”*

## **Audience**

Tourists, businessmen, commuters, prospective students and parents.

## **Media Mix**

Station Domination and 2-Sheet Posters

## **Market**

Washington DC

## **Objective**

American University wanted to concentrate on making a big splash in a few strategic locations to increase awareness of the new American University WONK brand campaign.

## **Rationale**

“Outdoor is very visual and unavoidable. We wanted something that people didn’t have to work at to understand what we were saying. We needed to tell a story through a series of executions, so we targeted areas that allowed for sequential advertising.”

**Jamie Harden**

American University, Marketing Manager