



increase enrollment & engagement

Digital OOH engagements, amplified

High schoolers are a digital-first audience. A hyper-local out-of-home campaign tied with a digital message ensures you're reaching the precise target market with dynamic messaging that resonates with them. With audience filters and strategic points of interest at play, an integrated campaign is highly targeted. Plus, it's all measurable...and OOH drives click-through-rates and online engagement like no other media can!

Take the message to your audience:

- ▶ College fairs
- ▶ Movie theaters
- ▶ Shopping malls
- ▶ Popular teen hangouts
- ▶ Under 21 dance clubs
- ▶ Concerts



Deliver a 1-2 punch:

A larger-than-life creative and a proximity-based digital message

Share contextually relevant, rich media content:

- ▶ Virtual campus tour
- ▶ Video testimonials of current students
- ▶ Scholarship news
- ▶ Application info
- ▶ Financial aid advice
- ▶ Preview weekend invitation
- ▶ Social media threads
- ▶ Live feed of event stream or life in the student union



COLLEGES | UNIVERSITIES | TRADE SCHOOLS

"Programs connecting out-of-home ads with a mobile campaign had a **21%** open rate with a **12%** conversion rate."
// Source: Gimbal

Our media formats:

- ▶ Digital OOH engagements
- ▶ Mobile billboards
- ▶ Armored vehicles
- ▶ Segway squads
- ▶ Brand ambassador street teams
- ▶ JetPack teams
- ▶ Giant balloons
- ▶ Food trucks
- ▶ Sampling bicycles
- ▶ PhotoMarketing / social media
- ▶ Flogos
- ▶ Experiential activations
- ▶ & More!



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