## University of Limerick & One Campaign Addressable



## Experian Mosaics over indexing for households with kids aged 15-19

Overview

For its first ever TV campaign, The University of Limerick used Sky's One Campaign Addressable to promote its

university as an exciting place to study, showcase its state-of-the-art facilities and strong student support networks, and ultimately encourage enrolment amongst core university prospects.



One Campaign Addressable enabled The University of Limerick to target their desired audience across AdSmart and On Demand. Experian Mosaics that over-index for households with kids aged 15-19 were targeted; maximising reach efficiency by only serving their ad to households most likely to consider enrolment.

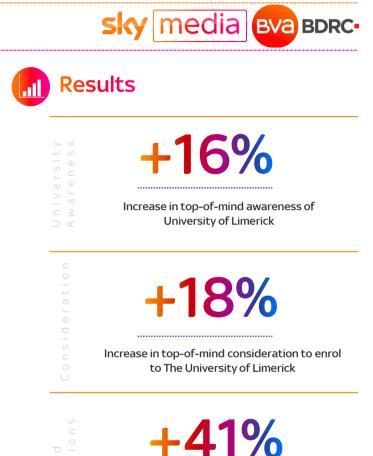


Using independent research agency, BVA BDRC, an online brand uplift study was conducted to isolate the impacts of the One Campaign Addressable campaign. A test and control methodology was adopted, with a total of 1,026 Sky customers interviewed.









Increase in agreement The University of Limerick 'provides strong student support'