



CASE STUDY: BENTLEY SCHOOL

Objective:

Advertise private school opportunity to admissions during Winter admissions season during the busiest shopping & family season of the year.

Campaign Elements:

- Bay Street Emeryville Community Tree Lighting 2024
- Presence at tree lighting event with One (1) 10'x 10' booth to distribute collateral and engage with community
- Two (2) 48" x 70" Ad Panels in common area – Custom/Dedicated Creative

Sponsor mention on social media, digital assets, digital billboard and all onsite promotional media.

Term:

Four months: November 15, 2024 – March 15, 2025

