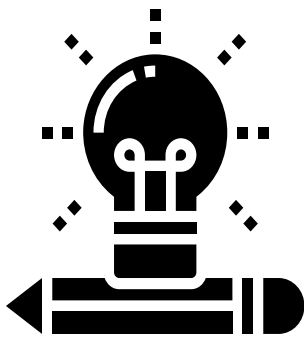


# FULL SERVICE

Reversing the trend of schools going “test-optional” with the GRE General Test in the multicultural community



## CAPABILITIES USED

- MARKETING RESEARCH
- CREATIVE CONCEPTUALIZATION
- PAID MEDIA
- SOCIAL MEDIA
- DESIGN AND CREATIVE EXECUTION
- VIDEO PRODUCTION
- INFLUENCER MARKETING

## THE CHALLENGE

As the creator of the GRE General Test that is required by many — but not all — graduate school programs, ETS came to one50one as a multicultural agency with the goal of reversing the trend of schools going “test-optional” through the lens of historical mistrust and perceived bias in the multicultural community.

## ACTION

one50one put into motion a plan to counterbalance the argument that standardized tests, like the GRE, are biased, too expensive, and a poor indicator of future educational success that were all contributing to a drop in test registrations. one50one achieved this by conducting audience research that led to the inception of the “Settle the Score” campaign. The goal of the campaign was to start a conversation online through live panels and social media posts that offered a platform for current and future person-of-color (POC) graduate students to discuss the real hurdles and challenges of academic admissions. That data was then used in conjunction with social media, partnerships, and paid media to share the insights with the public, lending an authentic voice to conversations about admissions.

## RESULTS

OVER THE COURSE OF EIGHT MONTHS, ONE50ONE WAS ABLE TO ACHIEVE THE FOLLOWING RESULTS

**160**

business-to-business and 324 business-to-consumer attendees at virtual ETS Listening Sessions

**78,000**

landing page clicks

**25.7M**

impressions

**18M**

impressions generated by 60 influencer posts

**4.5M**

impressions, 2.1 million people reached, 351,000 video views, and 5,100 clicks from Mitú partnership

**\$126,200**

generated by six influencers

**2.5M**

people reached from the Watch the Yard partnership