

TESTIMONIAL Merritt Academy



“This has been one of the most successful advertisements thus far for Merritt.”

Merritt had “a great response! We have had numerous phone calls that have resulted in visits and enrollments. It turned out great! This has been one of the most successful advertisements thus far for Merritt.”

Audience

Adults 18+

Media Mix

Static Billboards

Market

Michigan

Objective

Merritt used bulletins to reach their target audience with messaging centered on longevity, describing the academy as “Your Destination from Pre-K to Graduation!”

Rationale

Merritt decided to use outdoor advertising because they wanted to try a new product that working adults would see regularly on their commute.

Dan Schluckbier

Merritt Academy, Principal