

Georgia State University Travel Like a Panther

Problem

Connect with potential students and generate community for visitors and residents at a time when traveling safely can be a challenge.

Solution

Connecting an opportunity to promote safety while getting their brand in front of millions, Georgia State University (GSU) partnered with Clear Channel Airports to launch the “Travel Like A Panther” campaign at Hartsfield -Jackson Atlanta International Airport (ATL), handing out branded masks to passengers as they traveled through the airport – with the hopes that their mask would travel to every corner of the country (or world) with those who received them.

Background

GSU is a diverse urban institution in Atlanta serving 52,000+ students on six campuses. Ranked No. 2 in innovation by U.S. News & World Report, Georgia State is the only institution in the country where students from all backgrounds graduate at the same rates. This past year, they launched a large-scale multi-channel reputational advertising campaign targeting prospective students and the broader Atlanta. COVID has been challenging for travelers and they wanted to encourage safety.

Objective

GSU sought to go beyond their brand marketing and create an interactive opportunity to connect with passengers. They spent approximately \$600,000 on the overall Atlanta campaign (billboards, digital messaging, Google display networks ads) and specifically chose the T-Gate for their positioning because they knew they would reach travelers and Atlanta natives alike. They used photos of their own employees and students in their marketing materials so all passengers would feel connected and that they could “Travel Like A Panther.” They also introduced their new president, the first African American president in Georgia State history, in their campaign.

Strategy

The “Travel Like a Panther” concept was developed by the current marketing team at Georgia State. The ATL team, Clear Channel Airports, and Georgia State came together to execute this campaign. CCA worked directly with the airport on concept submittal, approval and activation logistics to achieve airport access for the activation team.



COVID has been challenging for travelers and they wanted to encourage safety by distributing GSU masks that were well designed, and comfortable while promoting their current campaign and the university. To get travelers immersed in their school spirit, plus generate community and connection for visitors and residents, GSU launched an experiential experience within the T-Gate recruiting GSU cheerleaders, Pounce their mascot, and the new GSU president to hand out masks to passengers boarding the ATL Skytrain. GSU also dominated the T-Gate inventory with their creative/messaging including a QR code passengers could download for the opportunity to receive a GSU mask post launch day.

Plan Details

Markets: Hartsfield-Jackson Atlanta International Airport

Flight Dates: November 2021 – April 2022

OOH Formats Used: Wrapped panels + middle window on the outside of the Plane Train. This inventory is printed and provides 24/7/365 coverage. The experiential aspect was an activation of handing out masks to passengers on their way to their next destination

Budget: less than \$300k

Results

On launch day, GSU gave out 500 masks to travelers, pilots, airport vendors – all who passed through the T-Gate. To date, 10,000+ passengers have scanned QR codes and have received masks. By sending them to a unique landing page, GSU was able to gather data about their affiliation to the university and add them to their databases. Dozens of alumni have posted their photos on social media. They had thousands of unique views of the video they posted launching the program and their masks have been seen as close as the local grocery store and as far away as Rio de Janeiro. Plus:

- Overall Bump in Applications
- Reputational Awareness
- Record Fundraising Year
- Thousands of unique views of their video

Additional Information

The center window panels included a QR code passengers could scan as they waited for the Plane Train. This QR code took them to a landing page where they could sign up for a panther mask to be shipped to their home address and also gave the option of clicking a box for more information on GSU, which had over a 50% conversion.

Audience Metrics

Target Audience: Target students, parents, alumni, the Atlanta community

Target Audience Reach: app. 80%+ departures

