



Online Charter School

A top accredited public, cyber charter school that provides personalized educational programs and services to students at no cost to families. The school serves all school-aged children, K through 12, in the Commonwealth of Pennsylvania regardless of where the child lives.

19,000+ students enrolled with significant year over year interest

Key Demographics



Adults 25-54
Women 25-54
Teens 12-17



Pennsylvania
Harrisburg, Lancaster, Lebanon, York DMA
Philadelphia DMA
Pittsburgh DMA

Tactics



Radio
Broadcast TV
Cable TV

Execution

Radio:

Radio was used as a support for the overarching broadcast TV and cable TV campaigns. During major drive times of the day when our target demographics are commuting to work/living their lifestyle, we were able to reach them while they were on the go in their cars.

Cable TV:

The focus was to maximize our budget with reach and frequency. We bought strategically based on our key demographics and how they index for certain networks in areas based on our extensive research capabilities. Some of the networks included: USA, TBS, TNT, Food Network, Nickelodeon, and ESPN. We bought broad rotator parts so that ads could be shown at different times of the day while keeping costs low and still maximizing reach and frequency.

Broadcast TV:

The focus was on differentiation and cost effectiveness. We bought spots around news/programming during viewers' "appointment" watching windows on local news (i.e., watching to catch the weather or headline stories). Integrated in with these spot schedules were the use of other high performing dayparts/programming to maximize our reach and frequencies in markets across the state. Also, we strategized purchasing spot opportunities on broadcast TV around the Olympic Games due to high saturation of advertising demand to key demographic opportunities during the Olympics.

Goal(s)

Increasing enrollment through sustaining presence vs. seasonality advertising in typical enrollment campaign windows.

Keep the school top of mind to reach as many education decision makers as possible throughout the year when considering online charter schools.

Results

19,000+ students enrolled with significant YoY (year over year) interest.

Sustaining Sponsorships:

As a marketing extension of the school, we were able to plan, negotiate, and customize high-profile opportunities around high-profile programs being aired on TV.

Pittsburgh:

Brand new customized sponsorship where we "roadblock" a message leading into NBC's Today Show.

Became the new lead-in to ABC's Good Morning America.

Philadelphia:

Became the lean-in sponsor for NBC's Today Show.

Negotiated a high-profile sponsorship including in-news customized commercials with the FOX affiliate.

We partnered with Disney on events held in the city that were geared specifically towards family engagement. We were also able to advertise on Disney and Hulu platforms in OTT advertising.

Added Value:

Negotiated an additional 15% in advertising that included bonus spots, sponsorships, promotions, events, digital and social extensions.