

The Pride of CASE V Awards Program

- Title:** Building Champions – Athletics Branding and Promotion - Football
- Category:** 22 - Best Video PSA or Commercial Spot CM
- Institution:** The University of Toledo
- Contact Info:** John T. Adams
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- Budget:** \$15,000
- Staff:** Client Representatives –Matt Lockwood and John T. Adams
Production assistance and copywriting – Deanna Woolf
Music track – UT band department
- Production (Video) – Madhouse
Bill Sattler, Rob Seifert
Production (Audio) – Level 2 Audio
Mark Reiter*
- Background:** The University of Toledo’s athletic department and its football program have been a successful MidAmerican Conference contender in the past. In addition to being one of two NCAA collegiate athletic programs in the area, the UT Athletics Program features MAC Championship-winning men's and women's teams, a football facility named "the best in the MAC," record home crowds, national media coverage via ESPN 2, and, most importantly, a new capital campaign to build Savage Hall into a premiere athletic events and training space.
- However, with some of the predominant talent having graduated, UT Football has been in a building mode. The program was in need of a branding message that had staying power and that could position it as a leader in both athletic and academics.
- These factors created a unique identity for the UT Athletics Program, which is captured by the "Building Champions" marketing theme focus that was chosen.

The goal was to create a television spot that incorporated the "Building Champions" theme, and reintroduce "See You at the Game," a tagline that had been used and was gaining momentum. It was then decided to move away from the latter and try some new approaches that ultimately turned out to be not as strong.

This was the first year the Office of University Marketing was involved in the creation and production of broadcast advertising for the athletic department.

Description: A spot was created that incorporated the messages outlined above while departing from a traditional approach that had been used in the past. Strong engaging visuals and a high energy music composition were developed. The music was composed by the director of UT's marching band.

Calls to action included the promotion of season ticket packages prior to the season and during the first couple of weeks of the season. After that, tickets for individual games were promoted prior to the specific game.

Goals: The objectives of the spots were to build awareness of the UT Football program, build spirit and sell tickets to the games.

Fit with Institutional

Goals: One of the primary goals of mission in addition to education and research is engagement both at the University and in the Toledo and surrounding community. This spot supports these goals and complements other efforts that have been developed within the institution.

Audience: The primary audience was comprised of: community members, students, faculty, staff and alumni.

Staff: Internal staff included the Senior Director of University Marketing, the University's Senior Marketing Specialist, Director of Public Relations, Lead Advertising Copywriter and UT's marching band director. Three members of an outside video firm handled the filming and pre and post production with the assistance of a local audio production studio technician. Total number of people involved, excluding the UT football players who served as the talent, was seven.

Budget: Cost for video and audio production was approximately \$15,000. There was no charge for internal client representation, creative and production assistance. Media placement costs are not included.

Challenges: Acceptance of a new approach and direction and departure from the previous creative that was primarily handled by the television stations with whom the University was placing the spots.

Results and Effectiveness: While it is difficult to gauge specific measurements of achievement attributed solely to this effort, internal and community positive feedback has been very significant. Ticket sales did not reach our goal but we believe that this new approach is creating a foundation for future efforts to sell tickets, build our brand and instill pride in our internal and surrounding communities.