

University of Missouri





OBJECTIVE

Drive enrollment through "Close to Home" messaging, reaching prospective students who may be reconsidering their University choices due to COVID-19 and the current climate



TARGET

Prospective Students
(Admitted or Inquired)
for Fall 2020 within Missouri and key
markets like Chicago



TIMING

May-June 2020

IP-TARGETING

DISPLAY

Target Prospective Students through CRM lists provided by Mizzou

Approach:

- Target audience with direct messaging through digital display
- Promote the advantages of enrolling "Close to Home" to both students and parents/guardians within the household
- Responsive display through GDN to optimize messaging towards each user

Estimated Impressions: 5,000,000

ONLINE VIDEO/CTV

Amplify IP strategy through tactics that are experiencing the highest spikes in consumption during COVID-19

Approach:

- Target prospective students through video on Connected TV devices using CRM
- Increase brand visibility when audiences are engaged in content
- Retarget LP viewers with online video to achieve cross-device coverage

Estimated Impressions: 1,800,000

PAID SOCIAL

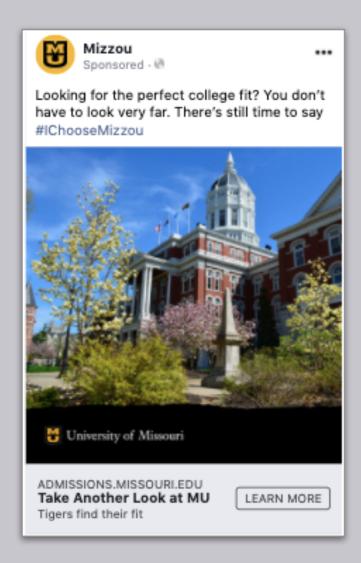
FB/IG/SNAPCHAT

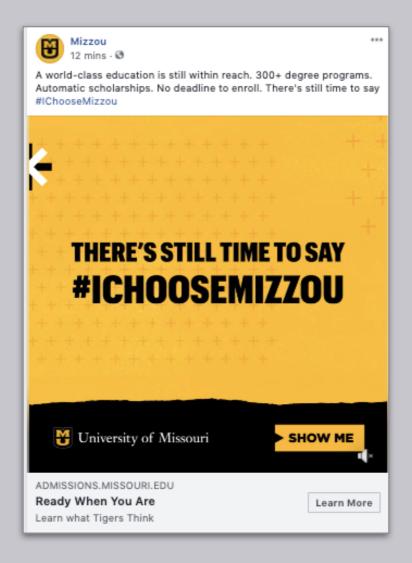
Reinforce messaging through highly targeted, engaging units

Approach:

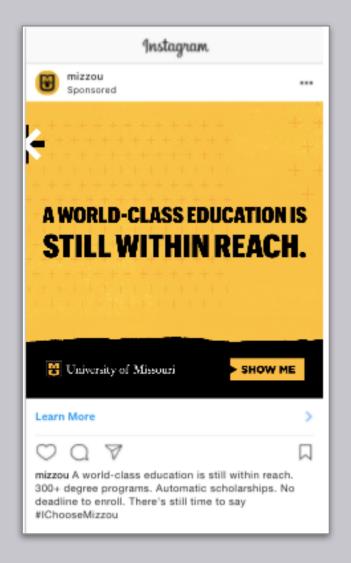
- Target CRM through Facebook and Instagram on feed, stories, and audience network
- Extend targeting to reach prospective transfer students
- Use "story" units on the Snapchat platform for expanded reach and cost efficiency

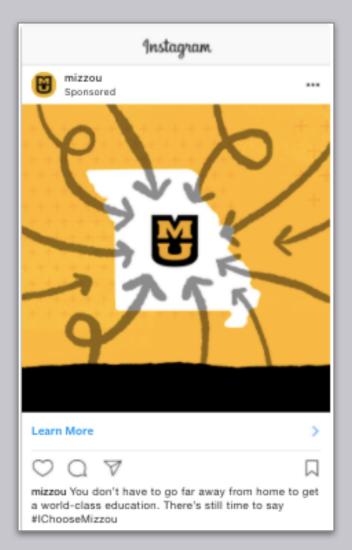
Estimated Impressions: 2,500,000

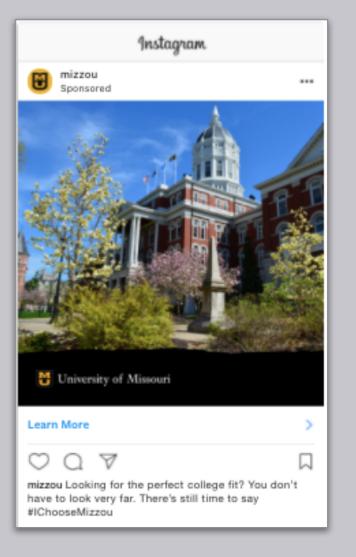


























Become Mizzou Made

Picture yourself at Mizzou this fall. There's still time to be a Tiger. Apply Now.





Ready When You Are

Still looking for the perfect college fit? You don't have to look far. Apply today!





Close to Home

300+ majors, automatic scholarships and no deadline to enroll. Learn more.

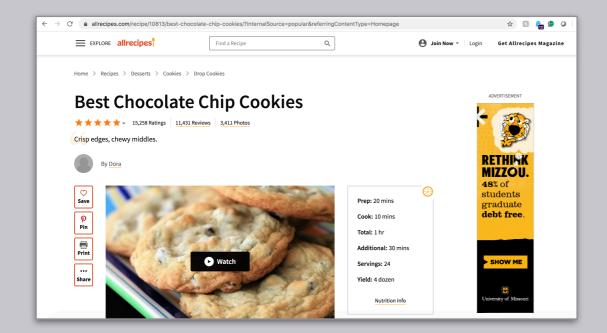




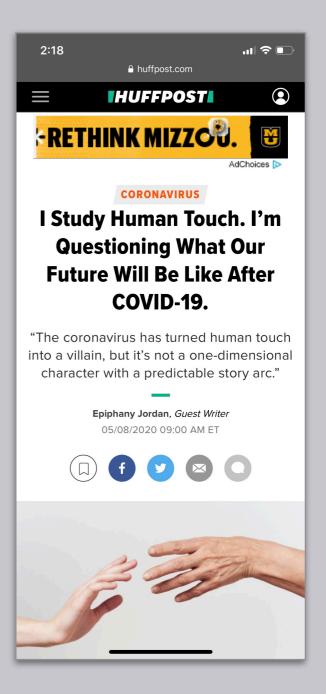
Give Mizzou Another Look

48% of Mizzou students graduate debt free. Apply now.









As of May 15, 2020, our initial campaign performance is strong and continues to drive impact into the Summer.

Channel	Impressions	CTR
Facebook/Instagram	87,310	0.10%
Snapchat	221,208	0.64%
GDN Responsive Ads	445,168	0.62%
Paid Search	15,652	19.06%
Semicasting Display	809,910	0.09%
Semicasting Pre-roll	127,402	0.34%
Semicasting CTV	86,702	0.15%