

PROGRAMMATIC CASE STUDY

EDUCATION

OVERVIEW

A prestigious private school looking to raise awareness of their programs that focus on leadership and international education

They wanted to target parents of potential students

The demographics of the school allowed for a DMA geo target

Creative spoke to the principles the school instills in students

\$0.02*

eCPCV
**platform spend*

SOLUTIONS

CTV/OTT PMPs: SlingTV, Rhythm One, Telaria, SpotX (Families with Kids 2-12)

Pre-roll CT: Trending Topics; Family & Parenting; K-6 Education

Pre-roll AT: Parents of Teenagers, Parents of Pre-Teens, Moms of Grade School Kids; Parents of Young Kids; Parents of Grade-schoolers

Pre-roll RON

81%

Completion Rate