

The background of the slide is a photograph of the Vitro building at UC San Diego. The building is a prominent, modern structure with a unique, multi-tiered, zig-zagging facade made of concrete and glass. It is set against a clear blue sky. In the foreground, there are green bushes and a paved walkway. The overall scene is bright and clear.

# UC San Diego

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## VITRO

April 2020  
A COVID-19 Case Study

## Problem

Every year admitted students and their families are invited to visit the UC San Diego campus for **Triton Day**, an opportunity to experience the campus and learn what it's like to be a Triton before making **a final decision to enroll**. This annual event has proven critical to the admissions pipeline of the University.

With a global **lockdown due to Covid-19**, how can we showcase the campus and culture of UC San Diego and **seal-the-deal** on top prospects?



Solution

## **Virtual Triton Day.**

We took Triton Day online **to provide a hub of information** for admitted students. With content on academics and student life, the site included **live Triton Talks**, useful resources and a CTA for students to accept their offer.

We worked in sprints to create an interactive experience in just **three-weeks from start to finish** including custom, feature video content and an ADA-compliant mobile-responsive microsite.

# Virtual Triton Day Feature Video

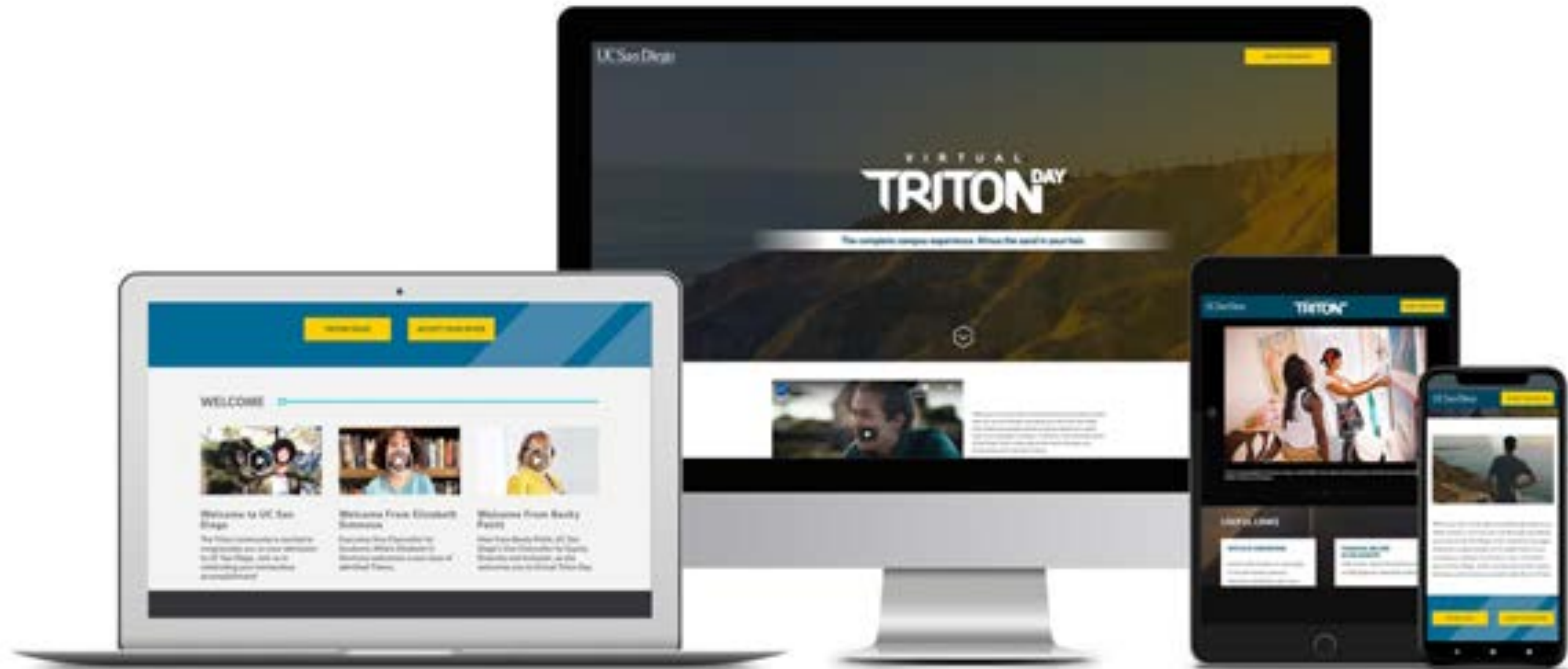
The feature video took students through a **day-in-the-life** of a UC San Diego student, and exactly how nontypical a day can be on campus.



# TritonDay.UCSD.edu



The microsite housed the feature video, multi-media content from key departments across the university, a photo gallery, and useful links and resources. A focused user journey pushed visitors towards **Live Triton Talks** and accepting their offer.





How it worked

**We delivered this fast-turn solution by partnering and **collaborating closely** with the team at UC San Diego. Client contribution to the project was huge including timely provision of content.**

**The site will remain live until June but in a single day we exceeded our traffic goal by 297% with a low bounce rate of 20% and high video completion rate. Core KPIs are being met with an Accept Offer CTR of 9.4%.**

**Go Tritons!**

A photograph of the UC San Diego Vitro building, a modern structure with a complex, multi-tiered, and angular facade. The building is set against a clear sky and surrounded by greenery. The image is dimmed to allow text to be overlaid.

UC San Diego  
**VITRO**

**THANK YOU!**