

# CASE STUDY

## PROJECT NAME

#194203

## CLIENT NAME

Bellarmino University

## DATE CREATED

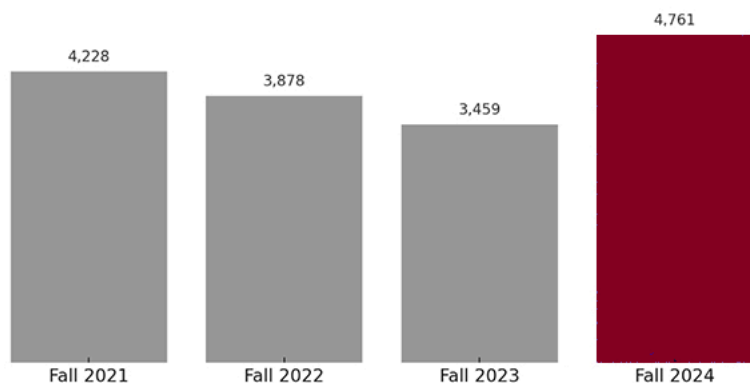
06.01.2024

## Bellarmino University Campaign Overview 2023

Bellarmino University partnered with NextGrad to reverse a multi-year decline in undergraduate applications. By leveraging NextGrad's high school signage network, Bellarmine drove measurable interest among prospective applicants. Within one application cycle, Bellarmine saw a 27% year-over-year increase in first-time, first-year applications, marking a significant turnaround.



## REVERSING DECLINING APPLICATIONS



## THE CAMPAIGN

Bellarmino 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

Bellarmino University targeted 32,000 students across the Louisville, Lexington and Cincinnati markets.



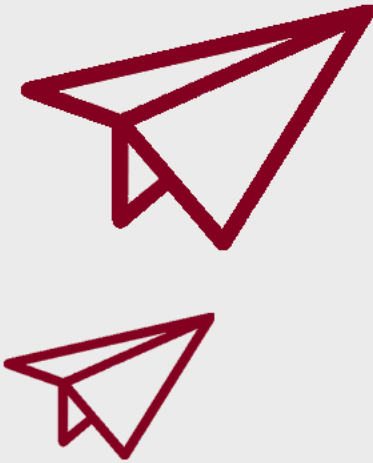
## IMPRESSIONS

Across the nine-month school year, Bellarmine University received 2,958,000 impressions from Kentucky students.



## MESSAGING

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



## RESULTS

Bellarmino University, with the help of NextGrad, was able to reverse its declining application numbers with an astounding 27 percent increase in applications in only one year.

**4,761**

**First-time, first-year (freshman) applications for Fall 2024 term.**

**+27%**

**Increase in first-time, first-year applications over Fall 2023 term.**

## STRATEGIC MESSAGING

Bellarmino University used this campaign to directly communicate two of its most compelling value propositions to prospective students: affordability and guaranteed financial support. The creative emphasized clarity and accessibility, pairing bold messaging with QR codes and direct calls to action that led students to scholarship estimate tools and eligibility resources.

