



CLIENT NAME

Georgetown University
School of Continuing Studies

OBJECTIVES

Use a new marketing effort to successfully reach a diverse pool of qualified potential applicants, including grads, veterans, career-changers and high-school achievers. Increase awareness with OOH and create a greater interest in the program.

“ In years past, the School used primarily print, online, and paid social advertising, but were not seeing results. To more successfully reach their audience Georgetown SCS took a new approach and used an integrated marketing campaign. ”

-DMI (Georgetown University Agency of Record)

STRATEGY & TACTICS

- ▶ Reaching DC's young professional population by dominating one of DC's busiest metro stations with vibrant visuals to intrigue riders and attract applicants.
- ▶ Strategic bike share displays in high traffic locations throughout the city reaching pedestrians and motorists.

SIGNIFICANT RESULTS

- ▶ 109% increase in the number of master's degree applicants.
- ▶ 67% growth in the number of master's degree programs.
- ▶ 61% increase in overall admissions.

Source: DMI - Insights - Case Studies - Georgetown University