

Community College System of NH

Project: Brand Awareness & Lead Generation

Overview

The Community College System of New Hampshire, representing a network of seven community colleges across the state, embarked on a mission to raise brand awareness and increase enrollment. In recognition of the need for a partner well versed in creative and media strategies unique to the New Hampshire market, they selected EVR Advertising.

Challenge/Objective

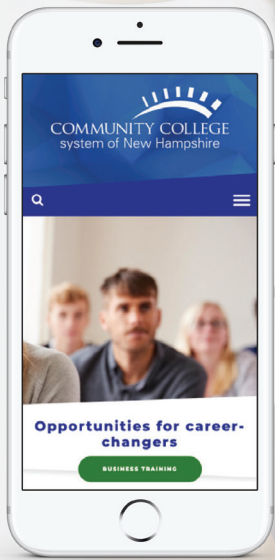
The challenge at hand was to drive engagement and increase awareness of New Hampshire’s community colleges and underscore the commonalities while also featuring the unique regional and curriculum differences among the System’s seven members. The ultimate objective was to boost enrollment by driving traffic to each individual college’s website.

Strategic Approach

EVR devised a comprehensive campaign anchored in the concept of “College in the 603.” A dedicated website with the memorable URL www.collegeinthe603.com was established. The campaign with a three-pronged approach was strategically designed to target traditional prospective students (ages 15–20), non-traditional prospective students (ages 25+) and parents of traditional prospective students (ages 40–59) and encompass both traditional and digital channels. Social platforms played a pivotal role in directing the target audience to the newly launched website, serving as the flagship for the College in the 603 sub-brand.

Tactics

The campaign emphasized statewide brand messaging, positively connecting affordability to satisfaction and highlighting New Hampshire’s community colleges as providers of exceptional value. Diverse program offerings were prioritized, reinforcing affordability as a top-tier messaging theme across all communications.



Results

The campaign achieved remarkable results. Over 95% of the 94,907 individuals aged 15–20 in New Hampshire were exposed to programmatic display ads or videos—which had an impressive completion rate of 64%—approximately 14 times over a 12-month period. Overall, the college system experienced a 21% increase in enrollment and a significant increase in organic traffic.

In Numbers

21
Increase in enrollment

64%
Completion rate on all campaign videos

100%
Colleges that saw an increase in organic traffic (7 total)



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