

# CREATIVE UNIVERSITY



**PRESS CLIPS**



# CREATIVE UNIVERSITY

## Florida- Sports Business Journal- May 18, 2009

### STREET & SMITH'S **SportsBusiness JOURNAL**

#### Students shape campaigns for Fox Sports RSNs

By JOHN OURAND  
Staff writer  
Published May 18, 2009 | Page 09

Fox Sports Net has set up a marketing partnership with two universities that already has resulted in two on-air promotional campaigns.

As part of an initiative that it dubs Creative University, Fox Sports West and the University of Southern California teamed up for a campaign around the regional sports network's Los Angeles Angels coverage.



Sun Sports and the University of Florida developed another campaign around that RSN's Sunday morning coverage of Gators football.

FSN has two other partnerships planned: one with Arizona State University and another with a still-to-be-named college in Fox Sports South's region.

"Young, creative minds think differently," said Chris Hannan, senior vice president of marketing for Fox Regional Sports Networks. "They think in creative ways that help us target that demo. It is enhancing our partnership with the schools."

FSN launched the program in the fall, with Fox Sports West embarking on a campuswide contest to develop a marketing campaign for the RSN's Angels telecasts.

The winning entry, which came from members of the school's water polo team, was "We put you in the game," with the Angels' logo making up the "A" in game.

The campaign, which encompasses TV, print, outdoor and Internet, is shot from a player's point of view.



Florida's marching band makes an appearance in the Sun Sports campaign.

FSN made some tweaks for its second partnership with the University of Florida, limiting the contest to journalism students.

"It's better served being part of the curriculum," Hannan said. "That sharpens the focus of students, who are looking at it as part of the credit and degree."

At Florida, a class of 50 students was given an assignment to come up with a marketing campaign around Sun Sports' Sunday morning Florida football show.

FSN executives whittled the 50 ideas down to four, eventually coming up with a campaign that

incorporated parts of all four winning entries.

The campaign, which will launch in August, has a young man being awakened by his alarm clock blaring the University of Florida fight song. As the camera pulls back, the viewer sees the Gators band in the man's room playing the song.

"The campaign captures the fact that there's a loyal following for Florida sports," Hannan said.

Hannan said FSN looks at these kinds of partnerships for marketing ideas the same way tech companies look at dealing with schools like MIT for tech savvy.

"In marketing, nobody's doing that," he said. "We're getting the same kind of research."



February 19, 2010

PHOENIX BUSINESS JOURNAL  
phoenix.bizjournal.com

7

### ASU marketing students develop campaigns for Fox Sports Arizona

BY CHRIS CASACENA  
ccasacena@bizjournal.com

Marketing students at Arizona State University are developing a branding campaign for Fox Sports Arizona in a new course that provides real-world experience inside and outside the classroom.

The class provides a handful of students the rare opportunity to showcase their work to a large audience as they prepare to enter an ultra-competitive job market. The final campaign, to be selected at the end of the semester from among four student groups, will run in print, radio, online and TV outlets throughout Arizona and New Mexico.

"I can see some of their competitive nature coming out," said Eric Fischer, a former advertising executive with the NBA, ABC and the Tribune Co. who was hired to teach the class at ASU's Walter Cronkite School of Journalism and Mass Communication.

After reading the course description for "Sports Marketing and Campaigns," Carly McKelvey was blown away by the opportunity.

"I can't believe it. This is ridiculous," said the senior public relations major from Phoenix. "I never felt more motivated for a class."

Junior Kaitlin Daoust said many of the public relations jobs she's researched involve strong elements of marketing, a skill she needs to acquire before graduating.

"I felt unprepared for marketing," said the 20-year-old Washington state native. "I felt this would give me more real-life experience."

Issac Eastley, a sophomore broadcast major, was perturbed by the lack of sports curriculum at ASU. Now the 20-year-old Peoria resident is thinking about a career in the field.

The two-year Sports Business MBA program at ASU's W.P. Carey School of Business, which drew acclaim for being among the few of its kind in the country

was dismantled by the university in a massive budget cut announced a year ago. Its last class will graduate in May.

The new course is a component of a long-term strategic plan by Fox Sports Arizona parent company FSN to build academic partnerships across the country, while capturing a younger demographic in an ever-changing multimedia landscape.

"It's such a different media today. You'd better provide the information for people when they're ready for it," said Mike Connelly, senior vice president and general manager of Fox Sports Arizona. "The older generation lost the concept."

