

Los Angeles Community College District

FINANCIAL AID CAMPAIGN: A CLIMATE TO CHANGE. A DREAM DELIVERED.

Handing out free money should be the easiest job in the world. But when it comes to financial aid and the ever-proliferating “free college” programs taking aim at academic inequity, it’s not as simple as walking up to under-served students and “making it rain.”

The Los Angeles Community College District had the funds, and it had performed the legwork in identifying populations traditionally left behind by higher education. The weather was perfect for a profound shift in the way that the nation’s largest college district served students.

Leveraging data from the national Media Preferences survey to engage prospects on their most trusted platforms, Interact’s “Go Get It” campaign brought the district’s offer directly to the students who would benefit most.

A combination of diverse, relatable stock subjects and eye-catching visuals allowed the campaign to cut through the perceived bureaucracy involved in attaining financial aid, putting the focus on the essential outcome: free money for college. Interact executed a targeted, bilingual display and geofencing campaign, encompassing Facebook, Instagram, Snapchat, YouTube, and direct email.

It was time to make it rain in Los Angeles. And with Interact on board, big things were in the forecast.

Interact & LACCD at Work...



Research: Mined the latest data from Interact’s national Media Preferences survey to identify critical audiences and platforms.



Creative: Delivered bold, energetic materials, following a simple yet contemporary “meme” concept.



Social Media: Employed paid media and retargeting in a multi-platform effort to reach Facebook, Instagram, YouTube, and Snapchat users.

The Perfect Storm

Throughout the district, prospects who had never before envisioned a pathway to college were taking notice. The “Go Get It” campaign would reach virtually every inch of Los Angeles County, resulting in more than 3.2 million combined impressions on social media, with an additional 2 million reached via display, pay-per-click, and geofencing efforts. Ultimately, the campaign would yield a record-breaking number of financial aid applicants and Promise students in Los Angeles County. The truest testimony to the campaign’s effectiveness, though, was the panicked call from the District’s financial aid staff to the marketing director, when they realized that a floodgate had just been opened.

