

DDL

ADVERTISING

RI Department of Education - Attendance Matters

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Rhode Island Department of Education - Attendance Matters

17.5M

Impressions

8.5k

Clicks

.52%

CTR

Billboards: 2/12/24 - 4/28/24

Overview:

RIDE took an aggressive approach to billboards for this campaign. We layout around town billboards to get directly into the most vulnerable communities. Boards rotated around the metro providence area in 4 week flights lasting from February 12th - April 28th allowing for maximum exposures. This campaign also featured both positive and stern messaging.



Results:

- 7,049,124.00 Impressions

RIPTA Bus Kings: 9/1/24 - 10/31/24

Overview:

Reaching the most relevant communities, interior and exterior bus kings help riders understand the importance of attendance. Creative contained both positive and stern messaging to help convey the importance of being in school.



Results:

- 6,343,110 Exterior Bus King Impressions
- 1,830,000 Interior Bus King Impressions

Cumulus Media: 11/27/23 - 6/9/24

Overview:

Reaching the widest range of radio listeners we deployed spots on WPRO, WWLI, WWKX. The run included an impressive frequency of 2.7 ensuring that audiences internalized the messaging, understanding how critical attendance is. The campaign also delivered exceptional value with 357 Bonus spots.

Results:

- 1,105,100 Impressions
- 450,000 Rhode Islanders reached
- 357 Bonus spots
- 2.7 Frequency

Programmatic: 4/1/24 - 5/31/24, 8/1/24 - 9/30/24

Overview:

Running in two key time periods, one in the spring and one in the fall 2024 back to school seasons programmatic ads helped reach families with intergenerational homes, areas that were severely affected by COVID-19 and locations with different abled students or language barriers. These display ads delivered over 800,000 impressions and over 800 clicks.

Results:

- 811,933 Total Impressions
- 863 Clicks
- .105% Click Rate



Entravision: 8/1/24 - 9/30/24

Overview:

Targeting a critical segment of our audience, a spanish version of the :30 second spot appeared on streaming and connected tv during the key back to school time period. This campaign saw great success with over 400,000 impressions, 192 clicks and a 92% video completion rate ensuring that the most impacted audiences received our messaging.



Results:

- 414,350 Impressions
- 192 Clicks
- 92% VCR

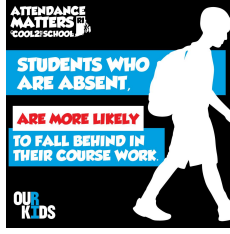
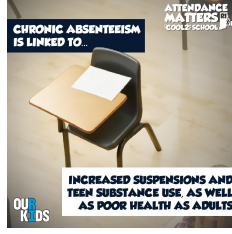
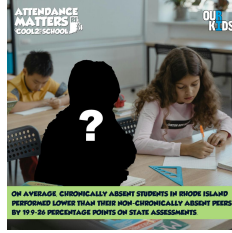
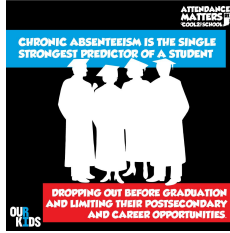
Meta: 8/1/24 - 9/30/24

Overview:

Meta took longer than anticipated to get create live so the team pivoted to launching messaging during the back to school season for maximum efficiency. Turning out to be a great idea the campaign saw over 328,000 impressions, 7,400 clicks and a 2.25% click through rate. This impressive CTR indicates waiting for the most relevant time period for messaging was the most effective use of the budget.

Results:

- 328,831 Impressions
- 7,465 Clicks
- 2.25% CTR



WPRI TV and Online: 8/1/24 - 8/15/24

Overview:

Targeting Traditional TV views this aggressive flight featured an animated :30 spot highlighting the importance of being in school. The spot ran on WPRI, WNAC, ENAC and WPRI.com as a bonus. This flight generated 280,000 Impressions on traditional tv, 40,000 online, 41 clicks and a .1% CTR



Results:

- 282,000 Traditional TV Impressions
- 40,095 WPRI.com Impressions
- 41 clicks
- .1% CTR

Radio Latina: January 2024 - 4/21/24

Overview:

Targeting Spanish speaking students this campaign ran from January 2024 through April. 2024.

Unfortunately Latina does not provide particularly robust reporting. The campaign did feature live reads, prime time spots and an opportunity for interview. [Attached is their post-buy](#) which confirms the campaign ran 80 spots with 100% completion to 100% of the intended audience.

Results:

- 100% completion
- 100% of audience reached.
- 80 spots run

Radio Poder: 11/13/23 - 6/30/24

Overview:

This campaign offered prime time :30 spots, :15 second news sponsorships, and 150 added value spots. They also offered an on air interview.

Unfortunately, Poder does not subscribe to arbitron so there is no reporting available for this campaign.

Results:

- 100% completion
- 100% of audience reached.
- 80 spots run