Fox Sports Arizona spokesman Brett Hansen said, "We told them to use their imagination and just run wild."

This "Creative University" concept, developed two years ago by the brass at FSN, has been successful in other markets. Last year, Fox Sports West launched a similar initiative with the University of Southern California, which developed a marketing campaign for the Los Angeles Angels of Anaheim's 2009 season.

Also, Sun Sports partnered with the University of Florida to create a campaign touting the school's Sunday morning sports television program; and the University of North Carolina developed a

"destination campaign" to catch collegiate and professional action on Fox Sports Carolinas. That campaign began this month.

Chris Hannan, FSN's senior vice president of marketing, developed the program for the national network to boost its academic and community involvement while getting students involved in the branding process.

"They're thinking the way we want to think and reach our audiences," he said. "These kids think like fans first."



Connelly



Hannan



Arizona State University junior Kaitlin Daoust, right, discusses her group's branding campaign for Fox Sports Arizona, part of a new course offered at ASU's Walter Cronkite School of Journalism and Mass Communication.

PHOTO BY PHOENIX BUSINESS JOURNAL

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Fox Sports Arizona: [www.foxsportsaz.com](http://www.foxsportsaz.com)  
ASU Walter Cronkite School of Journalism and Mass Communication: [www.cronkite.asu.edu](http://www.cronkite.asu.edu)



# CREATIVE UNIVERSITY

## UNC- Triad Business Journal- May 2010



### On location

Winston-Salem took center stage this week as journalism and mass communication students at UNC-Chapel Hill came to town to shoot commercials for Fox Sports Carolinas.

For the past year, Fox Sports has been working with the students through a program called Creative University. Over two semesters, four classes of students developed branding campaigns for the regional sports network, just as if they were an ad agency bidding for business.

Students and production executives from Fox Sports Carolinas shot commercials around downtown Tuesday and Wednesday. The spots will air this fall.

**Kate Hart**, a spokeswoman for Fox Sports Carolinas, tells us that Winston-Salem was chosen "because it's a picturesque setting with that quintessential Carolinas look and feel."



# CREATIVE UNIVERSITY

## USC- Annenberg School of Communications- December 2010

The screenshot shows the USC Annenberg School of Communications website. At the top, there is a navigation bar with links for 'PROSPECTIVE STUDENTS', 'CURRENT STUDENTS', 'ALUMNI/FAMILY', 'FUNDRAISING', 'RESEARCH', and 'BRIEFING CENTER'. Below this is a yellow banner with the text 'USC ANNERBERG NEWS'. The main content area features a large 'FOX SPORTS WEST' logo. The article title is 'FOX SPORTS WEST SEES A WINNER IN USC ANNERBERG STUDENTS' MARKETING CAMPAIGNS', dated December 22, 2010, by Christine Parker. The article text discusses a marketing campaign for Fox Sports West, mentioning that students were engaged in a process where they got to come up with an idea that was actually going to come to light and be on TV and online. It also mentions that the students were part of a program called 'FOX Sports West's Marketing Campaign' and that the students were able to work on a real project that was actually going to be used. The article includes several quotes from students and faculty members, such as 'The students love it because they're engaged in a process where they get to come up with an idea that's actually going to come to light and be on TV and online, where they can see it' and 'It's about us, because we want to reach the younger demographic, the class allows us to engage with very likely young clients. That thought process is invaluable, and they come back with actual ideas that we'll appeal to that generation.' The article also mentions that the students were able to work on a real project that was actually going to be used, and that the students were able to work on a real project that was actually going to be used.





# CREATIVE UNIVERSITY

## ASU- Cronkite Journal- Fall 2011

### OUR PROGRAMS

## Students Tackle Sports Marketing for Fox Sports Arizona

BY DUSTIN VOLZ

When Eric Fischer came to the 2009 NBA All-Star Game in Phoenix as business, he didn't expect to return a year later to teach sports marketing to journalism students.

But a meeting with Cronkite Dean Christopher Callahan that weekend set the stage to bring Fischer and his 25-plus years of marketing and media management experience to Cronkite to oversee an innovative partnership with Fox Sports Arizona.

Fischer's students are creating marketing campaigns for Fox Sports Arizona, the Arizona affiliate of Fox Sports Network, which was looking for ways to inject fresh marketing ideas into its organization.

"I love the opportunity to work with students and have them create a lot of great stuff," said Fischer, now a faculty associate. "Each semester it's been a real blast watching the students create something from scratch."

