Digital ad examples for Undergraduate Application Generation Campaign - Fall 2020

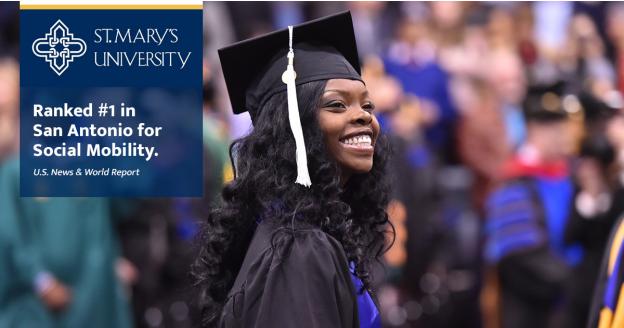
The strategy for these ads was focused on three geographic target areas: within Bexar county, within Texas (not in Bexar county) and Outside Texas which is reflected in the messaging to targeted groups.













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

