

## Case Study

# Saint Louis U. Boosts Brand with CTV Campaign

In 2023, Saint Louis University's (SLU) School for Professional Studies (SPS) celebrated its 60th anniversary. This offered a unique opportunity to highlight the school's six decades of leadership and innovation in adult and online education — an area most schools have only recently entered. SLU partnered with Collegis to develop an integrated creative and digital campaign to bring this new messaging to market.

Authentic video storytelling and strategic media placement helped showcase SLU's longstanding commitment to making higher education accessible and attainable for adult learners. The awareness campaign helped increase brand equity and drive immediate growth in the enrollment pipeline.

## Challenge

### Highlighting expertise in adult and online education

SLU has a storied history and expertise in online and adult education — a key advantage for aspiring adult learners. Collegis was challenged with bringing this message to market in an impactful way, which was achieved through an awareness media campaign centered on newly produced brand video content.

“Collegis’ expertise in enrollment marketing and brand-building strategies made an immediate impact on our enrollment success while simultaneously helping establish a strong brand identity that will endure well beyond our 60th anniversary milestone. The messaging and assets they developed were strategically designed to drive long-term brand recognition and equity.”

Troy Hargrove  
Associate Dean  
School for Professional Studies



Institution type: Catholic, Jesuit Institution  
Location: Saint Louis, MO  
Total enrollment: 13,500

### Key takeaways

- 10.7% lift in brand awareness
- 1,050% increase in PPC brand conversions
- 287% return on ad spend



# Solution

## Authentic video storytelling and strategic media placement

The videos amplify the authentic voices of real SLU students, showcasing diverse narratives about educational experiences and outcomes. Going beyond campus, the production captured moments at students' homes and workplaces. These personal glimpses help viewers identify with the subjects and build trust in the brand, illustrating SLU's understanding of adult learners' wants and needs.



### Services:

- Unique campaign and brand messaging
- Video planning, production, and editing
- Creative direction and execution
- Paid media strategy and implementation
- Performance metrics for all assets

Collegis then developed a paid media strategy that included connected TV (CTV) and cross-device video to maximize impact through multiple touchpoints. The campaign's primary objective was driving awareness, which was measured by video completion rate, brand lift, and brand search impact.

# Results

## Increased brand awareness and conversions

The 60th anniversary campaign was successful in raising awareness of SLU's School for Professional Studies. The data supports that the awareness media contributed significantly to both brand health and revenue goals. The results were as follows:

### 5.9 million

CTV and cross-device video impressions throughout Missouri and Illinois

### 541% increase

in brand PPC spend while reducing cost per conversion by 44%

### 89%

video completion rate

### 1,050% increase

in brand PPC conversions YoY

### 10.7% lift in brand awareness

3.5% ad recall lift, and 4.2% lift in consideration

### 287% return

on ad spend for the campaign



## About Collegis Education

Collegis Education is higher ed's innovation enabler, empowering schools with a better vision of how they fit into learners' lives and what's possible when they do. With more than 10 years' experience as industry pioneers, we've proven how leveraging data, tech, and talent can transform everything from student experiences to business processes.

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