Fischer, who has worked as a senior marketing representative for the NBA, Disney, Fox, MGM and J.C. Penney, divides the class into small teams that compete against each other for the chance to have their ideas developed by the network.

The first semester's class worked on a brand usage campaign for the network, with the winning team earning praise for dressing up the network's now widely used "We bring the game home" advertising slogan. The next semester, the class worked to improve the network's website, and the spring 2011 class developed a strategic marketing campaign for the Phoenix Coyotes hockey team.

Fox Sports executives frequently visit the class to talk with students and hear their pitches.

Cronkite junior Kyle Daly said that when marketing executives visited the class in the middle of the fall 2010 semester for a progress check, they told students their work wasn't bold enough. He and his teammates went back to the drawing board.

Their work paid off at the end of the semester when they were named the winning team. Their suggestions included making changes to the network's Facebook page to limit status updates and make them more conversational. They also proposed ways to increase user interactivity and keep fans engaged on the site longer.



"We're the new generation," Daly said. "We understand the simple stuff when it comes to Facebook and Twitter."

Brett Hansen, Fox Sports Arizona's director of communications and marketing, said picking the winning proposal is always difficult.

"It's been amazing. We're impressed every semester," Hansen said. "The ideas they've come up with are totally out of the box and things we may not have thought of."

The Cronkite class is part of Fox Sports' Creative University initiative, a program that pairs the network's regional sports affiliates with a nearby university to supplement student learning. ASU is one of four universities participating in the program, along with the University of North Carolina, the University of Southern California and the University of Florida.

"I don't think there are too many classes out there that actually allow you to come up with a marketing and advertising campaign for a television network," Hansen said. "It's more real-life experience that I know all the students get a lot out of, and it's given them a great understanding of what it takes to work in this profession."

Students say their successes are largely due to Fischer's guidance.

"He knows more about the industry than any other teacher. I think I've dealt with a lot of other teachers," said senior Jake Harris.

Fischer said he's not surprised that Callahan jumped at the opportunity to partner with Fox Sports Arizona.

"I think it's a testament to what Cronkite's all about, about taking chances and doing things a little bit different," he said. □



Cronkite Journal  
WALTER CRONKITE SCHOOL OF JOURNALISM AND MASS COMMUNICATION



# CREATIVE UNIVERSITY

## UNC- Carolina Communicator- Fall 2011

DESTINATION: FOX SPORTS CAROLINAS

### Ad students create 'Destination' branding campaign for FOX Sports Carolinas

ADVERTISING STUDENTS AT THE UNC SCHOOL OF JOURNALISM AND MASS COMMUNICATION HAVE DEVELOPED A NEW BRANDING CAMPAIGN FOR FOX SPORTS CAROLINAS.

The project is part of FOX's Creative University program that partners with prestigious academic and athletic institutions around the country. It provides real-life applications of what students are learning in the classroom.

The campaign - Destination: FOX Sports Carolinas - supports FOX's new regional sports network that reaches more than 4 million cable and satellite households in North and South Carolina. The network televises about 100 live Atlantic Coast Conference sporting events and a weekly ACC magazine show. It also televises Charlotte Bobcats and Carolina Hurricanes games, among other teams and athletic conferences.

Eight teams of students in two of the school's advertising classes developed agency-level pitches and presented FOX executives with creative concepts for TV, outdoor, radio, and grassroots web and social media applications.

The winning team of students from assistant professor Dana McMahon's class included Matt Vito, Anna Fowell, Paige Haskamp, Kelsey Watford, Nicole Centano and Jordan Chatham. They earned the opportunity to work side by side with industry professionals to execute the final product and its launch coinciding with the beginning of the NBA, NCAA and NHL fall sports seasons.

"The program exposed us to many components of the creative process and execution of an advertising campaign through hands-on experience, giving us a valuable and fun understanding of the industry," said Fowell.

Michael Bruder, the director of marketing and network presentation at FOX Sports Carolinas, said he and other executives were impressed with all of the student teams' pitches.

"Every idea was actionable. They were really that good," he said. "The preparation of the students, the caliber of the presentations and their overall professionalism was top notch."

Bruder said the winning presentation stood out because of its understanding of the breadth of FOX Sports Carolinas programming, achieving the difficult task of creating an umbrella campaign that works for both college and pro sports in both North and South Carolina. "The campaign is locally charged and highly customizable across the entire FOX Sports Carolinas footprint," he said.

"Destination: FOX Sports Carolinas really focuses on the passion fans have for their teams," McMahon said. "FOX Sports challenged the class teams to bring the fan spirit alive for sports enthusiasts in the viewing area. All true fans will see themselves in the campaign."

