

COASTLINE COMMUNITY COLLEGE

Problem

How do you create awareness for a school that has low enrollment and no brand recognition in the community?

Solution

By using a mix of out of home (OOH) formats over multiple phases of a campaign.

Background

Coastline Community College felt there was no brand recognition within its market. It had been around since the 1970s, yet not many people knew of the school's existence. The school wasn't top of mind with young adults who were considering community colleges, thus enrollment was very low. The college was open to exploring new ideas to gain recognition.



Objective

Coastline Community College's goals were to get more people talking about the school, increase recognition, and boost enrollment. The campaign needed to reach citizens within Orange County designated areas, including high school seniors, young adults, and those who are unemployed and considering community college as an option.

Strategy

Based on the school's needs, the media company created multiple phases for the campaign.

The first phase in March 2015 focused on branding the school image and locations. The media company recommended bus kings to reach as many people as possible with a \$10,000 net budget. The 30 bus kings provided four-week impressions of 3,447,000 and 360,000 impressions for interiors.

The second phase in July 2015 was more strategic, placing 10 kings and headliners on specific routes, targeting high schools and major surface streets that lead to malls and entertainment venues. Ten bus kings were in the mix for reach and frequency along with 50 bus interiors to target the riders on their commute to school or other destinations. This phase delivered 2,658,000 impressions for four weeks.

The 3rd phase focused on both enrollment and marketing the school's brand and achievements. This was a mix of wrapped buses and headliners, bus tails, bus interiors, and bulletins; delivering a total of 3,700,228 impressions within four weeks combined.



Plan Details

Markets: Norfolk, VA

Flight Dates/OOH Formats:

- 30 Bus Kings and 50 Bus Interiors
- Flight: March 2015

Flight Dates/OOH Formats:

- 10 Wrapped Buses and Headliners, 10 Bus Kings and 50 Bus Interiors
- Flight: July 2015

Flight Dates/OOH Formats:

- 10 Wrapped Buses and Headliners, 10 Bus Tails and 50 Bus Interiors, 2 Bulletins
- Flight: October 2015

Budget: \$10,000 and over



Results

A Google Analytics report for Coastline Community College January to December 2015 showed a 26.7 percent spike in website visitation sessions, a 5.06 percent spike in new sessions, and a 33.17 percent in new users compared to January to December of 2014. Fall 2015 enrollments are higher than the previous year. Overall, there is a 8.9 percent growth in full-time equivalent students (FTES) from the same time last year. For the 2015 spring semester, enrollments at Coastline Community College were very strong. Compared to spring 2014, Coastline was up 5.25 percent in students (+663), up 8.37% in estimated FTES (+209), and up 6.27 percent in total enrollments (+1,628). Currently the 2016 spring semester enrollments are up 2 percent compared to the same time last year, and the student head count is up almost 1 percent.