

# Academia Heads to the Bars

**Drexel University markets returning student programs in Philly bars and restaurants**

*Philadelphia, Pennsylvania* The marketing department at Drexel University's Goodwin College was looking for an unique way to market it's returning student program.

They were currently using display advertising in the local newspapers, radio and even outdoor so they looked to AdCoasters to provide an innovative media to reach it's target audience. Within 4 weeks the AdCoasters' Recruitment Team was able to develop a monthly distribution of over 59,000 coasters in over 35 area bars and restaurants. Originally only going to distribute 50,000 units, Drexel expanded it's distribution to 100,000 over three a consecutive months generating over 500,000 message impressions for less than \$12,000. At at CPM (cost per mille) of \$110, Drexel was able to economically reach a broad, active, general consumer audience within it's local market.

## AT-A-GLANCE

Client: Drexel University's Goodwin College

Quantity: 100,000 total (25,000 each of 4 versions)

Term: 3-months

Placement: Philadelphia, PA

Target: All genders, 21-60

 **AdCoasters**<sup>SM</sup>  
Innovative Beverage Coaster Advertising

A common front stated the campaign theme while setting the branding. 4-color process.

4 different backs addressed different programs with an url-based call-to-action. 4-color process.

## THE MESSAGE



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