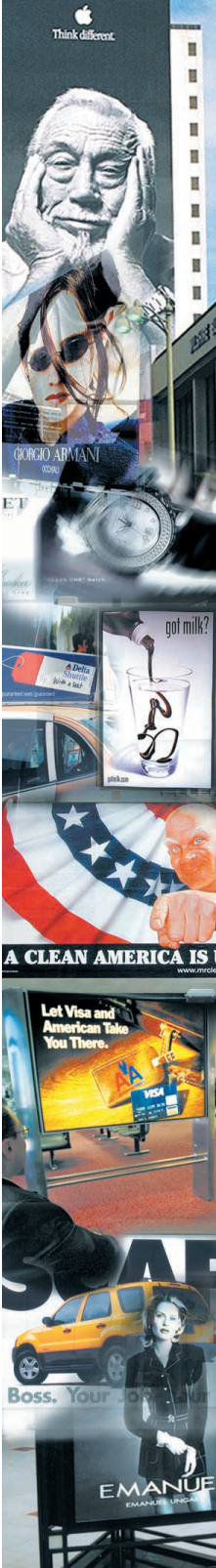




TESTIMONIAL



# Community College of Indiana

## “Sign Up for a Better Life”

### THE PROBLEM:

Chartered by the State of Indiana in 2000, The Community College of Indiana (CCI), a partnership between Ivy Tech State College and Vincennes University, was a new option in Indiana’s higher education offerings. There was great political pressure to immediately succeed with students in seats. Therefore, they needed to not only create awareness for CCI, but also drive enrollment.

### THE PLAN:

CCI’s advertising agency, Pearson McMahon Fletcher England, created a campaign that communicated the consumer benefits and used the slogan “Sign Up For A Better Life.” The campaign, targeted to Adults Age 25-49, educated consumers about a new alternative in Indiana higher education. This campaign used TV, Radio, Print, Direct Mail, and of course, Outdoor.

Using Clear Channel Outdoor’s demographic mapping capabilities, the target audience was identified, and the areas of the city with high concentrations of this demo were targeted.

In the first year, 2000, in order to gain a market presence and awareness for the newly created College, 2 Rotary Bulletins were used over a 12 month period. This created a continuous presence in the market, crucial for establishing recall when the time came to make educational decisions. To make a larger impact prior to enrollment periods, 30 Sheet Posters were used for a 50 GRP showing in July, and a 25 GRP showing in November.

In 2001, a similar program was used with 2 Rotary Bulletins for 6 months, and two 4 week 30 Sheet showings in July (50 GRP), and November (25 GRP).

### THE RESULTS:

CCI has experienced amazing growth since its inception. The College’s enrollment has increased 17.4% since the fall of 2000 and an incredible 40.2% over the last two years!



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