

CASE STUDY

PROJECT NAME

#194063

CLIENT NAME

Weber State University

DATE CREATED

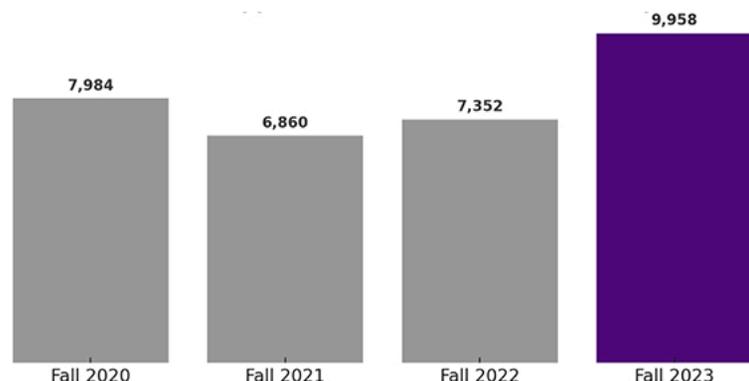
06.01.2023

Weber State University Campaign Overview 2022

Weber State University teamed up with NextGrad to break through years of stagnant undergraduate application numbers. Utilizing NextGrad's high school digital signage network, the university significantly increased visibility and engagement among prospective students. As a result, Weber State achieved a 26% year-over-year increase in first-time, first-year applications in just one cycle.



OVERCOMING STAGNANT APPLICATIONS



THE CAMPAIGN

Weber State University 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

Weber State University targeted 58,000 students across the Salt Lake City, Provo and St. George markets.



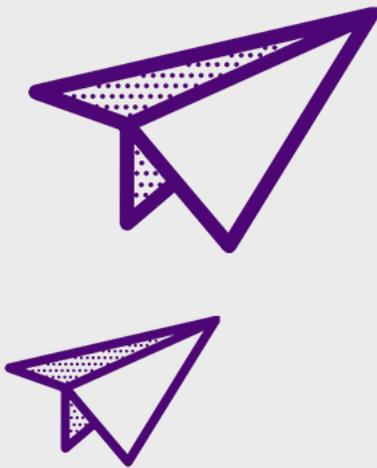
IMPRESSIONS

Across the nine-month school year, Weber State University received 3,654,000 impressions from Utah students.



MESSAGING

Weber State University leveraged this campaign to deliver critical financial aid information directly to students.



RESULTS

By leveraging localized, in-school media through NextGrad, Weber State was able to overcome stagnant application trends and drive a 26% lift in freshman applications year-over-year.

9,958

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

+26%

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

STRATEGIC MESSAGING

Weber State University used this campaign to deliver time-sensitive, action-oriented messaging, focused on two critical enrollment drivers: financial aid and application urgency. By aligning messaging with key decision points in the college application process, Weber State encouraged timely engagement with admissions and financial aid resources.

