

These "pole banners" ads were displayed at a heavily-trafficked outdoor shopping mall located within the neighborhood of a new campus. The campus was not only the first campus from our school system to open in the neighborhood, but also the first charter school of any kind. The purpose of the ad was to use strong visual images to draw the attention of busy shoppers and in only a few words activate them into learning more or applying. The ads were part of a larger marketing campaign that led to a successful launch to application season, with hundreds of applications received for the new campus.