

# TESTIMONIAL Mt. San Antonio College



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*“The word of mouth feedback has been quite encouraging. The hospitality management program has been successful for many years and it is really difficult to gauge the direct impact of the ads on the AS degree. However, we noticed a significant spike in our analytics for the two websites (hospitality and culinary arts) that were listed on the ads. The effect on the Culinary Arts program is a lot easier to measure. The number of applicants increased five folds this semester after launching the bus ad campaign. We’re thrilled with the results and the visibility that the campaign has provided us in such a short period of time.”*

**Dr. Fawaz Al-Malood**  
Associate Dean, Business Division  
Mt. San Antonio College

## **Audience**

Young Adults

## **Media Mix**

Bus Tails

## **Market**

Los Angeles

## **Objective**

Mt. San Antonio College wanted to generate general awareness for their programs and increase enrollment.

## **Rationale**

Out-of-home provided the ability to get their message out to the market about their degree programs and reach potential applicants. The visibility of bus media to vehicular traffic and pedestrians impacts commuters on the go and influences decisions.