

Proven impact for business schools

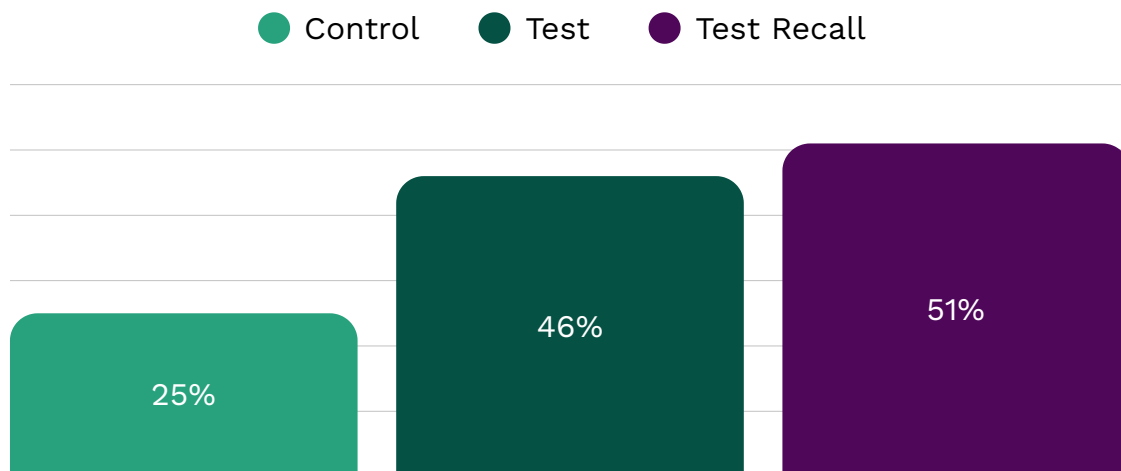
Case Study: Copenhagen Business School

In early 2023, we partnered with Copenhagen Business School to assess content marketing's impact on MBA program awareness and engagement. Research partner Differentology conducted forced exposure surveys to measure brand recall and behavioural outcomes.

Key metrics & takeaways

- **103% uplift** in prompted awareness, echoing previous Tsinghua results
- **Increased Consideration** - **97%** of readers were more likely to consider CBS after reading the content
- **Intent to Act** - **99% (test) / 100% (recall)** intended to take action (e.g. research the school, visit the website)
- **Better Brand Perception** - Articles were described as clear, memorable, and positively influential
- **Boosted Advocacy** - Word of mouth likelihood rose: promoters **from 40% to 50%**

Aware of Copenhagen Business School Advertising



Awareness lift: Control (25%) → Test (46%) → Test Recall (51%)

Want results like this for your school?

Content marketing isn't just visibility - it drives real engagement, intent, and action. Imagine the scale you could achieve.

 gmacmedia@gmac.com

Note: This case study references work completed through BusinessBecause, which has since fully transitioned into GMAC.

A proven impact for Business Schools

Case Study: Copenhagen Business School

A study conducted in early 2023 proves just how powerful content marketing is for business schools. These results are not an anomaly. This new study for Copenhagen Business School backs up the findings of a previous 2021 study for Tsinghua University. The study found that content marketing drove a 103% uplift in prompted awareness of Tsinghua University's MBA program - among other positive findings.

Research partner Differentology independently oversaw fieldwork and data analysis, using a forced expose methodology, in which some respondents were exposed to Copenhagen Business School articles using a mock-up of our website while taking a 10 minute survey.

Key takeaways from the results

- **Increased Consideration:** 97% of readers exposed to the content said they were more likely to consider Copenhagen Business School after reading the articles.
- **Powerful Action & Intent:** 99% of exposed respondents and 100% of those who recalled the content intended to take action - such as researching the school, visiting the website, or contacting admissions.
- **Improved Brand Perception:** Respondents described the articles as clear, memorable, and informative, and said they left them feeling more positive about the school.
- **Boosted Word of Mouth:** Exposure to the content increased the likelihood of recommending Copenhagen Business School to others.
- **Backed by Independent Research:** Research agency Differentology conducted the study using forced exposure methodology, reinforcing credibility and unbiased results.
- **Proven Track Record:** This study follows a previous campaign with Tsinghua University in 2021, which saw a 103% uplift in prompted awareness of their MBA program.

Want results like this for your school?

Content marketing isn't just visibility - it's about driving real engagement, intent and action. Imagine what you could do at this scale.

 gmacmedia@gmac.com

Note: This case study references work completed through BusinessBecause, which has since fully transitioned into GMAC.