

8H: Best Social Media Campaign: Mustang Media Group, Cal Poly San Luis Obispo

To promote this year's print edition of SLO Living and to also draw attention to its accompanying annual housing fair MMG set up a trade with Bright Broom a local cleaning company giving away 6 month of cleaning services with two ways to enter; students could either pick up a copy of the print edition and scan a QR code on the house ad in it or come to the actual housing fair to scan a 2nd QR code for a 2nd chance to win. The cleaning services giveaway were the center of the campaign which was carried out primarily through Instagram to our over 24,000 followers but also aided heavily by paid social boosts targeting first and second year students who were the primary audience due to being in the market as first time renters.

The fair was a giant success with over 500 students attending in the first hour alone and hundreds of students picking up a copy of the print edition for a chance to win the free cleaning services. The first 3 ads in the campaign alone drew in over 66,000 impressions.

[Ad#1](#)

[Ad#2](#)

[Ad#3](#)

[Ad#4](#)

[Campaign analytics](#)