

# CASE STUDY

## PROVING NEWSPAPERS WORK: TARGETING TEENS AND THEIR PARENTS

### The Challenge

Mount Saint Vincent University wanted to ensure high school students saw them as an attractive option for postsecondary education – particularly locally.

### The Objective

To increase the number of applications from high school students by encouraging them to see and hear what the University had to offer.

### The Plan

The plan was to target youth directly while also remembering that their parents were part of the process – and could influence them. A multimedia plan was developed which targeted youth in their environment (e.g. cinema posters, malls and in-school posters). As well, local newspapers and postcards (open house invitations) were used to reach both audiences - parents and teens.

### The Creative

The creative was devised in partnership with high school students. The University and a local agency held focus groups with students who felt university ads all looked the same – “pretty trees and pretty people”. Working with this information, the agency developed creative that was full of attitude. Furthermore, the copy was youth speaking to youth – which was much more friendly and personal than other University campaigns.

### The Results

The campaign itself drew attention - with four provincial media stories and one national story. Students themselves sited the ironic tone as appealing and a good way to reach them. But, more importantly, campus tours were up 30%, the microsite received 12,000 hits, visits to the main site grew 19% (vs. the same period the year before) and applications were up 8%!

### By the Numbers: Usage and Activity

Campus tours	+ 30% <b>INCREASE</b>
Microsite	+ 12,000 <b>HITS</b>
Main site	+ 19% <b>INCREASE</b>
Applications	+ 8% <b>INCREASE</b>

“ This award-winning campaign used newspaper as part of its media mix to effectively target both high school students and their parents. The media strategy, in conjunction with compelling creative, allowed us to surpass our objectives. ”

- Mount Saint Vincent University

