

CASE STUDY

PROJECT NAME

#194115

CLIENT NAME

Missouri S&T

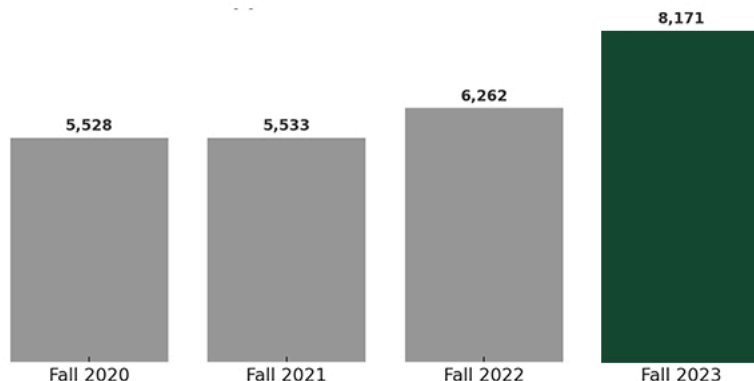
DATE CREATED

06.01.2023

Missouri S&T Campaign Overview 2022

Missouri S&T partnered with NextGrad to tackle a long-standing challenge: low brand visibility among prospective high school students. By leveraging NextGrad's in-school digital signage network, Missouri S&T significantly elevated its presence in key recruitment markets. The result, a 23% year-over-year increase in first-time, first-year applications.

OVERCOMING STAGNANT APPLICATIONS



THE CAMPAIGN

Missouri S&T partnered with NextGrad to implement a targeted out-of-home (OOH) awareness campaign, focused on increasing brand visibility among college-bound students in key recruitment markets.



TARGET MARKETS

Missouri S&T targeted 34,600 students across the St. Louis and Kansas City markets.



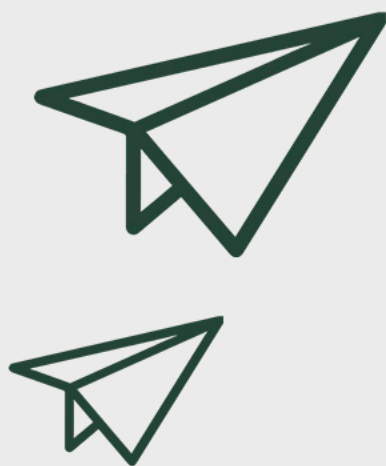
IMPRESSIONS

Across the nine-month school year, Missouri S&T received 2,180,000 impressions from Missouri students.



MESSAGING

Missouri S&T leveraged this campaign to deliver possibilities and outcomes of a degree to prospective students.



RESULTS

By utilizing localized in-school media provided by NextGrad, Missouri S&T successfully broke through stagnant application trends, resulting in a 23% year-over-year increase in first-time, first-year applications.

8,171

First-time, first-year (freshman) applications for Fall 2023 term.

+23%

Increase in first-time, first-year applications over Fall 2022 term.

STRATEGIC MESSAGING

Missouri S&T utilized this campaign to highlight the tangible outcomes of a degree—pairing bold, data-driven messaging with a clear call to action. The creative focused on two high-impact decision factors: earning potential and academic breadth. Missouri S&T positioned itself as both a smart investment and a flexible option for career-focused students.