Three television spots make up the primary pieces of the campaign, but the concept will be used across multiple platforms. One is based on major rivalries in the Carolinas involving ACC and Southeastern Conference teams and fans.



Students Paige Haskamp, Nicole Centano and Kelsey Watford (left to right) watch a Los Angeles based crew discuss the execution of their 'Destination: Carolina' concept during a production shoot in Winston-Salem.



# CREATIVE UNIVERSITY

## SMU- COX Business School Journal Spring 2012



**COX PROGRAM NEWS**  
WORLDWIDE PROGRAMS | LEADERSHIP | EXECUTIVE EDUCATION | ENTREPRENEURSHIP | GLOBAL CONNECTIONS

**BBA Students Serve as Community Leaders**

In 2011, SMU's Big Ideas program awarded grants to BBA students Amelia Wray and Scott Zech for their concept, "Missing Microfinance." Since then, they have turned their concept - providing loans to underserved neighborhoods - into reality. Working with Dallas-based Citigroup, a risk-based nonprofit, and The PLAN Fund, a nonprofit microfinance institution, the Missing Microfinance team approved its loans, ranging from \$200 to \$1,000.

*Shown: BBA team members Tiana Wray, Amelia Wray and Scott Zech*

**Internship Program Provides Opportunities for BBA Students**

Since last summer, 22 BBA students have completed undergraduate marketing internships under the guidance of faculty advisor Scott Calkins. Internships cover a wide variety of jobs - from working with a hedge fund as a marketing/investor relations intern to serving as a promotion intern in the Duke Ghawron chess department. Students switched their classroom knowledge room to room in a business setting, gained valuable work experience to enhance future employment opportunities, made useful industry contacts and learned about new jobs for marketing grads.

**Fox Sports Media Group Partners with SMU Cox**

The Fox Sports Media Group and Fox Sports Southeast launched a new partnership with the Cox BBA sports marketing position this spring. SMU Cox is one of six universities that Fox chose for its "Creative University" program. Students must create and present a marketing campaign for Fox Sports Southeast coverage of the Dallas Stars. Fox sports marketing executives choose the winning campaign, which could be used by the network. Moreover, students benefit from real-world experience and great networking opportunities.

*Featured: Seth Bantary, Ryan Allison, Layne Meyers, Chris Blumstein, Fox Sports Media Group senior vice president of marketing, Jeanette Bishop, Spencer Walker, Mary Hynd, Fox Sports Southeast director of marketing, Allison Hollins, and Judy Foxman, senior lecturer in marketing.*

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## Michigan- Ross of Business Alumni News December 2012



BBA's Seek a Slam Dunk for the Detroit Pistons  
12/13/2012 --



BBA's join the game by marketing NBA stars in this action-based learning course.

ANN ARBOR, Mich. — Ross BBA students enrolled in Marketing 301 this semester took their knowledge to the court on behalf of the Detroit Pistons. The class, taught by David Wooten, partnered with FOX's Creative University program, FOX Sports Detroit, and the nearby NBA franchise to find creative and innovative solutions for promoting the Piston's upcoming season. "They had a variety of tactics at their disposal and could focus on multiple objectives. Their task was to come up with something creative that the Pistons might want to use for next season," says Wooten, who is the Alfred L. Edwards Associate Professor of Marketing.



Students initially were given the opportunity to sample the product, so to speak. The class attended the Pistons' first pre-season game, got a behind-the-scenes look at the Palace of Auburn Hills, and met people from various departments that currently work on the team's marketing. "The trip made it fun for students, but also gave them the opportunity to look at the game not only as fans but from the perspective from someone who has to market the product," says Wooten.

This is the first collaboration between Michigan Ross and Creative University, a nationwide program that FOX Sports developed to put academic minds to work solving sports-related business challenges. "The appealing thing to me was that it was consistent with the action-based learning focus that we as a school have, and it was an opportunity to give the BBAs the experience of doing hands-on, action-based learning," says Wooten.

In previous semesters, Wooten used a simulation for Marketing 301's action-based learning component, so he jumped at the opportunity to incorporate the Creative University project into the current offering. "Sports is an exciting industry to look at. Students like the competitive format, and the potential for the ideas to be implemented is really appealing," says Wooten.

The result was an experience that felt like more than a class. "It's been like having a semester-long internship with the Pistons," says Natalie Stern, BBA '13. "I've never been this motivated to create a winning campaign, since our team's ideas could actually be implemented."

