

RADIO case study



Background

- Lincoln Consolidated Schools (LCS) in Ypsilanti, MI participates in School of Choice for grades K-12 which allows for students from surrounding Michigan districts eligibility to apply for enrollment in any of their 8 schools/programs.

Objectives

- Attract new students to enroll in the 2021-2022 school year at LCS.

Strategy

- Drive awareness for the LCS School of Choice program.
- Efficiently and effectively reach parents of school age children that live within a 15-mile radius of the school district.
- Engage those families who were searching for virtual or school of choice options for their children.
- Make it easy for consumers to access the School of Choice application.

Solution

Cumulus Radio Station Group in Ann Arbor, MI partnered with LCS to activate a combined digital and broadcast campaign to build awareness around the schools and their quality education while also benefiting the LCS. Elements included:

- Script development and spot production.
- 4-week schedule on WWWW & WGL during the month of April with 480 spots airing.
- 8-week flight during July and August with 400 spots airing to drive continuity.
- Streaming on both WWWW and WQKL.
- Targeted Display Ads across the Cumulus Radio Station Group digital assets.
- Responsive Guarantee Display.
- Addressable Geofencing.
- Brick and Mortar Geofencing.

Results

- Enrollment was up YoY and is staying consistent. By September enrollment was up by 80 students and still growing every day.
- After achieving great success from the student enrollment campaign, LCS added a second campaign to recruit bus drivers. [Click Here](#)

