Problem
How does University of Central Florida Athletics increase brand exposure to drive ticket sales?

Solution
By placing ads in areas with high concentrations of college educated residents.

Background
UCF is in Orlando and their football and basketball teams were having great success. The Athletic Department wanted to capitalize on this success and increase ticket sales.

Objective
The objectives were to increase brand exposure and sell more tickets.

Strategy
We decided to use digital boards for their flexibility in changing the message from week to week for game ticket sales for both football and then basketball. Digital boards were placed close to the university and in geographic areas that skewed high in college-educated residents.

Plan Details
Markets: Orlando
Flight Dates: September 17, 2018 - December 31, 2018
OOH Formats: Digital Billboards
Budget: $10,000 and over

Results
University of Central Florida sold out tickets for football games, increased their fan base, and there was a huge boost in basketball support.