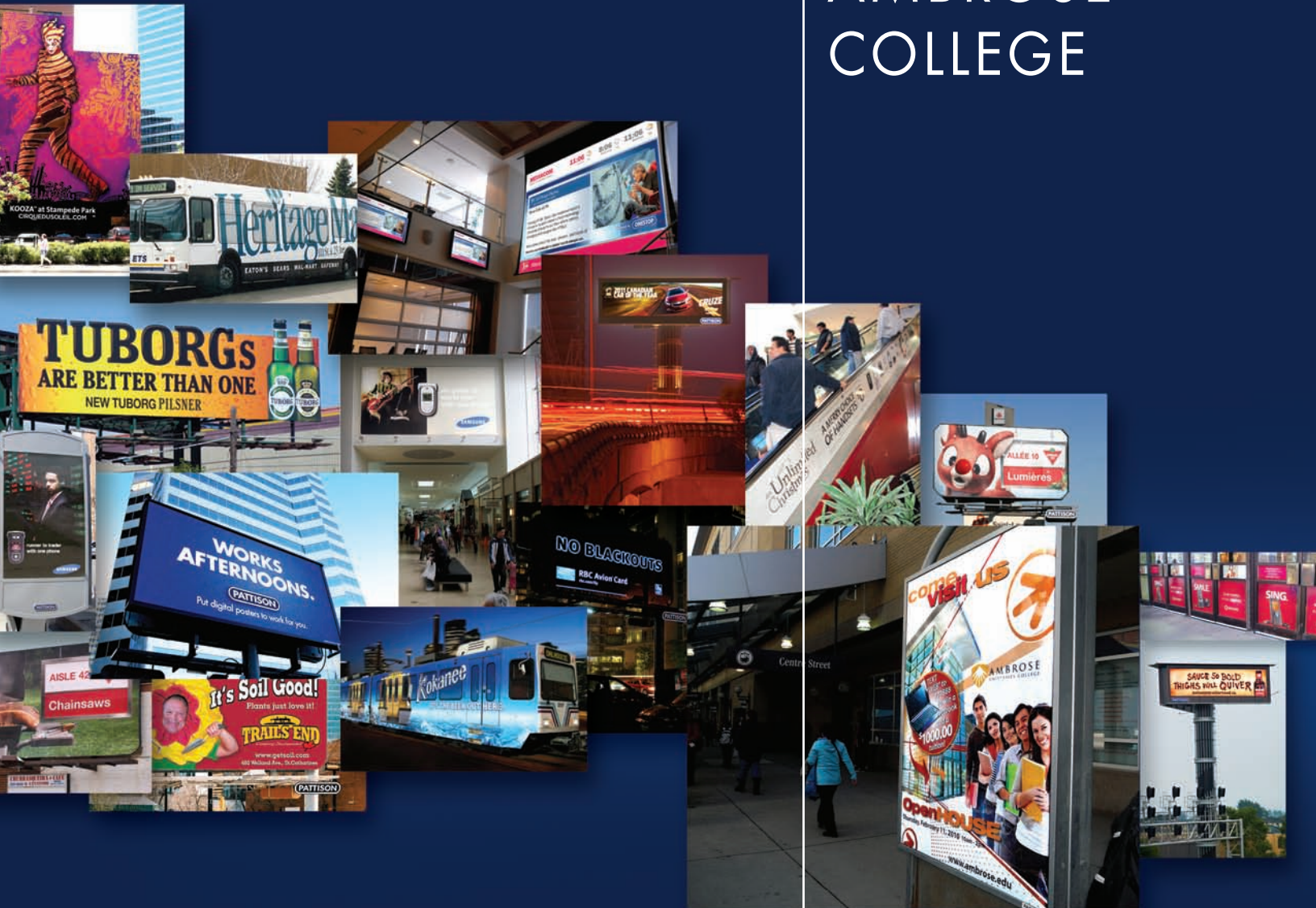


# EDUCATION

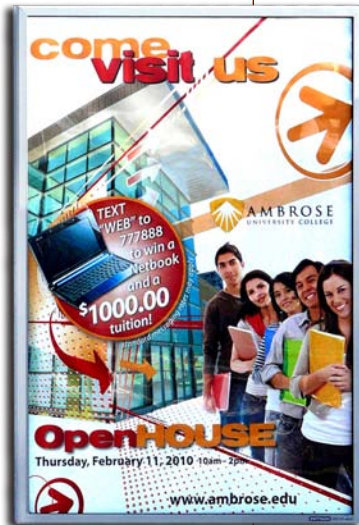
## CASE STUDY AMBROSE COLLEGE



# PATTISON

OUTDOOR ADVERTISING

## AMBROSE COLLEGE GETS MOBILE WITH OUTDOOR



## THE CAMPAIGN OBJECTIVE

The campaign objective was to promote enrollment and determine where local applicants originated from so Ambrose was able to target potential registrants more effectively.



