



OVERVIEW:

With new leadership, a new mission statement and a new focus on expanding its recruiting boundaries, **Valparaiso University** in Valparaiso, IN, had a lot to show to prospective students. There were limited marketing funds, but a targeted, multi-screen advertising campaign from Comcast Spotlight helped the school reach its goals.

STRATEGY:

Like many schools, Valparaiso sought to reach prospective college students, current students considering changing schools, those considering post-graduate options – and parents, who play a big role in the decision-making process.

TV advertising spanned a cross-section of popular networks, like A&E, ABC Family, Animal Planet, CNBC, E!, FOX News, HGTV, History and Syfy. Sports played a crucial role as well, including ESPN, ESPN2 and NFL Network – especially Chicago Bears football games.

Valparaiso's digital marketing on XFINITY.com included in-banner video advertising, which featured its 30-second television commercial and a link to a long-form video showcasing even more of what the school offered. Visitors could also link to submit an application, visit social media pages and link to details about academics, athletics, admissions and student life.

SUCCESS:

Valparaiso clearly engaged its audience, with more than 6,800 digital video views leading to 520 direct leads from their in-banner video advertising. The university also saw substantial increases in links to its social media sites and ultimately reported the highest enrollment in school history following its marketing campaign.