

RADIO case study

RADIO DRIVES ENROLLMENT FOR K-12 PORTFOLIO OF SCHOOLS

Objectives

- Attract out of district students to enroll in the educator's portfolio of K-12 schools.

Strategy

- Drive awareness among families that out of district enrollment is a possibility.
- 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 various educational options for their children.
- Make it easy for consumers to access the educational institutions' applications.

Solution

A group of radio stations partnered with the educational institution to activate a combined digital and broadcast campaign to build awareness around the schools and their quality education including:

- Script development and spot production.
- 4-week schedule on 2 primary stations with 480 spots airing.
- 8-week flight with 400 spots airing to drive continuity.
- Streaming on both stations.
- Targeted Display Ads across the radio stations' 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.