

NSPRA Golden Achievement Award Entry



Campaign Title: Summer Session Enrollment Campaign

Campaign Duration: April 30, 2024 - June 1, 2024

Overall Goal: Increase inquiries, applications, and enrollment in the Butte College summer session through a targeted paid advertising campaign.

Target Audience: Primary - Gen Z students (current Butte College students and Chico State University students); Secondary – Millennial, Gen X and Boomer generations looking to return to school to complete degrees.

Submitted by: Jacqueline Dillard, APR

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Butte-Glenn Community College

Research: Due to the limited timeline, research efforts were fast-tracked but remained comprehensive. Having started in my role on April 1, 2024, I prioritized research over the initial campaign launch date of April 15 to ensure data-driven content creation. An outside agency, 25th Hour Communications, was contracted to assist in the tactical execution, including ad design and media buying, while I focused on gathering insights from multiple audiences.

I conducted an internal demographic analysis and review of historical enrollment data to identify the primary audience for the summer session. This analysis confirmed that the majority of summer session students were Gen Z—either current Butte College students or students from other universities looking to take transferable courses. This insight allowed me to refine the campaign focus and tailor messaging to align with the needs and motivations of this key demographic.

To further define the target audience, I researched and developed detailed student personas representing the types of students most likely to enroll in summer courses. My research showed that these students were primarily looking for an affordable, fast-track option to advance their education—either to accelerate their graduation timeline or to stay on track with their degree plans. These findings shaped the campaign messaging, emphasizing flexibility, affordability, and the ability to earn credits quickly.

To ensure the messaging would resonate, I developed and tested three distinct content concepts with different audience segments, including current students, millennial colleagues, and Butte College leadership representing Gen X and Boomer generations. This multi-generational feedback provided insights into how each demographic perceived the messaging. The primary target audience, Gen Z, gravitated toward the “Get Your Cap, No Cap” concept, which leveraged colloquial Gen Z language. An alternate, adventure-themed ad resonated more effectively with older generations, which make up our secondary target audience. Based on these findings, A/B testing was planned to ensure a tailored yet broad-reaching campaign. The third concept did not resonate with any target demographics and was dropped.

Planning: With the research, the campaign planning process began by refining the messaging and ensuring the selected content spoke effectively to the defined target groups. The primary goal was to drive inquiries, applications, and eventual enrollment in the upcoming summer

session. Since summer sessions are popular among students aiming to accelerate their academic progress, the "Get Your Cap, No Cap" message was designed to attract students nearing graduation. Additionally, the adventure-themed ad emphasized growth through education to tap into the potential of older students returning to complete degrees.

In collaboration with 25th Hour Communications, we identified the best channels to reach these audiences. Social media platforms like Instagram, TikTok, and Snapchat were prioritized for Gen Z outreach, while Facebook and Google Ads were incorporated to target older demographics. The A/B testing strategy was implemented for both audience segments, running the "Get Your Cap, No Cap" and the adventure-themed ads simultaneously to gather data on which approach led to better engagement and conversion.

Implementation: The implementation phase began on April 30, 2024. Working closely with 25th Hour Communications, we launched the A/B testing campaign across paid media platforms, including Instagram, TikTok, Facebook, and Google ads. The paid media focused on static and video ads, with the "Get Your Cap, No Cap" creative targeting Gen Z and the adventure-themed content targeting older generations.

