



OBJECTIVE

Increase enrollments for Bright-by-Text to reach goal of 1,000 registrations.

STRATEGY

Designed a bi-lingual, multimedia campaign targeting English and Spanish speaking parents that included:

- Endorsements from a local, social influencer on a bilingual radio station
- Digital and social advertising served based on demographic, behavior, interest, and geographic data

THE RESULT

1,000 text registrations
(goal reached)