

Digital ad examples for Undergraduate Application Generation Campaign – Fall 2020

The strategy for these ads was focused on three geographic target areas: within Bexar county, within Texas (not in Bexar county) and Outside Texas which is reflected in the messaging to targeted groups.



 **ST. MARY'S
UNIVERSITY**

**Stay close to home.
Learn from the best.**

Scholarships up to \$25,000



 **ST. MARY'S
UNIVERSITY**

**Study in vibrant
San Antonio.**

Scholarships up to \$25,000

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 **ST. MARY'S
UNIVERSITY**

**Join our friendly campus
in the best city in Texas.**

Financial aid available

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UNIVERSITY

Choose St. Mary's
University for its
academic excellence.

Live in San Antonio
for its **rich culture.**

LEARN MORE



ST. MARY'S
UNIVERSITY

Ranked #1 in
San Antonio for
Social Mobility.

U.S. News & World Report



 ST. MARY'S
UNIVERSITY

**Educating
tomorrow's leaders
in the best city
in Texas.**

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A young woman with glasses and a braid, wearing a grey St. Mary's University t-shirt, is laughing joyfully. The background is a blurred indoor setting.

Toward the end of the App Gen campaign, a sense of urgency was incorporated into the messaging to encourage more applications.

 ST. MARY'S
UNIVERSITY

**The time
is now.**

Scholarships are
still available.

[APPLY TODAY](#)

A young woman in a black graduation cap and gown is smiling. The background is a blurred indoor setting.