



# Rice Business School

**Challenge:**

Rice Business School, in pursuit of raising awareness and consideration for their Hybrid MBA Program, 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. With multiple established institutions vying for the attention of potential students, Rice Business School sought to find a compelling strategy that would capture the imagination of its target audience.



**Markets**

- US



**Airports**

- Dallas Ft. Worth
- Houston
- George Bush Intercontinental (IAH)



**Campaign Dates**

- January 19th - June 30th, 2023



**Media Targeting**

- JCDecaux Digital Charging Stations
- Digital PDN Networks

**Solution:**

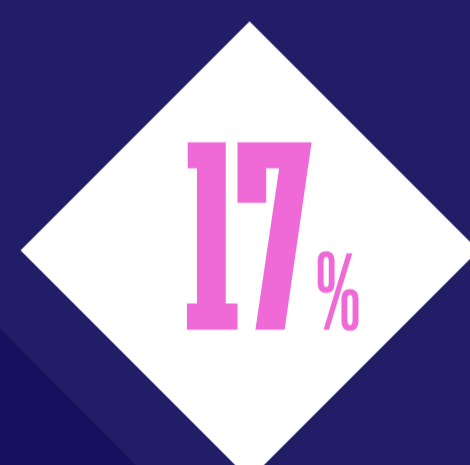
The airport environment was selected as the perfect fit for this campaign with its rich thoroughfare, longer dwell-time, and likely high concentration of the most relevant audience - students travelling to tour educational establishments.

Running across three major geographically relevant Texas airports and utilising the flexibility of a non-guaranteed deal, the campaign was strategically selected to display on JCDecaux's Digital PDN Networks and Digital Charging Stations, increasing the likelihood of audiences being able to take a direct call-to-action in order to research Rice Business School.

The primary objective of this campaign was to enhance brand awareness and foster positive perceptions among potential students by communicating key information about Rice Business School's Hybrid MBA Program - particularly its flexibility and unique value proposition of only requiring students to attend in-person one weekend per month.

**Results:**

**The campaign proved to be highly effective in raising awareness of Rice Business School. Prior to launch, competitor schools McCombs, Texas A&M Mays, and CT Bauer were top-of-mind institutions when thinking about the educational category. However, following the campaign, awareness levels for Rice Business School showed a significant increase when prompted by the campaign, as well as a 17% uplift in unaided brand awareness.**



Uplift in unaided brand awareness



Of viewers recalled seeing an ad for Rice Business School before re-exposure

Even though ad recall for the competitive set was generally limited, Rice Business School consistently emerged as top-of-mind among the exposed group, showing a directional increase in awareness.

In terms of key messages conveyed in the campaign, the flexibility of the MBA program and requirement to only attend classes one weekend per month came out on top, as well as the school's convenience and accessibility.

The promotion of Rice Business School's Hybrid MBA Program to audiences landed successfully - viewers retained an understanding that Rice Business School offered higher education and importantly, audiences associated the ads they saw with Rice Business School's MBA Program.

Just over three-quarters of the viewers reported having a better opinion of Rice Business School as a result of seeing the ad, indicating that the campaign resonated positively with audiences and enhanced their perception of the institution.

Furthermore, approx. one-third of viewers recalled seeing an ad for Rice Business School before re-exposure, highlighting the strength of the campaign's brand message and providing a good basis for the school to be recognised and top-of-mind.

Finally, the campaign saw a huge uptick in consideration amongst audiences, with a 43% lift in the exposed group and a 56% increase in likelihood to enroll. Those who recalled seeing the ad were most likely to consider Rice Business School for higher education, marking a crucial step towards the institution's goal of being considered by prospective students.

**Summary:**

Rice Business School demonstrated that a well-executed airport-focused campaign can be a highly effective strategy for educational institutions to enhance their brand presence and drive consideration among potential students, given the unique environment and mindsets of audiences within this particular space. By conveying the value proposition of their programs effectively, institutions can position themselves as compelling choices in the competitive higher education landscape. The campaign serves as a noteworthy example of how thoughtful media targeting and a clear, persuasive message can yield exceptional results.