

WE INCREASED AWARENESS AND ENROLLEMENT FOR GEORGETOWN UNIVERSITY SCS

Georgetown University School of Continuing Studies (SCS) wanted to build awareness in the Washington DC area and reach their target audience of young professionals. OOH was added to their strategic media plan to keep the school top-of-mind and increase enrollment across the city.

STRATEGY & TACTICS

- **Strategically Placed:** Georgetown University SCS wanted to reach their target audience throughout multiple touchpoints during their day so they utilized Bike Share, Ultra Super Kings and Digital Liveboards in the Metrorail.
- **Target Audience:** To reach the working professional millennial audience, the school placed OOH across key neighborhoods in Washington DC where they lived and worked.
- **Creative Excellence:** The “All Georgetown” slogan was used to showcase its mission of a more accessible Georgetown education for students of all backgrounds, flexibility of its program formats, and the convenience of its downtown location for students that prefer on-campus classes. The school wanted a tone that was modern, casual, and approachable.

GEORGETOWN UNIVERSITY
School of Continuing Studies

SOURCE: GEORGETOWN UNIVERSITY SCHOOL OF CONTINUING STUDIES AND DMI INC



RESULTS

36%

LIFT IN WEBSITE VISITS
YEAR-OVER-YEAR

27%

OVERALL INCREASE IN
NUMBER OF ADMITTED
STUDENTS



11%

INCREASE IN STUDENTS
ACCEPTED YEAR-OVER-YEAR



SOURCE: GEORGETOWN UNIVERSITY SCHOOL OF CONTINUING STUDIES AND DMI INC