

TESTIMONIAL University of South Florida



Age Range

USF Fans and Residents of Tampa

Media Mix

Digital Billboards

Market

Florida

Objective

The USF Athletic Department wanted to promote season ticket sales for the "Bulls" upcoming football season.

Rationale

The USF Athletic department decided to use out-of-home advertising because it would be seen by a greater amount of fans on their daily commute.

“The University sold nearly twice as many season tickets this year as they did in the past year ”

The reaction to the new campaign was strong and instantaneous; photos of the bulletins appeared in all of the local newspapers and the campaign was referenced by the local sports talk radio & TV shows. The University sold nearly twice as many season tickets this year as they did in the past year and gave the credit to the out-of-home campaign. After all the success, the University decided to extend their campaign to a digital billboard.

The artwork invited fans to send photos of them giving the “Bulls sign.” By promising the winning entries a chance to be inserted into future billboard designs, they were able to generate massive awareness and received several hundred entries.

-Ayo Taylor-Dixon
Associate Athletic Director
University of South Florida