

Savannah Holloway

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ADVT 3300 Client Project:

Attracting Young Alumni to University Sporting Events

Advertising Objective(s)

1. Increase attendance to games
2. Create an enthusiastic fan base among current students and alumni

Message Appeal/Persuading the Target Market

- Target Market: Local alumni/recent graduates (25 – 35, young professionals)
- Slogan(s): “There’s no place like home.” and “Once a Trojan, always a Trojan.”

While designing our ad, we decided to make an emotional appeal and implement a “feel-good” ad approach. By utilizing a *Wizard of Oz* overarching theme, we hoped to instill a sense of nostalgia in the recent alumni. Even for those who have not seen the movie or read the book, the message of “home” and “belonging” has universal appeal. College was a simpler time, an easier time that should be remembered fondly. The slogan “There’s no place like home.” tells alumni that they will always have a place at UA Little Rock even if they are no longer students. This sense of belonging is reemphasized at the end of the ad with the slogan “Once a Trojan, always a Trojan.”.

Between the two emotionally appealing slogans lies the informational aspect of the ad explaining that its purpose is to rally support for UA Little Rock athletics (“Join your fellow Trojans in supporting UA Little Rock Athletics!”). This section was placed in the middle of the

ad so that before the ad calls the audience to action (attend athletic events), the target audience would first be put in a nostalgic mindset. The ad then ends with a similar emotional appeal so as to remind the audience *why* they want to answer that call to action.

Design Elements

- Maroon Sneakers (“Ruby Slippers”)
 - The maroon sneakers are representative of Dorothy’s ruby slippers in the *Wizard of Oz*. Just as the slippers are Dorothy’s way home, our maroon sneakers are an alumni’s way back to UA Little Rock. Unlike slippers, sneakers could be the shoes of any athlete or fan. They are indicative of UA Little Rock athletics as a whole.
- Trojan Lane (“Yellow Brick Road”)
 - The Trojan Lane (the checkered street between residence halls) is representative of Oz’s Yellow Brick Road. Just as the Yellow Brick Road guided Dorothy through Oz, the Trojan Lane was a path many Trojans walked every day - to class, to see friends, and to attend sporting events.

Expansion into a Broader Advertising Campaign

Our print *Wizard of Oz* campaign could be expanded into a social media campaign in multiple ways. First, UA Little Rock could post “Standout Athlete” moments (“Standout” in reference to the sneakers) when a team or individual player showcases one of the different traits discussed in the story - Intelligence (The Scarecrow), Courage (The Cowardly Lion), and Heart/Passion (The Tin Man). Another way for the university to involve students and alumni would be to create a “There’s no place like UA Little Rock” hashtag. Participants could add this tag to posts of memorable moments they have had at the university.

