

St. Patrick Catholic High School

Background

St. Patrick Catholic High School is a premier Catholic high school on the Mississippi Gulf Coast. While enrollment has grown over the past few years, the administration had a goal to reach maximum enrollment capacity for the 2022-2023 school year. The major challenges the school faced was their campus location, which hindered transportation for families, plus increasing tuition rates in a tough economy.



Objective

Generate Enrollment – School or Program.

Engage, invite, enroll, and retain students to this premier Catholic high school.

Strategy

The strategy was to cover a large area of the Biloxi/Gulfport DMA with a digital campaign which allowed the school to rotate messages. The creative focused on the school's Catholic identity, academics, and athletics. Since enrollment opened on January 30, the campaign was planned to reach the most people in February during the beginning of enrollment season.



Plan Details

Market: Biloxi/Gulfport, MS

Flight Dates: 1/31/22 - 5/31/22

OOH Formats: Digital Bulletins (4) and Digital Posters (3)

Target Audience: Parents age 35+ HHI \$75K+ of school aged children.

Target Audience Reach: 95%

Target Audience Frequency: 26.38

Budget: Under \$10,000

Results

The school's 2022-2023 enrollment goal was 625 students, which was full capacity. Registration opened January 30, 2022 and the ad campaign started January 31. On July 3, the goal of 625 was passed with a record enrollment of 628 the first week of school, and every grade level had a waiting list.