



MIZZOU

CLIENT
UNIVERSITY OF MISSOURI
ATHLETICS

PROJECT
SEC CAMPAIGN



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 Athletics is a member of the Southeastern Conference (SEC) and is represented in eight men’s and ten women’s NCAA Division I varsity sports.

CHALLENGE

After years in the Big 12 Conference, in 2011, Mizzou Athletics announced that it was joining the SEC. They needed a comprehensive campaign that could capture the local enthusiasm surrounding the move and take advantage of the opportunity to push the Mizzou brand out to new audiences. Mizzou wanted to excite the current fan base, gain awareness within the SEC footprint and place Mizzou in the collective consciousness of sports fans across the country.



APPROACH

Woodruff Sweitzer developed an awareness campaign that centered on two messages. “A New Era Begins” resonated with current and future fans by inviting them to come along for the ride as Mizzou welcomed the opportunity to rise up to the intense competition within the SEC. “Proud To Be SEC” introduced Mizzou within the SEC footprint. This sincere and unpretentious approach demonstrated Mizzou’s enthusiasm about inclusion in the conference and encouraged SEC fans to find out more about their newest member.

A robust campaign including TV, outdoor and digital was rolled out across Missouri and in top SEC states. Ad placements with Xbox reached this demographic while geo-targeted online ads were placed on ESPN.com and Yahoo! to target viewers in key cities. A Facebook social media campaign including paid ads and a custom branded tab was also launched to gain new fans.



RESULTS

Overall, the SEC campaign delivered more than 32 million impressions. Digital placements had the most effective delivery counting for nearly 80 percent of total impressions. The Xbox placement was very successful with a .77 percent click-through-rate and ads on ESPN.com and Facebook brought click-through-rates that exceeded industry benchmarks on each outlet. In addition, over 5,000 new fans (47 percent of overall “like” growth) joined the Tiger nation on the Mizzou Athletics’ Facebook page.



32 MILLION IMPRESSIONS

.77% XBOX PLACEMENT CLICK-THROUGH-RATE



Woodruff Sweitzer