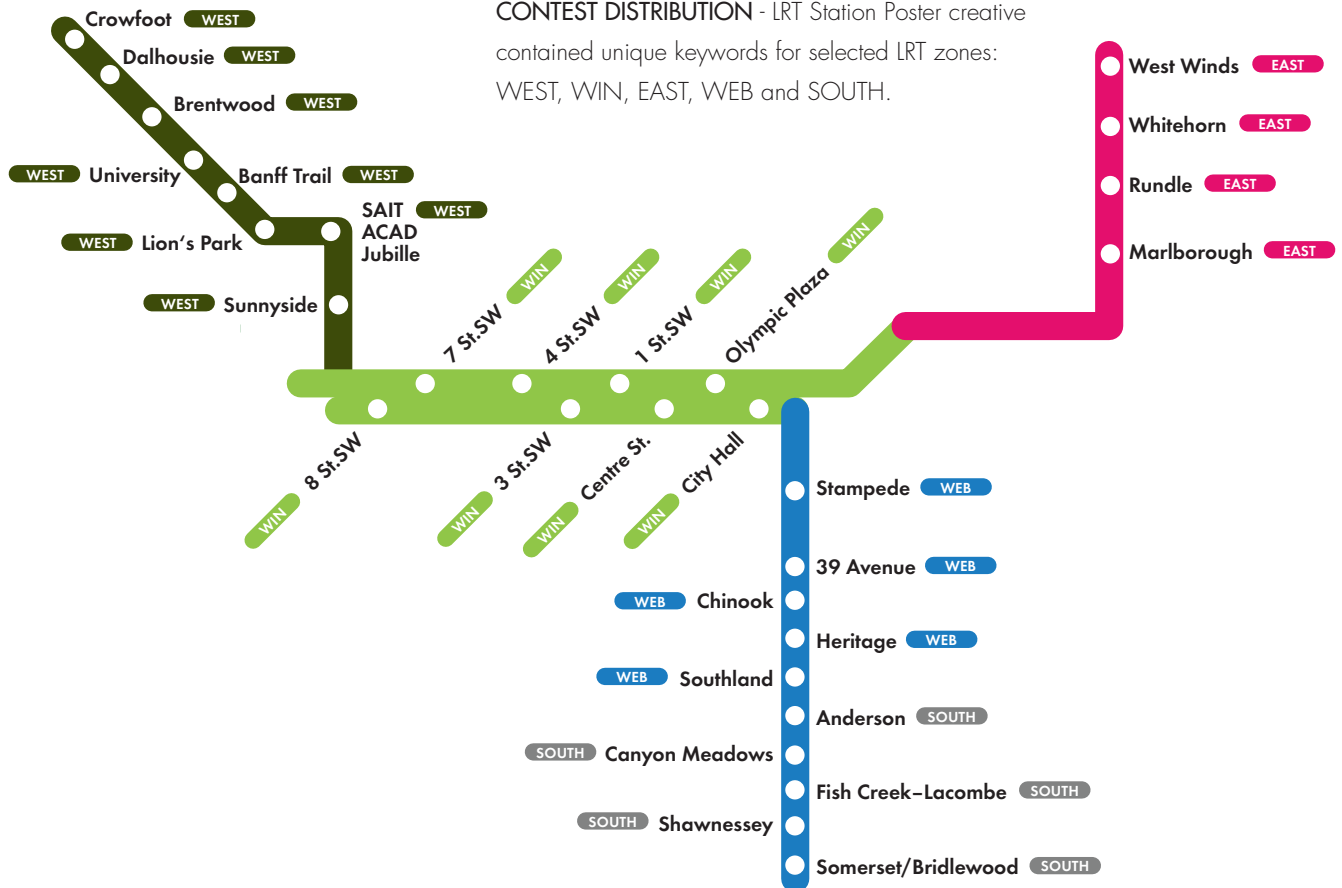
## THE STRATEGY

Ambrose College ran a multi-media SMS-based campaign including Transit LRT Station Posters. A contest offered respondents a chance to win a laptop and \$1000 tuition upon registration. Media was tracked via unique SMS codes, with five different codes assigned to zones along the LRT lines, in order to identify key catchment areas.

## CALGARY C-TRAIN

By way of unique SMS codes, Ambrose College tracked what stations responses came from.

CONTEST DISTRIBUTION - LRT Station Poster creative contained unique keywords for selected LRT zones: WEST, WIN, EAST, WEB and SOUTH.

