

Rice Business

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

Region

LATAM

Client

Rice Business

Partners

JCDecaux, Hivestack, MFour

THE CHALLENGE

Rice Business School faced the challenge of standing out in the highly competitive educational landscape in Texas, particularly in the surrounding areas of Dallas Ft. Worth and Houston.

THE OBJECTIVE

Drive awareness and consideration to their new hybrid MBA program.

THE SOLUTION

A programmatic DOOH campaign was deployed across three major geographically relevant Texas airports (Dallas Ft. Worth, Houston and George Bush Intercontinental). Digital PDN Networks and Digital Charging Stations were selected, increasing the likelihood of audiences being able to take a direct call-to-action in researching Rice Business School.



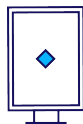
Target audience

- Adults 25+ in Texas



Inventory

- Airport digital charging stations and PDN networks
- DFW, HOU, IAH



Channels activated

- Programmatic DOOH



Campaign results:

+43%
Consideration

+17%
Unaided brand
awareness

+56%
Likelihood to
enroll



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