

City on a Hill Public Charter School

Objective:

> The campaign's objective was to drive 9th grade enrollment (15-16 year-old girls and boys). They also hoped to increase awareness and drive engagement with prospective students through phone calls, web site traffic, and physical location. The campaign set out to target students and parents.

Strategy:

> While TAB ratings were discussed, the billboard location sold itself — prominent downtown location on a major north/south access highway less than 1.5 miles from the charter school location. OUTFRONT's mobile network extended the campaign reach by targeting 11 zip codes identified by the client. Mobile penetrated target communities, where there is no OOH present.

Results:

- > The billboard copy featured actual students and **created significant buzz in the community** with parents and peers.
- > The mobile portion of the campaign was very successful — a **57 percent lift on SAR** (secondary action rate), which measures **direct consumer engagement** (calls, directions and visits to the website).
- > Most importantly **9th grade enrollment is on track**.

Source: OAAA

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