

San Diego State University

Problem

How does a university football team inspire a disenfranchised NFL community?

Solution

By using an out of home (OOH) campaign to reach the football viewing community through San Diego.

Background

After the NFL's San Diego Chargers left the area to relocate to Los Angeles, the community was left with a feeling of abandonment. Many sports fans, after years of support, attendance and team spirit, disposed of their fan gear to show their disappointment, and anger. San Diego State University (SDSU) saw this as an opportunity to inspire the community to keep their love of football with a simple, but very powerful campaign. "One City. One Team."

Objective

To generate interest in the upcoming football season, and inspire SDSU students, alumni, fans and affiliates to purchase season tickets. To also reach out to San Diego Chargers fans, and invite them to be a part of the SDSU Football Team.

Strategy

SDSU has a very strong presence in San Diego, utilizing a variety of media, both online, and offline to reach their audience. When planning OOH, targeting was focused around the I-8 freeway, which connects many SDSU affiliated audiences to other relevant areas in the city. Highlighting some of their key players for the season, Rashaad Penny and Kameron Kelly, to name a few, SDSU utilized explosive imagery and extensions, as well as powerful messaging to generate hype, excitement, and motivation for everyday Aztec fans to become a part of the "team".

Plan Details

Market: San Diego, California

The 'One City. One Team.' campaign ran for a total of 4-weeks from July 24 - August 27. The campaign utilized two billboards (14' x 48') on the I-8 freeway, one of San Diego's busiest roads. With one board facing east in the East San Diego area, and another facing west, the boards could reach both eastbound and westbound traffic on the I-8 Freeway.

Results

San Diego State University received over 5,100,000 media impressions over the course of their campaign, reaching their desired audience on the I-8 freeway that heads through East and West San Diego.

"Billboards that we placed in high-traffic areas of San Diego gave us great exposure during our key ticket sales push. The combination of the hard-hitting slogan, with the graphic elements, the ability to have the artwork extend from the normal billboard frame, and the high-traffic locations created a very successful component of our pre-season advertising. The billboards created quite a buzz around San Diego and we received tons of very positive feedback."

- Lisa Pearson, Associate Athletic Director of Marketing

