GLASGOW SCHOOL OF ART

Reaching high-intent students and creative audiences during a nationally significant showcase

fonemedia





AT A GLANCE »

Client: Glasgow School of Art (GSA)

Sector: Education

Objective: Raise awareness and drive engagement for Degree Show, supporting both in-person attendance and UK-wide digital exploration

Solution: Mobile-first, intent-led targeting using Mobile Platinum, combining location, behavioural, and Experian audience data

Outcome:

- 5.17% CTR
- 3,843 high-intent clicks
- Strong national and local engagement supporting event visibility.

View the Rich Media creative by scanning the QR code below:

fonemedia

THE CHALLENGE & APPROACH »

THE CHALLENGE

Students and creative audiences research across multiple channels and devices, often quickly and on mobile.

For an event like Degree Show, visibility is hardest at key decision points: deciding whether to attend in person or explore digitally.

With limited budget and a defined campaign window, precision and timing were critical.

THE APPROACH

- **Focused on student and creative intent:**

Targeted individuals actively researching university courses, art and design disciplines, and creative careers - layering keyword, behavioural and bespoke affinity audiences.

- **Mobile-first discovery strategy:**

Delivered premium Rich Media formats across smartphones and tablets, aligning with how prospective students and industry professionals explore opportunities.

- **Timed to peak consideration:**

Ran activity over 4–6 weeks before and during the exhibition, reaching both local attendees and UK-wide digital audiences.

THE RESULTS »

5.17%

CLICK-THROUGH RATE

Significantly above typical education display benchmarks (2.07%)

3,843

HIGH-INTENT CLICKS

From highly targeted audiences, contributing to strong digital showcase engagement

90.9%

ABOVE THE FOLD

Reinforcing visibility and quality placement

HIGH-VALUE OUTCOMES »

UK-WIDE ACTIVITY DELIVERED HIGHEST ENGAGEMENT VOLUME

NEARLY 80% ENGAGEMENT VIA SMARTPHONES

STRONG NATIONAL AND LOCAL REACH ACHIEVED



WHAT THE CLIENT SAID »

"Partnering with Fonemedia for The Glasgow School of Art's annual Degree Show campaign for the first time was an exceptional experience. The team was incredibly helpful, creative and responsive, and the results impressive, seeing a significant increase in engagement with the GSA's digital Degree Show showcase across our target audiences.

Fonemedia's data-driven insights allowed us to optimise the campaign and target our very specific audiences with precision. Their collaborative approach and ability to turn our vision into an effective, on brand mobile advertising strategy surpassed our expectations."

Kirsty L. Barr, Head of Communications, The Glasgow School of Art

WHY THIS MATTERS »

This campaign demonstrates how reaching students and creative audiences at moments of active intent, through mobile-first, data-led targeting, can efficiently increase event visibility and drive meaningful engagement during critical recruitment and brand moments.

GET IN TOUCH »

Looking to reach high-intent audiences at the moments that matter most?

Talk to us about mobile-first campaigns designed around real-world outcomes.

PHONE

0113 834 6399

EMAIL

info@fonemedia.co.uk

WEBSITE

fonemedia.co.uk