

VIOOH + RICE Business

US business school launched airport campaign to drive awareness and consideration of MBA program

Campaign objective

RICE Business' prDOOH tapped into Digital Charging Stations and Digital PDN Networks across three major Texas airports to drive awareness and consideration to their new hybrid MBA program.

The campaign targeted adults 25+ in Texas across Dallas-Fort Worth and Houston while traveling through the airport. The main objective of the campaign was to increase enrollments into the MBA program over RICE Business competitors.

The effectiveness of the campaign was measured by a brand lift study survey via MFour.



Target audience

- Adults 25+ in Texas



Campaign specification

- Airport Digital Charging Stations and PDN Networks
DFW
HOU
IAH

Results

+43%
Consideration

+17%
Unaided brand awareness

+56%
Likelihood to enroll



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In collaboration with