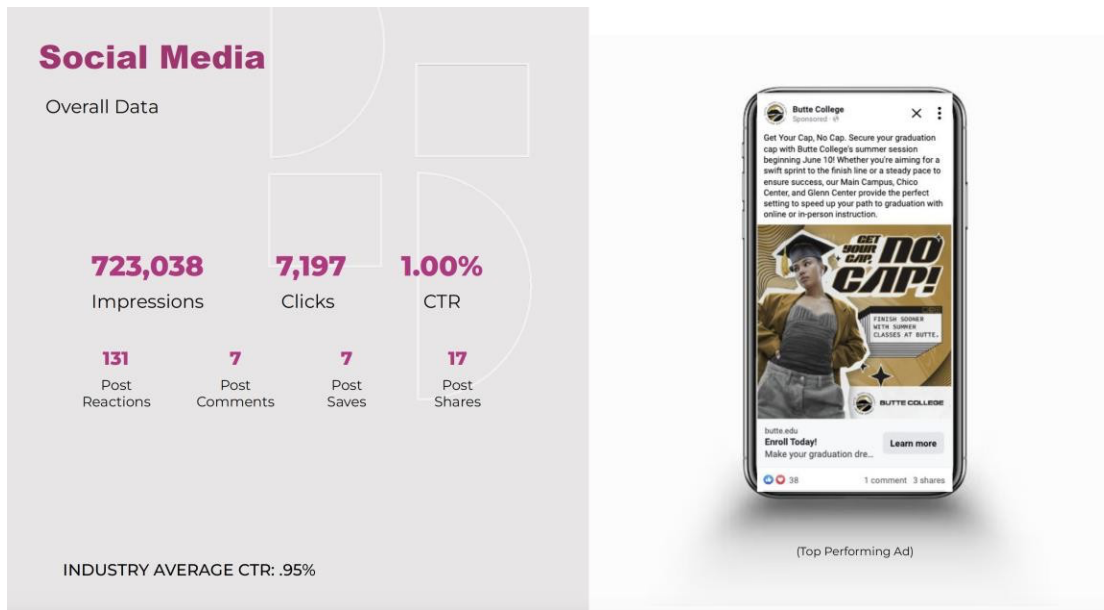
The campaign messaging centered around the unique opportunity to fast-track education and complete a degree during the summer session. The ad copy emphasized affordability, flexibility, and how quickly students could earn credits to move closer to graduation. Gen Z-targeted ads featured modern, playful language ("No Cap" being Gen Z slang for "no lie" or "for real"). In contrast, the older demographic ads focused on reaching a personal goal of earning a degree.

Evaluation: The summer session 2024 campaign successfully met its overall goal of increasing inquiries, applications, and enrollments, resulting in a nearly 27% rise in enrollments compared to the previous year. The campaign saw strong performance across key metrics for social media, including a 25% increase in impressions, 33% more link clicks to the application page, and significantly higher social media engagement, with a 600% surge in comments and a 31% rise in shares. Google ads were particularly effective, generating a 51% increase in impressions, a 108% rise in direct link clicks, and a 77% jump in phone calls to the Welcome Center for additional support.

The primary Gen Z audience responded exceptionally well to the "Get Your Cap, No Cap" ad, as this concept was the highest-performing ad, driving most of the campaign's success. While the adventure-themed ad targeting older demographics also performed well, it didn't match the engagement of the Gen Z-focused content. However, the campaign's data gave the marketing department and leadership team valuable insight into the importance of tailoring messaging to different audience groups. This insight informed a new strategy to use multiple design concepts for future campaigns, replacing the single-concept approach used in previous years, ensuring broader reach and optimized results.

