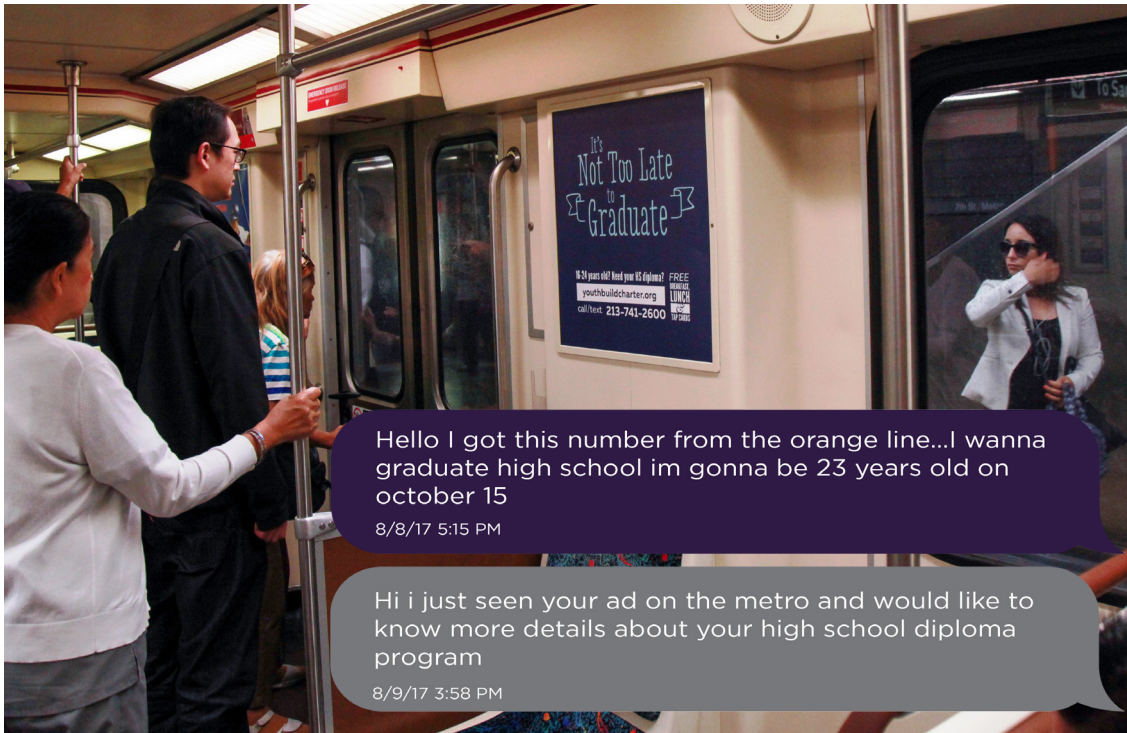


TESTIMONIAL YouthBuild Charter



“Our web traffic has gone up 8.8% in the last couple days since the ads went up ”

YouthBuild did the same campaign last year in 2016, it was hugely successful that they did it again in 2017 - with even better results. Our web traffic has gone up 8.8% in the last couple days since the ads went up and a few of our counselors and program directors have said they've been getting more calls.

Audience

Adults 18-25

Media Mix

Bus Interior Cards
Rail Interior Cards
Mobile

Market

Los Angeles

Objective

YouthBuild Charter wanted to create awareness for summer enrollment and get their target audience to take action.

Rationale

Out-of-home was used for branding and awareness in conjunction with mobile ads. Bus interior cards and rail interior cards were used to for general awareness with mobile ads reinforcing the message and prompting action.

Emily Suttmeier

YouthBuild Charter School
Communications & Outreach
Coordinator