

## Windsor Forest Colleges Group success story



### Background

The Windsor Forest Colleges Group has four different colleges offering a wide range of courses. The Group had never explored TV advertising before and had historically explored OOH, print and digital as their preferred route to market..



### Objectives

The objective was twofold; to build more brand awareness in the local areas for the types of courses on offer and to drive applications which in turn will lead to enrolment.



### Campaign targeting

Targeting households with Children 15-17yrs within a fixed radius around each of the four campuses. The budget was £3,000 as this was a test campaign and the campaign looked to deliver a frequency of circa 6.0 over a 6 week period.



*This was the first time we had ever explored TV advertising. We just never thought it was possible with the budgets we had but AdSmart has really surprised us with the level of targeting and the fact we can get full visibility on results.*

*We are looking now to make AdSmart part of our marketing plan every year.*

**Clair Griffiths, Head of Marketing, WFCG**



### Results

**89.6x**

Targeted audience more likely to respond than AdSmart base

**+220**

Applications generated from targeted households

**£13.34**

Cost Per Application

adsmart

from sky