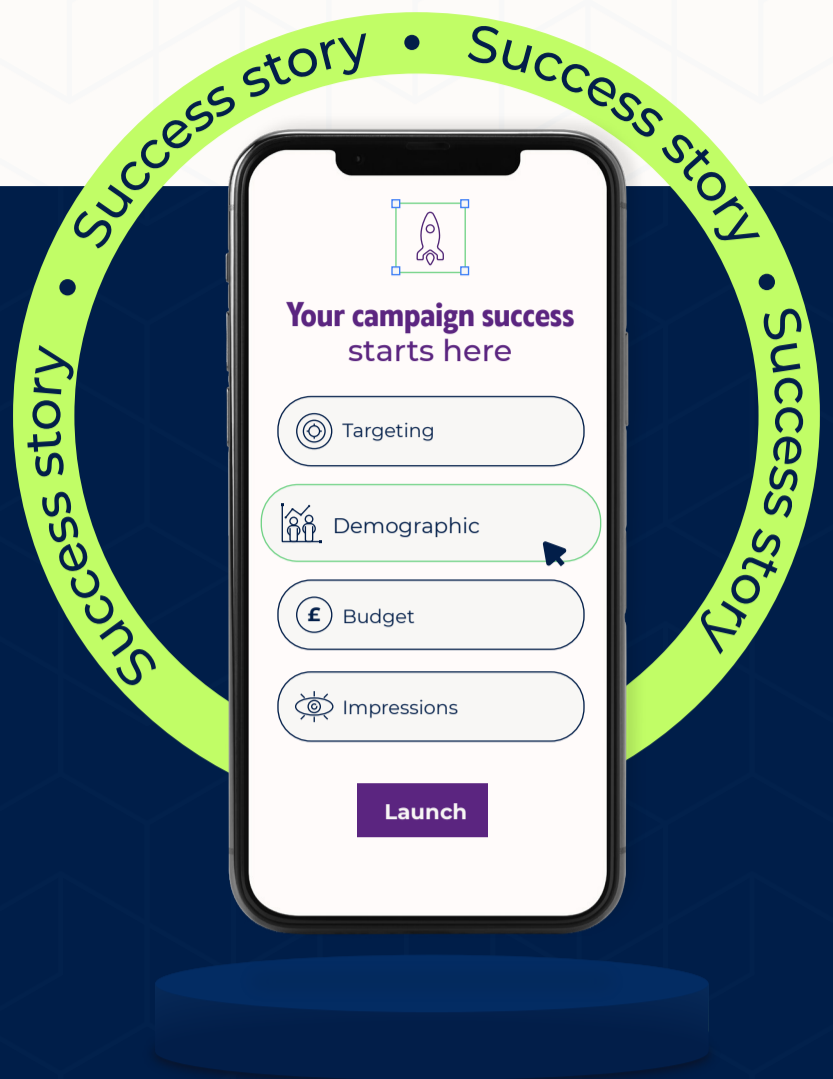


fonemedia × BCU

Education ← Awareness ↑ A/B testing

→ The brief

Birmingham City University (BCU) aimed to improve brand awareness among students from disadvantaged backgrounds, testing two different ad copies: "I'm not clever enough to go to university" and "I can't afford to go to university".



Mobile Plus particular audience

- ✔ Geographic
- ✔ Language
- ✔ IAB category
- ✔ Demographic
- ✔ Keyword
- ✔ Pre-built audience models

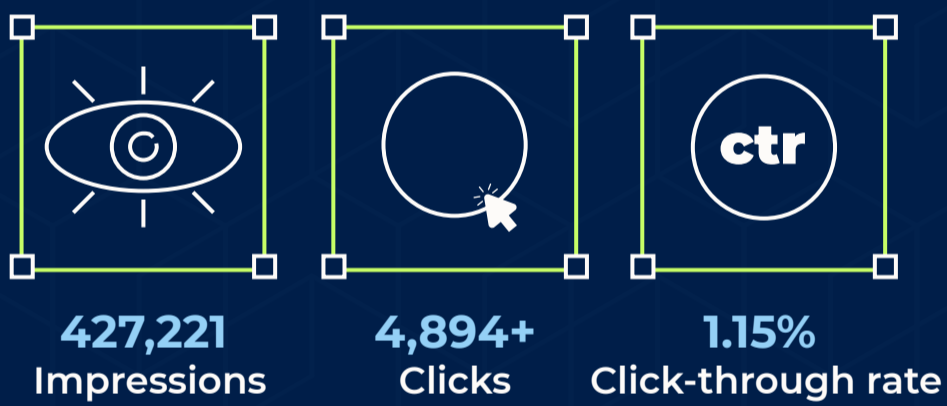
1.48%
CTR

87.14%
Viewability rate

→ The solution

fonemedia recommended a Mobile Plus campaign targeting **16-18 year olds in 55 key postcodes**, focusing on times around the school day. We used **category targeting and keywords** to find students interested in university-related content.

→ The results



A/B testing revealed that "copy 2" was more engaging. The campaign achieved **427,221 impressions and 4,894 clicks**, resulting in a **1.15% CTR**.

→ About fonemedia

Our methodology

We create highly targeted organisational awareness through the power and reach of mobile marketing. Focusing heavily on proven strategies that aim to hit the right people at the right time with the right message. We utilise the best technology available to ensure a cost-effective and highly targeted top-of-funnel awareness across multiple industries.

Contact us

info@fonemedia.co.uk
+44 0113 834 6399

Suite 4.2 / 1175 Century Way
Thorpe Park
Leeds
LS15 8ZB

To learn more, visit fonemedia.co.uk

