

UC San Diego

School of Global Policy and Strategy

AUDIENCEx helped UCSD revitalize the School of Global Policy and Strategy brand, improving both its favorability and total applications among target students.

4MM

Impressions delivered

1.4X

Higher CTR than benchmark

76

New students resulting from campaign

GOAL

UCSD sought to improve the appeal, and thus the total number of applicants, for its School of Global Policy and Strategy. In this pursuit, UCSD turned to AUDIENCEx to execute a complete global brand refresh for the upcoming school year as well as develop an effective omnichannel marketing campaign.

STRATEGY

AUDIENCEx conducted a comprehensive brand audit and strategy review to guide the brand refresh. With new & compelling positioning established, AUDIENCEx then developed a holistic omnichannel campaign for UCSD, leveraging digital display, social, search, and print to drive applications.

RESULTS

AUDIENCEx drove considerable new applicants in the first term, with the school continuing to find success with the new messaging as it expanded its digital campaign to more channels for the following school year. The CTR achieved was 1.4X higher than the industry benchmark.