

# TESTIMONIAL Pasadena City College



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**“I would highly recommend OUTFRONT’s advertising vehicles.”**

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*Our experience was top-notch from start to finish. Our rep was responsive to our needs and put together a plan that worked wonderfully for our resources. The creative approach gave us the prominence we needed to remind our community of our brand value and drive a successful promotion. 10/10 would advertise again!*

**Alex Boekelheide**  
Pasadena City College,  
*Executive Director, Strategic Communications & Marketing*

**OUTFRONT**  
media

## **Audience**

Adults 18-22

## **Media Mix**

Bus Tails  
Transit Shelters  
Rail Interior Cards

## **Market**

Los Angeles

## **Objective**

PCC wanted to drive traffic to their website and increase enrollment in summer school classes.

## **Rationale**

Out-of-home was used for branding and awareness. A mix of bus tails, transit shelters, and rail interior cards helped reinforced PCC’s message throughout the community about their summer classes.