

SUCCESS STORY



EDUCATION: UNIVERSITY

OBJECTIVES

BUILD AWARENESS of University's educational programs
GROW FAVORABILITY for the University among Audio listeners
EFFECTIVELY REACH potential students with strategic targeting

AUDIO SOLUTIONS

MULTI-FORMAT: Leverage Audio, Display, and Video messages on Mobile
ENGAGING CREATIVE: Audio and Video ads were attention-grabbing, featuring a song and various student & faculty voices, and ending on the University's tagline
AUDIENCE TARGETING: High School Graduates 18-34 on Audio

RESULTS

+7pts

Lift in Online Ad Awareness
for University driven by Audio
campaign

+5pts

Lift in Message Association
for University driven by Audio
campaign

+6pts

Lift in Brand Favorability
for University driven by
Audio campaign

Source: Kantar Millward Brown Brand Lift Study, Q42019. Lifts represent directional increases between Control and Exposed.

ABOVE
THE FOLD