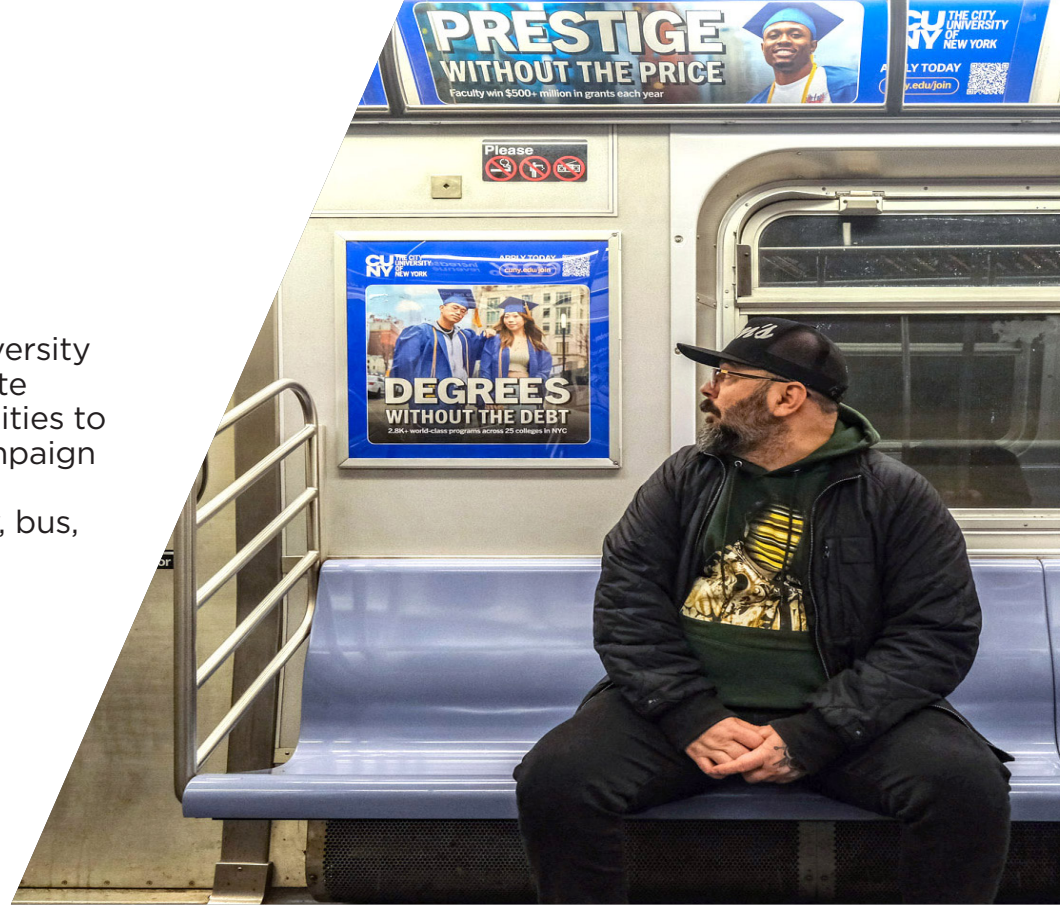


# WE INCREASED BRAND AWARENESS FOR CUNY

The City University of New York, CUNY, is the largest urban university system in the United States. It provides a range of undergraduate degrees, graduate degrees, and continuing education opportunities to all students. CUNY created the “Degrees without the Debt” campaign to increase overall awareness and increase enrollment as it was struggling to rebound after the pandemic. CUNY chose subway, bus, and billboard ads to reach the attention of future students.

- **Strategically Placed:** CUNY’s campaign required engagement so they selected high-visibility areas across the NYC subway and bus systems to place their messaging front and center of daily commuters. They utilized OUTFRONT’s subway trains, buses and billboards to reach a large audience and gain awareness.
- **Creative Excellence:** The copy “Degrees without Debt” and “Prestige without the Price” caught the commuters attention with a tagline that perfectly describes the benefits of attending a CUNY university.
- **Client Success:** With contribution of OOH, CUNY gained overall awareness.



## RESULTS

17,903

PAGE VISITS FROM DEVICES EXPOSED TO BUS ADS

6,700

PAGE VISITS FROM SUBWAY ADS

270

APPLICATION STARTS ON THE WEBSITE



DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY, (CLICK THROUGH OR SECONDARY ACTION RATES), OR REVENUE.

