



TESTIMONIAL

Ball State University - Everything You Need

Outdoor is critical in the branding effort.

THE PROBLEM:

Ball State University wanted to focus on branding the evolving image of a public university. With six major public universities in the central Indiana region, attracting good students is tough competition.

THE PLAN:

Ball State University uses a total of 6 Prime Permanent Units: two in Indianapolis and one each in Anderson, Richmond, Kokomo and Muncie. By strategically placing prime permanent billboards on major commuter routes, the university has achieved a high profile, and effective continuous presence throughout Central Indiana. Each year Ball State University has utilized three different messages, all with a similar theme inside the branding focus for the year, and have rotated these messages each quarter among their different permanent bulletin locations.

THE RESULTS:

This has been an ongoing campaign for the past 4 years. (Four consecutive 12 month programs.) University officials said that their recent marketing efforts, including outdoor advertising, have helped boost enrollment since they began, turning around a previous decline in enrollment.

CUSTOMER SAID:

"Outdoor has been part of Ball State's campaign from the beginning. It gives the University a huge market presence year around and has been critical in helping solidify it's brand."

—Al Rent, Marketing Director for Ball State University



Visit our web site: clearchanneloutdoor.com

"The Choice is Clear!"