The chance to work with the Detroit Pistons in a marketing capacity also proved to be a big draw for many students. "When I saw the project on the syllabus, I was excited because it looked like a great way to dive into marketing. I couldn't stop thinking about this class," says Nick Steiner, BBA '13.

Part of the thrill was the chance to merge academics and outside passions. "I was excited to have the opportunity to apply what I have learned in school to something that I was previously interested in," says Justin Kalman, BBA '13.

But by the end of the semester, it wasn't just the high-profile client that kept their interest in the class. "This project surrounded us in making a marketing plan more than any other project I have had at Ross so far," says Steiner.

"It showed me that as we move forward with our academics and careers, it is not only important to create impactful changes but actionable ones as well," adds Vikram Sridhar, BBA '13. "Having real-world experience is incomparable to just sitting in the classroom."



## Florida- Independent Florida Alligator March 2013

the independent florida  
**alligator**

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### UF ad students compete for Fox Sports campaign

Story   Comments Print   Font Size:  

Posted: Tuesday, March 26, 2013 12:45 am

Garrett Bruno, Alligator Contributing Writer | 0 comments

A partnership between UF and Fox Sports culminated Monday afternoon in a competition that put UF advertising students' creative prowess on display.

In the fifth year of a program called Creative University, Fox Sports Florida and Fox's Sun Sports tasked a group of six UF College of Journalism and Communications students with producing a campaign for the Miami Marlins that will be presented to the public.

"The Miami Marlins is definitely one of the more interesting and challenging topics that we've ever given to a group of students," said Eric Esteban, media relations manager for Fox Sports Florida and Sun Sports. "We will be deciding which campaign works best, and from there it's on us to implement it."

Overcoming impressions that the Marlins engaged in too much player trading, one idea the group created was the playful theme "Don't Be a Trader." In an attempt to garner a broader audience, another idea was "Show Your Scales."

"A big problem with the Marlins was the current brand image," said Matt Deliste, a 22-year-old advertising graduate student. "You don't want to focus too much on the negative."

The students viewed this as an opportunity to create something for the real world.

"With this campaign, we had the opportunity to actually go into production and see something that may actually get made," said Jonathan Muench, a 21-year-old advertising junior.

The groups presented a storyboard of example television spots, social media campaigns, billboard ideas, print advertisements and radio scripts. Fox Sports officials will discuss which ideas they wish to produce and invite the



The screenshot shows the Missouri School of Journalism website. At the top left is the logo with 'M U' and 'Missouri School of JOURNALISM'. To the right are navigation links: 'APPLY NOW', 'Reynolds Journalism Institute', and 'Career Center'. Below these is a search bar with 'Research Centers' and a 'SEARCH' button. A horizontal menu contains: 'ACADEMIC PROGRAMS', 'FOR PROSPECTIVE STUDENTS', 'THE J-SCHOOL', 'ALUMNI', 'NEWS AND EVENTS', and 'THE MISSOURI METHOD'. The main content area features a breadcrumb trail: 'Missouri Journalism Home > News and Events > News Releases'. The primary article is titled 'Fox Sports and Missouri School of Journalism Partner to Develop Campaign to Promote FIFA World Cup'. To the left of the article is a sidebar with 'All News and Events', 'Calendar', and 'Archives by Year' (2013, 2012, 2011, 2010, 2009, 2008, 2007, 2006). The article text describes a campaign for the 2015 FIFA World Cup, mentioning 'AdZou Students Help the Network Solve Sports-Related Business Challenges'. A 'Mentioned in this Article' section lists three individuals: Jamie Flink (Assistant Professor), Scott Evenhansen (Adjunct Instructor), and Jon Stemmler (Assistant Professor). A photo shows a group of people in a meeting room. A quote from David Pokorny, director of marketing for Fox Sports Midwest, is included. At the bottom right, a 'SITE DIRECTORY' button is visible.

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All News and Events

Calendar

Archives by Year:

2013

2012

2011

2010

2009

2008

2007

2006


### Fox Sports and Missouri School of Journalism Partner to Develop Campaign to Promote FIFA World Cup


#### AdZou Students Help the Network Solve Sports-Related Business Challenges


Columbia, Mo. (April 22, 2013) — Fox Sports will broadcast the FIFA World Cup — the most popular sporting event in the world — starting in 2015. And some Missouri School of Journalism strategic communication students will have a hand in how Fox promotes its broadcasts.


