



# MAINTAINING AND SUSTAINING HBCUs

## Continuing awareness of the Retool Your School Campaign



### CAPABILITIES USED

- CREATIVE SERVICES
- MARKET RESEARCH, INCLUDING SOCIAL LISTENING AND AUDIENCE INTELLIGENCE
- MEDIA BUYING
- HBCU-RELEVANT INTEREST, KEYWORD TARGETING, AND GEOTARGETING

### THE CHALLENGE

The Home Depot launched a campus improvement grant program called Retool Your School with the goal of maintaining and sustaining historically black colleges and universities (HBCUs). However, the campaign didn't feel culturally relevant or authentic and, therefore, wasn't resonating with the target audience. As part of their long partnership, The Home Depot enlisted the help of one50one to run all the digital, social, and website content related to the campaign in hopes of encouraging students, alumni, and friends to vote for their HBCU.

### ACTION

one50one came up with an approach that specifically targeted digital natives who consume their content on smaller screens, often not even visiting a desktop computer. This included freshening up the language used on social channels to grab their attention and drive awareness, engagement, and participation in the program. one50one highlighted the history of the campaign, as well as the legacy, pride, and purpose of HBCUs. The website, RetoolYourSchool.com, was promoted using the hashtag #HOMEDEPOTRETOOL. As awareness increased, so did participation and engagement across channels, including Facebook, Instagram, Snapchat, Twitter, and Tik Tok, and voting was incentivized. What's more, a brand lift study of the value integration was conducted through Snapchat; Twitter amplified the pre-roll sponsorship; lookalikes were deployed via Facebook, Instagram, and Snapchat engagements and swipe-ups; and third-party custom audiences were employed via platform negotiations and whitelisting. Winners were then announced, which drove engagement and viewership of the ceremony and better amplified the "Campaign of the Year." Retool Your School is now in its 13th year, 12 of those years with one50one at the helm.

### RESULTS

FROM 2020 TO 2021, ONE50ONE WAS ABLE TO ACHIEVE THE FOLLOWING RESULTS

**\$0.26**

cost per click (CPC)

**\$5.84**

cost-per-thousand impressions (CPM)

**1.801M**

clicks/swipe-ups, up 165% from previous year

**52.609M**

impressions, up 65% from previous year

**3.5%**

click-through rate (CTR), up 64% from previous year

**15,981**

engagements, up 274% from previous year

**19.949M**

video views, up 494% from previous year

**25M**

consumers, outperforming all industry & Facebook platform benchmarks