



OOH Case Study

Oakland Community College

Problem

How can Oakland Community College increase social media presence and engagement?

Solution

By engaging residents in Detroit with daily changing media messaging through digital OOH.

Background

Oakland Community College wanted to utilize digital bulletins in the Detroit market to help increase their social media stance. This tactic was molded as an accompaniment to their social media platforms.

Objective

The objective of the tweet-a-day campaign was to share a variety of messages about Oakland Community College in real time, promote community goodwill, recognize individuals and partners, and highlight upcoming college events, programs, accomplishments, and activities.

Strategy

OCC's strategy was to reach a target audience of Oakland County residents. They wanted to increase their social activity and engagement by utilizing the digital network, and changing messages daily. The program included strategically selected digital boards in Oakland County. Each week, the creative on these eight digital billboards featured a tweet that directly related to a real-time callout on any of the five OCC campuses.

Plan Details

Markets: Detroit

Flight Dates: January 21, 2019 - February 24, 2019

OOH Formats Used: Digital Bulletins

Target Audience: Oakland County Residents A18+

Results

During the nine week campaign, their Digital OOH campaign delivered over 13M impressions. Social media engagement went up significantly, with most of the chatter being directly related to the OOH messages. Oakland Community College's social reach went up by 54.8% over this time period and they saw substantial spikes occurring as creative content was uploaded.

Testimonials

"We were excited to use assets to integrate our social media and digital out of home campaigns in a unique and sophisticated way with incredible authenticity." — Theodore G. Coutilish Vice Chancellor for Marketing

