

# Goldey-Beacom College

## Strategy

Goldey-Beacom College launched 10 rideshare cars in New Castle County, Delaware for 6 months to promote their new DBA graduate program, sending cars to events where prospective doctoral students were likely to congregate, such as the institutions' spring graduation ceremonies for business students. Goldey-Beacom exclusively relied on their Carvertise campaign as the sole advertising medium, and in the three years since its launch, the DBA program has emerged as the fastest-growing doctoral program in the region.

## Results

**65+**

**STUDENTS ENROLLED**

to the new DBA program at Goldey Beacom College, growing from 0 students enrolled.

**1,200+**

**MILES DRIVEN**

Per month throughout the duration of the Carvertise campaign.

