

Post-Secondary Institution

CASE STUDY

A prestigious public university aimed to launch a fundraising initiative to secure \$500 million for the institution through carefully planned print, digital audio, and content strategies. The goal is to raise awareness, educate, and inspire individuals to contribute to the campaign over the course of 2 years and beyond.



STRATEGY

Appealing to individuals aged 35 and above with a comfortable income, well-educated professionals, and alumni from various regions including Saskatoon, Regina, Calgary, and Vancouver. Their interests lie in education, philanthropy, giving back, supporting universities, and leaving a lasting legacy.

Proposed Solutions:

- Print in Saskatoon Star Phoenix, Regina Leader Post, Calgary Herald, Vancouver Sun, National Post
- Spotify - 4 x 3 month campaigns running in Spring and fall of 2023 & 2024.
- Paid Content - Custom Packages 100K content impressions & 150K Social Amp Impressions.
- POE - 1 per year.
- In-Kind print.

RESULTS

APR-JUL 2023

Saskatoon, Regina, and Calgary

Spotify campaign saw a significant increase in completed listens at a highly competitive low CPL, driving strong audience engagement with the ad. Companion ad also received a good number of clicks from screen devices while users were listening.

636.5K+
COMPLETED LISTENS

99%
AUDIENCE ENGAGEMENT

\$0.01
COST PER LEAD

159
CLICKS

OCT-DEC 2023

Saskatoon, Regina, and Calgary

Our digital audio Spotify campaign achieved high listener engagement and a notable increase in companion ad clicks on screen devices.

336K
COMPLETED LISTENS

98%
AUDIENCE ENGAGEMENT

\$0.01
COST PER LEAD

1,247
CLICKS

NOV-DEC 2023

The sponsored content campaign attracted high unique readers and generated significant page views on the National Post website.

Readers in Saskatoon, Regina, Prince Albert, and Calgary found the article engaging, spending ample time on it.

1,578
PAGE VIEWS

1,546
UNIQUE READERS

3:18
AVERAGE TIME SPENT