

# TESTIMONIAL Summit Christian Academy



## Age Range

Adults 28-55

## Media Mix

Digital Billboards

## Market

Kansas City

## Objective

Summit Christian Academy wanted to reach its target audience to increase enrollment numbers, direct call volume and traffic to their website.

## Rationale

"Outdoor allows you to voice your message so that the entire area will hear it. It must be succinct and to the point but it is great to remind families to call your business or organization."

**“Reminded and reinforced them that they needed to call.”**

Digital billboards were the perfect way to feature multiple messages featuring Summit Christian Academy's upcoming enrollment information. The location of the contracted units were ideal to reach the target audience of parents ages 28-55 that live in the Jackson County area.

Summit Christian Academy was able to increase call volume and enrollment numbers with the successful out-of-home campaign. Some families that enrolled said that the billboard(s) "reminded and reinforced them that they needed to call."

-Sarah Coats  
Director of Development,  
Summit Christian Academy