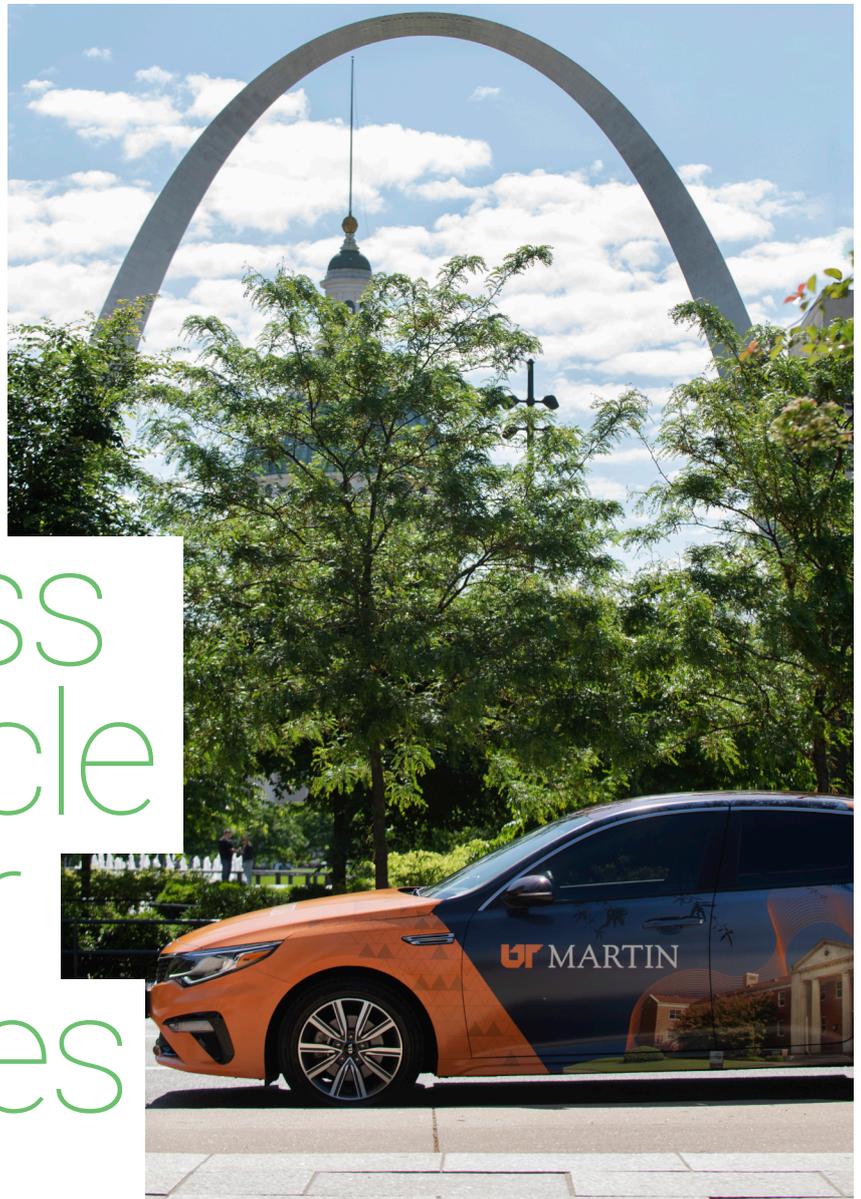


CASE STUDY

Boosting Brand Awareness with Vehicle Wraps for Universities



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In today's highly competitive market, it is crucial for businesses and establishments, including the education sector, to build awareness and stand out to effectively communicate their brand and messaging to prospective students. One effective way to achieve this goal is through marketing and advertising in branded vehicles.

OBJECTIVE

The objective of this case study is to showcase how a university leveraged vehicle wraps to boost brand awareness and reach a wider audience.

BACKGROUND

University of Tennessee is accredited by the Southern Association of Colleges and Schools Commission on Colleges and offers over 900 programs of study across 11 colleges and schools, including business, engineering, law, medicine, and social work. The university also operates several research centers, including the Oak Ridge National Laboratory, which is the largest science and energy national laboratory in the United States.

SOLUTION

The success of the vehicle wrap campaign led to increased brand awareness and a substantial increase in website traffic and enrollment inquiries.



RESULTS

31,021,234

Total Impressions generated

644,808

Miles driven

\$1.64

(cost per thousand impressions)

If you're looking for a fresh and innovative approach to advertising, we highly recommend Nickelytics. Their mobile billboards are a game-changer, and their commitment to delivering measurable results is a testament to their dedication to their clients' success. Thank you, Nickelytics, for an exceptional experience!

- University of Tennessee



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