The campaign development is part of Fox Sports' Creative University, a nationwide program that Fox Sports developed to put academic minds to work solving sports-related business challenges and to bring a fresh, young perspective to the network's marketing.

#### Mentioned in this Article

 **Jamie Flink**  
Assistant Professor

 **Scott Evenhansen**  
Adjunct Instructor

 **Jon Stemmler**  
Assistant Professor



"The program benefits the students and brings new ideas to our marketing," said David Pokorny, director of marketing for Fox Sports Midwest.

Missouri, in its third year of Creative University, is one of 15 schools selected by Fox. At each university a class partners with a Fox Sports business to address a specific marketing or strategy challenge. Their

SITE DIRECTORY ^



The screenshot shows a news article from the Medill Northwestern University website. The page has a purple header with navigation links: EXPERIENCE, BY MEDILL, ADMISSIONS, and CAREERS. Below the header is a black bar with the word 'News' in white. A breadcrumb trail reads 'HOME > ABOUT > NEWS'. The article title is 'IMC undergraduate certificate students create campaign for Fox Sports' in bold black text. The byline is 'By Mallory Busch (BSJ16) on July 16, 2013'. The main text describes how Justine Johnson-Makuch, a recent graduate, took Entertainment Marketing as part of her Integrated Marketing Communications undergraduate certificate course plan. It became a real-world career experience. A quote from Johnson-Makuch says, 'I was shocked at how worthwhile this was,' Johnson-Makuch said. The text continues that instead of working with a hypothetical client, the fall 2012 class paired its students with an actual client, Fox Sports. A quote from IMC Lecturer Marty Kohr says, 'The class is all about understanding a brand, understanding the consumer and connecting them using entertainment marketing,' said IMC Lecturer Marty Kohr, who taught the class. Fox Sports reached out to Northwestern as part of its Creative University initiative, which seeks to give undergraduates a real marketing experience. A quote from Christina Appleton, Manager of Strategic Partnerships at Fox Sports, says, 'Creative University was started five years ago by the top executives at Fox Sports,' said Christina Appleton, Manager of Strategic Partnerships at Fox Sports. 'We started with two programs we had athletic relationships with, University of Southern California and University of Florida, in our first year and it was extremely successful.' The final sentence states, 'Students at the schools paired with Creative University in its first year created award-winning marketing campaigns for Fox Sports. Following this success, the company expanded

# CREATIVE UNIVERSITY

## SMU- Dallas News August 2013

dallasnews BUSINESS 97°  
Powered by The Dallas Morning News FORECAST TRAFFIC  
WALL STREET AIRLINES TECHNOLOGY PERSONAL FINANCE TOP 100 REAL ESTATE AUTOS

### SMU students design advertising campaign for Fox Sports Southwest's college football programming

Dallas Morning News - August 8, 2013



John DeLuca/STAFF Photographer

SMU professor July Fauman, with former students Ryan Allison (left) and Jeremy Moran, has twice had a class partner with Fox's Creative University to give students an opportunity to design a marketing campaign.

By RYAN OSBORNE  
Staff Writer  
[rosborne@dallasnews.com](mailto:rosborne@dallasnews.com)

Jeremy Moran and his Southern Methodist University classmates were stuck. For weeks this spring, they tossed around ideas and strategies during the early stages of a semester-long project for their honors sports marketing class at the Cox School of Business.

"It was just sessions of brainstorming that went nowhere," Moran said.

But the blank slate the group began with gradually grew into a detailed marketing campaign complete with a commercial script that will be used to promote Fox Sports Southwest's college football programming this fall.

"Sola Stadium: The Best Seat in the House," beat out three other groups in professor July Fauman's Honors Practicum class. The commercial was shot in July at two Dallas locations and centers on bringing an in-game experience to the living room. Fifteen- and 30-second spots will run this month and throughout the college football season.

The campaign features trends gearing up for a game with body paint and tailgating food before loading into a truck and driving it through a living room wall into the "Sola Stadium."

The project was coordinated through Fox's Creative University, a program that partners the network with colleges across the country, giving students an opportunity to design a campaign similar to the one Moran's group produced. It began in the spring of 2009 at the University of Florida and the University of Southern California. The program has since partnered with 14 more schools.

Moran, a May graduate who works for Sabre Holdings in Southlake, headed the winning team, but the duties and input were equally divided, he said. Jessica Webb, Lauren Miller, Caroline Stapleton and Samantha Zivni made up the rest of "Team Synergy," which won the competition after presenting its plan to Fox executives.

