

University of Central Florida Athletics

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.