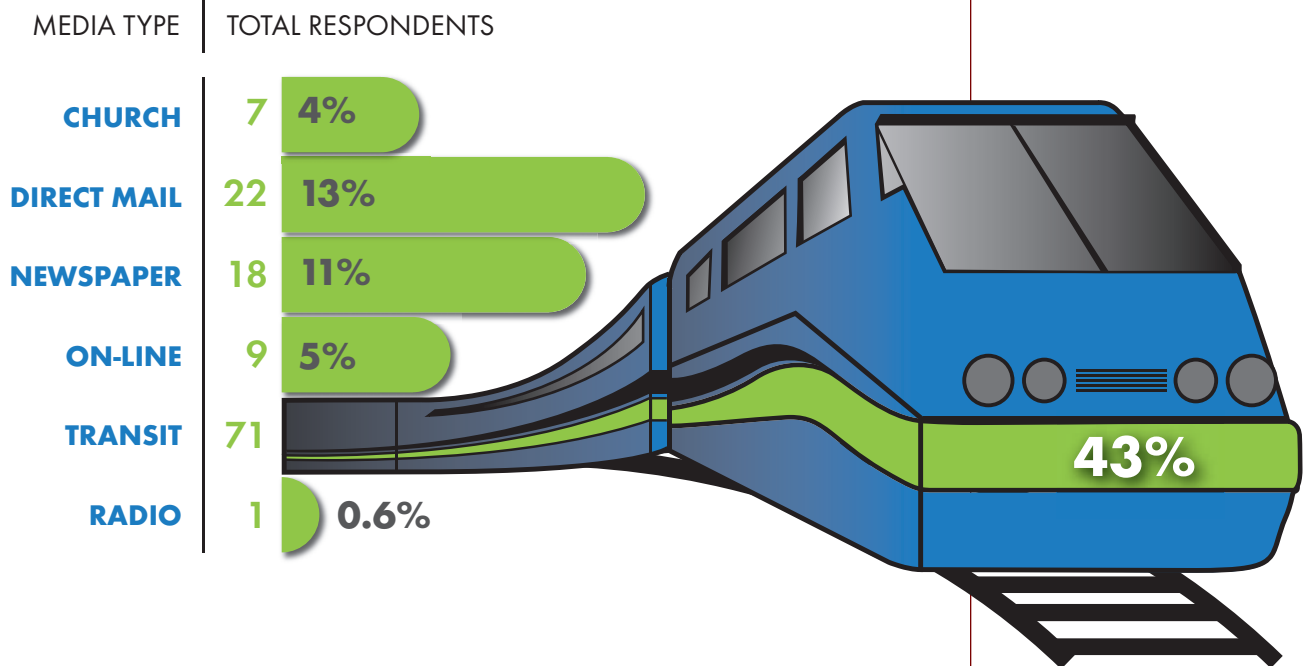


## THE RESULTS



The multi-media campaign generated an overall conversion rate of 51%. The LRT Station Poster results far outpaced all other media and Ambrose College drew applicants from unexpected parts of the city, demonstrating the exceptional reach of Out-of-Home Advertising.

*Ambrose College was pleased with the impressive volume of qualified applicants delivered by the Transit portion of the media plan.*





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