

Windsor Forest Colleges Group

Driving college applications through OOH advertising

“Using a well-timed, location-based targeting strategy we were able to effectively and efficiently use OOH advertising to reach school leavers when they were in the right mindset to consider further education. We saw an increase in applications that we were able to directly attribute to the OOH activity proving the value of the media investment.”

- Clair Griffiths, Marketing Director, Windsor Forest Colleges Group.



Marketing Objectives

Windsor Forest Colleges Group partnered with Orchard Media to drive applications to their colleges by promoting the benefits of post-GCSE education at colleges within the group to students around GCSE results day as they travelled to and from school.

Approach

A combination of OOH and TV advertising gave targeted but scaled coverage enabling Windsor Forest Colleges Group to prompt students to think about their future and consider continuing their studies at one of the group's local colleges. The OOH campaign focussed on high traffic areas that gave 24/7 coverage.



Results

4% uplift in applications vs. 2% expectation