Additional Attachments

2024 Campaign Social Media Data



2023 Campaign Social Media Data

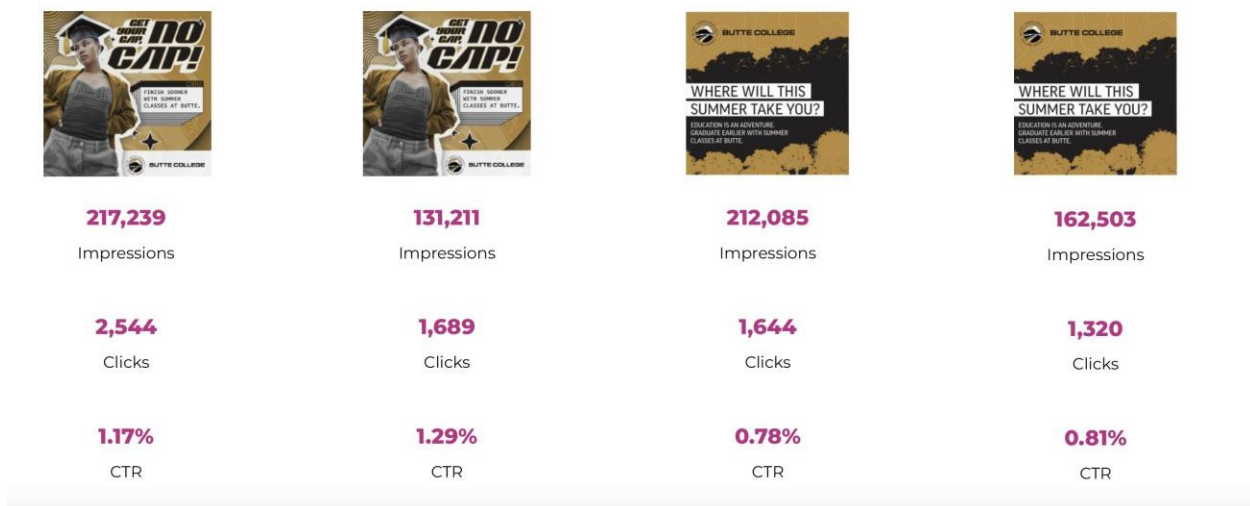
INDUSTRY AVERAGE CTR: .95%

Ad set	Impressions	Clicks (all)	CTR (all)	Post reactions	Post comments	Post saves	Post shares
Butte_SU23_General	576,023	5,400	0.94%	106	1	6	13

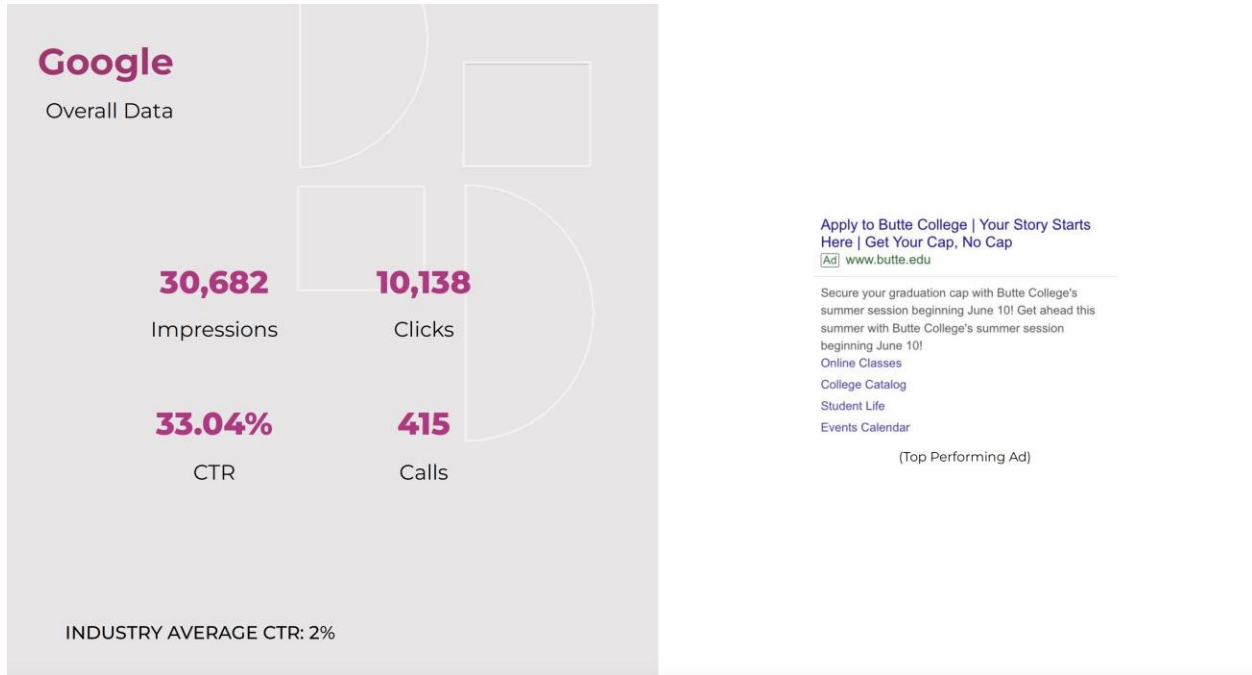
2024 Campaign Social Media Breakdown by Ad

