

TESTIMONIAL University of Detroit Mercy



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I just wanted you to know that our Visit Day tomorrow is sold out. We received a record number of RSVPs and the best thing is we did not call anyone and we have usually done in the past. They saw the marketing materials on the street and contacted us! This tells me that the marketing we did is working. We've also achieved a strong spike in applications for the next year. And this is the third year we had increased enrollment. Thanks for your help and I look forward to seeing analytics after this fall run.

GARY ERWIN
Associate Vice President. Marketing & Public Affairs

Age Range

Adults 15-54

Media Mix

Static Billboards
Digital Billboards
Mobile Network

Market

Detroit

Objective

To reach high school students, teachers, parents, and influencers to drive them to the University of Detroit Mercy website as they are considering their future.

Rationale

They loved the idea of the priming effect Outdoor has for their brand along with the easy access that mobile offers to their website—the link is one click away!