

How College Board And Roadtrip Nation Created Awareness Of Their New Tool For Gen Z



Goal: Generate product awareness

The interactive content campaign achieved above industry-average engagement results.

The brand was able to gather key behavioral insights based on readers' responses, such as 90% of Gen Z have a clear or rough plan for after high school.

RESULTS BY THE NUMBERS

14%

Conversion Rates

1:16 Min

Dwell Time

19%

Click-Through Rate (CTR)

The Challenge

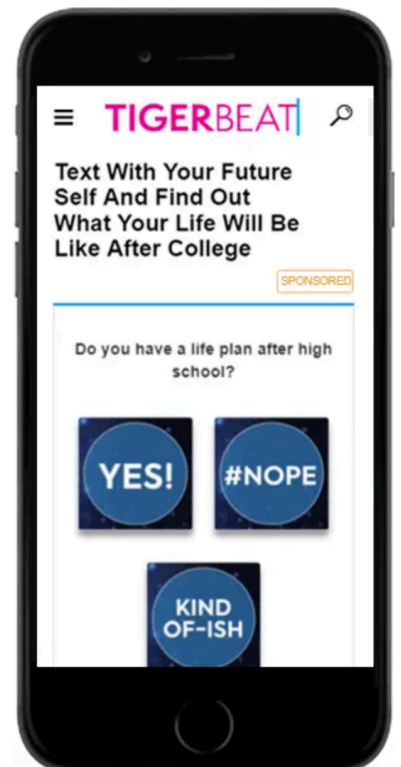
The College Board and Roadtrip Nation teamed up with EX.CO to generate awareness of their new "Roadmap to Careers" tool, targeting high school students age 15-18. EX.CO was challenged to create an interactive, branded content story that appealed to the Gen Z target and simultaneously raise awareness of the careers tool.

The Solution

EX.CO produced a custom piece of engaging sponsored content that featured interactive elements including a poll and personality quiz, titled: "Text With Your Future Self And Find Out What Your Life Will Be Like After College".

The results of the personality quiz recommended a potential career that was personalized based on their passions and interests, allowing Gen Z to imagine what their life could be like in 2021.

Finally, a clear call-to-action button directed engaged readers to the "Roadmap To Careers" tool where they could explore ways to achieve the potential career that matched their personal interests.



Key Takeaways

01

Interactive content can – and should – be tailored to fit specific target audiences, in order to drive more precise results.

02

Interactive content enables brands to learn more about their target audience and receive insights such as who's engaging with the content and how, versus a standard media campaign of impressions and clicks.

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