

Digital ad examples for Undergraduate Yield Campaign – Fall 2020

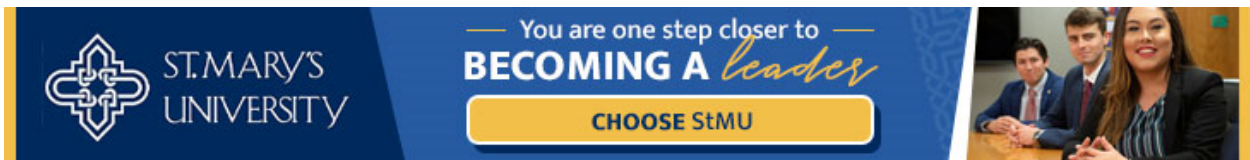
A yield campaign was launched in Spring 2021 targeting admitted undergraduate students to move them further down the marketing funnel and encourage them to choose St. Mary's University and make their deposit. The strategy for the ads focused on shifting the messaging to be all about the prospective student by using "you" and "your" within the copy and highlighting the benefits of a St. Mary's education and how it directly impacts them.





ST. MARY'S
UNIVERSITY

— You are one step closer to —
DEFINING YOUR *future*



ST. MARY'S
UNIVERSITY

— You are one step closer to —
BECOMING A *leader*

CHOOSE StMU



ST. MARY'S
UNIVERSITY

You are one step
— closer to —
**BELIEVING
WHAT IS**
possible

**CHOOSE
StMU**