No 2023 comparison because only one ad was run in 2023.

Creative Breakdown



2024 Campaign Google Data



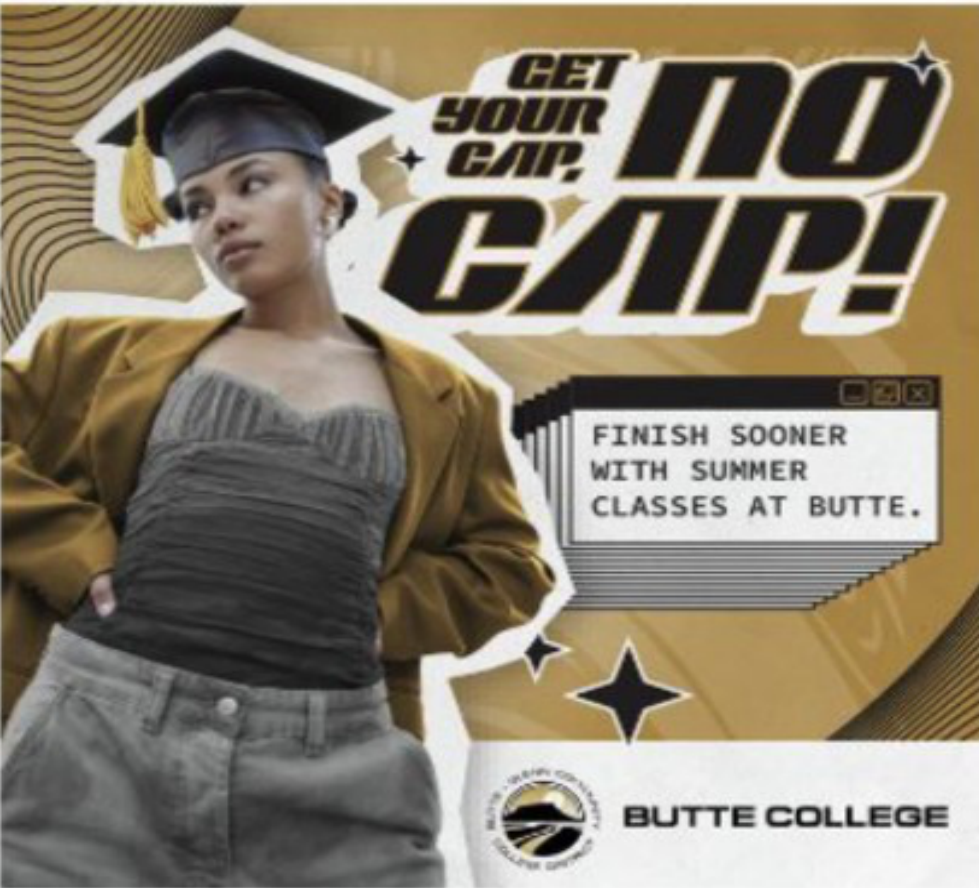
2023 Campaign Google Data

INDUSTRY AVERAGE CTR: 2%

Ad group	Impr.	Clicks	↓ CTR	Phone calls
Butte_SU23_General	20,286	4,866	23.99%	235


Ad Content

Gen Z Specific Ad






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