

## MSU Extension

### Background

MSU Extension is a division of Michigan State University that offers programs, courses and classes on a variety of subjects through extension offices across the state.

### Objective

The goal the campaign was to increase brand awareness across the state for their variety of agriculture, family, financial and 4-H programming, and specifically direct consumers to their website where all their resources had been moved due to the coronavirus pandemic.

### Strategy

The strategy was to create a simple design and a big brand voice to position MSU Extension as the go-to experts for everything you need to know—and then some. Utilizing out of home and social media advertising, the campaign aimed to reach their audience during the challenging months of 2020.

### Plan Details

Market: Grand Rapids, MI

OOH Formats: Static Bulletins, Static Posters, Digital Bulletins

Budget: \$10,000 and over

### Results

MSU Extension saw a 73 percent spike in website traffic during the first three months of the campaign. Overall the campaign gained 35,000,000+ billboard impressions across the state.

