

TESTIMONIAL Coastline Community College



“Overall, there is a 8.9% growth from the same time last year..”

New users, new sessions, and general visits to the website have increased during the specific time period that the bus and billboards ads were running compared to the previous year. We even received compliments from other colleges who noticed the ads.

Also, the visitors of the website were from our direct service areas that the bus ads were running within OC.

Audience

Adults 18+

Media Mix

Billboards and Bus Media

Market

Orange County

Objective

Coastline Community College wanted to increase its brand recognition, enrollment and student headcount from the previous year.

Rationale

Billboards and bus media were strategically placed around Orange County to attract attention of potential students. Bus media specifically, was placed on service lines that are in the areas with stops around Coastline Community College locations.

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