

# fonemedia × BCU

Education



Awareness



A/B testing

## ➔ The brief

Birmingham City University (BCU) aimed to improve brand awareness among students from disadvantaged backgrounds, testing two different ad copies: "I'm not clever enough to go to university" and "I can't afford to go to university."



### Mobile Plus

particular audience

- ✓ Geographic
- ✓ Language
- ✓ IAB category
- ✓ Demographic
- ✓ Keyword
- ✓ Pre-built audience

1.45%

CTR

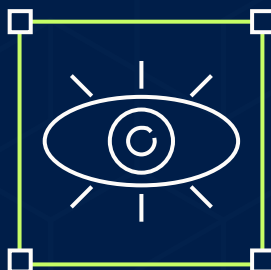
87.14%

Viewability rate

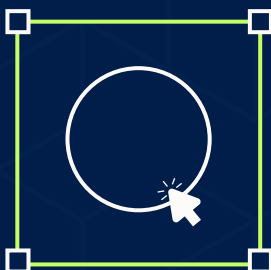
## ➔ The solution

fonemedia recommended a Mobile Plus campaign targeting **16-18-year-olds in 55 key postcodes**, focusing on times around the school day. We used **category targeting and keywords** to find students interested in university-related content.

## ➔ The results



427,221  
Impressions



4,894+  
Clicks



1.15%  
Click-through rate

A/B testing revealed that "copy 2" was more engaging. The campaign achieved **427,221 impressions** and **4,894 clicks**, resulting in a **1.15% CTR**.

## ➔ About fonemedia

### Our methodology

We create highly targeted organisational awareness through the power and reach of mobile marketing. Focusing heavily on proven strategies that aim to hit the right people at the right time with the right message. We utilise the best technology available to ensure cost-effective and precise top-of-funnel across multiple industries.



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