

Content that drives consideration

Tsinghua University MBA

In 2021, we promoted Tsinghua University's MBA program through sponsored articles. Independent research firm Differentology conducted forced-exposure testing with 300 respondents to measure awareness, perception, and action resulting from the campaign.

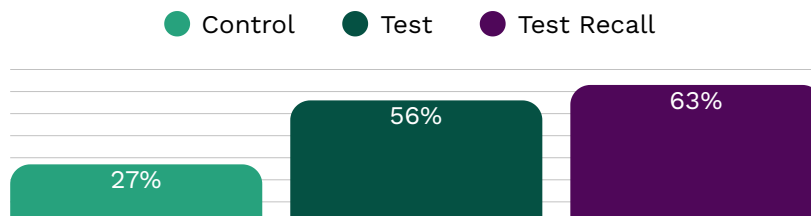
Key results

- **+107% increase** in prompted advertising awareness
- **+103% uplift** in prompted brand awareness
- **+125% increase** in extreme likelihood to consider Tsinghua's MBA
- **100%** of test recall respondents took or intended to take action
- **67% uplift** in likelihood to recommend the school

Key takeaways

- **Awareness:** Over 1 in 3 test respondents recalled the campaign content.
- **Perception:** Perceptions improved significantly - especially around program relevance and academic reputation.
- **Consideration:** Respondents exposed to the articles were over twice as likely to consider Tsinghua's MBA.
- **Action:** 100% of those who recalled the articles said they planned to visit the website or research the program further.
- **Advocacy:** Strong gains in brand advocacy, with a 67% uplift in "promoter" scores.

Aware of Tsinghua University Advertising



This campaign didn't just raise awareness - it moved candidates to act.

Whether your goal is visibility, engagement, or conversions, this is the power of content marketing with intent.

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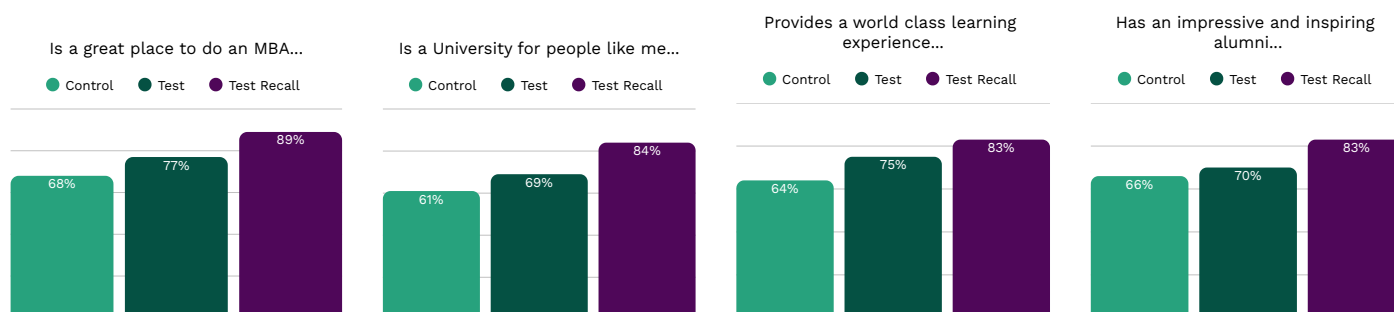
Note: This case study references work completed through BusinessBecause, which has since fully transitioned into GMAC.

Content that drives conversions

How sponsored articles drive awareness, consideration and action

An independent study conducted by Differentology assessed the real impact of our content marketing for an MBA program at leading Chinese University, Tsinghua. Despite limited brand awareness outside its home region, the campaign delivered impressive results.

The study used a forced exposure methodology, in which respondents were exposed to a mock-up of our website while completing a survey. 300 individuals were split between those exposed to the study's University MBA articles (the test group) and those not exposed to them (the control group). The test group exposed to the content showed higher awareness, increased positive brand perception and greater likelihood to take action. 50% were able to recall having seen MBA articles like those tested, suggesting the content was memorable. The articles helped make Tsinghua University more top of mind. No one in control was aware of the University when asked unprompted but over 1 in 3 were having been exposed to the test activity.



The data shows that 100% of test respondents intent to take some form of action as a result of the content marketing, the most common being to look at the MBA program at the study university (61%), visit the study university (58%), search for some more information online about their MBA courses (56%), and apply (30%).

Key results

+103% uplift in prompted awareness of the university's MBA program, **95%** of respondents who recalled the content said they were likely to apply, **47%** of respondents reported an improved impression of the university, and increased intent to recommend the program to others.

The study's findings are clear:

content marketing is a powerful tool to drive awareness and positive perceptions of your programs with positive applicants.

 Our team would love to talk more about how we can help drive your marketing efforts.

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