

# MIZZOU MADE

**MIZZOU**

**CLIENT**

UNIVERSITY OF MISSOURI  
ATHLETICS

**PROJECT**

MIZZOU MADE VIDEO SERIES



## CLIENT

The University of Missouri–Columbia (Mizzou) is the largest public university in Missouri, enrolling more than 35,000 students and offering more than 300 degree programs in 19 academic colleges. As the flagship institution of the University of Missouri system, Mizzou is a member of the Southeastern Conference (SEC) and is represented in eight men’s and 10 women’s NCAA Division I varsity sports.

## CHALLENGE

Coming off of a winning season with a Coach of the Year at the helm, the University of Missouri’s football program had a lot to brag about. But as a team still young to the SEC, they needed to prove who they were. They needed to up attendance to football games and raise interest in the school with potential students and players. They also wanted to highlight recent successes to dispel the opinion that Mizzou was not fit for the SEC. And on top of all that, they wanted to help people understand what “Mizzou Made” meant.

## APPROACH

Woodruff Sweitzer tackled this project by producing a series of “hype” videos intended to play off of the enthusiasm and emotional attachment that comes from Mizzou. Unlike most football hype videos, this video series was created to instill in fans a sense of belonging to the team and being a member of the Mizzou family.

The first video set the stage by letting the team’s recent achievements speak for themselves through dynamic footage of the past season, intense audio and art cards flashing accomplishments. In the second video, viewers were allowed a glimpse into what few have the privilege to witness: an intimate, heartfelt speech from Head Coach Gary Pinkel, in his own words, about what makes the team. Finally, in the third video, viewers heard from the team itself. This video featured actual players speaking in their own words about Coach Pinkel and why he deserves the SEC Coach of the Year honor.

All of the videos told their own story, yet all related to the others in terms of look and feel. Dramatic black and white footage, peppered with splashes of team-color gold, added drama, beauty, distinctive Mizzou branding and a level of production that went beyond the typical “hype” video.



## RESULTS

Launched online only, the series was intended to generate conversation in the social realm. However, after great response to the online presence, the client requested additional edits of the videos to replace their existing season-ticket television campaign. The series gained momentum quickly on Facebook, garnering more than 110,000 views, 9,300 likes/comments/shares, and nearly 28,000 post clicks on the three videos combined. YouTube gained an additional 53,000 video views.

The videos gained national attention and were picked up by major media outlets. Fox Sports Midwest, ESPN and Saturday Down South featured the videos on their websites with articles applauding the anticipation and enthusiasm Mizzou brought to the upcoming college football season. ESPN’s *Paul Finebaum Show* reached out directly to Mizzou with a request to feature the videos on the show.

In addition, these videos served to build excitement and pride internally, as the coach was unaware of the players’ interviews and the players were unaware of the coach’s speech. And...apparently they made half the Facebook commenters cry and gave the other half goose bumps.



**110,000** FACEBOOK VIEWS

**53,000** YOUTUBE VIEWS



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