

## Case Study | Education

### Taylor's College



## TAYLOR'S COLLEGE – ENROLLMENT DAY

*“Our goal is to create brand awareness for the college through Innity’s creative yet impactful cross-screen ad format, Responsive Over the Page.”*



## The Strategy

- In order to prepare the students who were about to finish their final year in high school, Taylor's College worked with Innity to promote and raise brand awareness on their college.
- The ad campaign ran on Innity's network for a total of 16 days ran across multiple channels such as desktop, mobile and tablet.





### The Creative:

- The ad unit is served through a 300 x 250 banner. Once the ad comes in-view (100% of the pixels), the creative auto-expands to an overlay unit that fills the screen with the brand experience – making it hard to miss.
- As for the ad creatives - a door will open automatically for users to click on to watch the promotional video, portraying in a way that the door is open for all students.
- Users were also able to pause the promotional video and click on the “Enroll Now” button straight away to learn more about the college.



# The Results



Average E.R  
**4.63%**



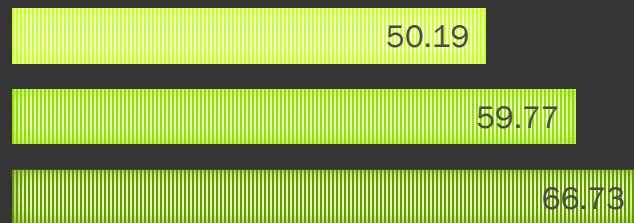
Unique Impression  
**2,209,727**



Average Time Spent  
**114.56 seconds**

## Video Played Rate (%)


■ 100 ■ 75 ■ 50



0 20 40 60 80



# *Thank You!*



For further information, and find out how Innity can help you to create brand awareness or achieve your campaign goals, feel free to drop us a message by emailing us: [my.sales@innity.com](mailto:my.sales@innity.com)

