

# CASE STUDY: EDUCATION

College ran a multi-channel awareness campaign.

Included multiple display, video, and audio assets.

**College ran 6-month campaign in three DMAs promoting different programs on social, audio, display and video platforms.**

Targeting tactics included targeting 3 DMAs with a variety of creatives promoting different programs and audience targeting to prospective college students.

Creatives: Video, display, streaming TV & audio assets.

Channels: YouTube, Facebook, LinkedIn, and streaming audio, streaming TV, display and pre-roll video

**Social:  
YouTube  
Facebook  
LinkedIn**

**910K+**  
**Video/Audio  
Completed  
Views/Listens**

**Streaming  
audio and  
television**