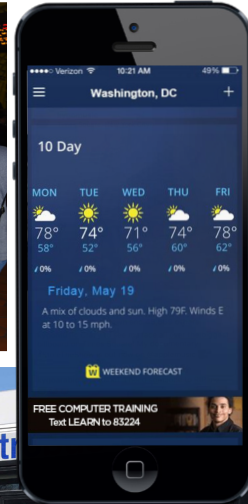




D.C. Office of the Chief Technology Officer

Objective

- > To increase awareness of Connect.DC and their Digital Inclusion Initiative including free computer training and low-cost home internet service.
- > OCTO targeted D.C. low income neighborhoods where access to internet services were low.
- > Since the target population has limited digital availability, bus, rail and mobile ads reached this on-the-go audience throughout their day.



> **Inventory:** Dioramas, Car Cards, Rail Panels, Kings, Bus Cards, and Mobile.

> **Market:** Washington, D.C.

> **Results:** OCTO reported an increase in call volume during their campaign which resulted to a total of **71% increase in enrollment in 2017.**

