

COLUMBIA SOUTHERN UNIVERSITY

Columbia Southern University has a very targeted audience strategy to reach Adults 25-49 with some college education. In a very competitive education market, Columbia Southern University develops a year-round student recruiting campaign for its multiple degreed programs. (Business, Fire & Safety, Criminal Justice & Health & Science), to name a few.

Evaluating historical students enrollment zip codes, OUTFRONT partners with CSU to target the general market where most Business Degree students come from throughout the DMA, and then micro-targets specific areas such as fire stations, healthcare zones, and government facilities for the specialty degreed programs.

The CSU media plan relies on the Digital Direct Network to target audiences based on specific DOOH assets that index highest to their demographics. In addition, CSU relies on OUTFRONT Mobile and Static OOH to create multiple touch-points for the campaign.



“We value the OUTFRONT team for helping us drive strategy and media planning for our new student enrollment programs. They are an important partner to our agency and work hard to ensure our campaigns are successful”

Executive Director “CSU Agency of Record”