

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.

Plan

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.

Research Approach

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.

Summary



Results

University Awareness

+16%

Increase in top-of-mind awareness of University of Limerick

Consideration

+18%

Increase in top-of-mind consideration to enrol to The University of Limerick

Brand Perceptions

+41%

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