

TESTIMONIAL Mildred Elley



“We got almost 3 times as many calls from the bus ad.”

OUTFRONT Media was able to place their ads in prime locations that targeted students from competitors as well as students looking to continue their education.

“After reviewing our response rate for both the subway and bus ads I would like to replicate the combination we did in September. We got almost 3 times as many calls from the bus ad, and I know there is great benefit to the exposure of the subway platform ads.”

- Maria Neal
Vice President of Marketing & Communications Empire Education Corp.
Mildred Elley & Austin’s School of Spa Technology

Age Range

Prospective students

Media Mix

Subway 2-Sheet Posters & Bus Interior Car Cards

Market

New York

Objective

Mildred Elley wanted to increase awareness and increase enrollment of their programs.

Rationale

Mildred Elley received such positive feedback from their previous 3- month campaign that they wanted to replicate the program for a full year. With their media mix, Mildred Elley generated considerable interest among prospective students throughout their daily commute.