

## Georgia State University - "Travel Like A Panther"

### Background

Georgia State University is a diverse urban institution in Atlanta serving more than 52,000 students on six campuses. Ranked No. 2 in innovation by the U.S. News & World Report, Georgia State is the only institution in the country where students from all backgrounds graduate at the same rates. This past year, they launched a large-scale multi-channel reputational advertising campaign targeting prospective students and the broader Atlanta area.

### Objective

#### Build General Awareness.

Because COVID has been challenging for travelers, GSU wanted to encourage safety and go beyond their brand marketing to create an interactive opportunity with passengers and natives alike. This took form in "Travel Like A Panther," a \$600,000-dollar campaign which connected travelers and natives at the gateway to the city and the busiest airport in the world, Hartsfield-Jackson Atlanta International Airport (ATL). In the marketing materials, GSU used photos of their own employees and students so all passengers would feel connected that they too could "Travel Like A Panther." The university also introduced their new president, Brian Blake, the first African American president in Georgia State history, in their campaign.

### Strategy

GSU used this campaign as an opportunity to promote safety while getting their brand in front of millions. The university handed out branded masks to passengers at ATL as they traveled through the airport – with the hopes that the masks would reach every corner of the country or even the world via the passengers who received them. Not only were the masks well designed and comfortable for passengers, they also helped promote GSU's campaign and the university at large.

### Plan Details

Market: Atlanta, GA

Target Audience: Students, Parents, Alumni, the Atlanta community

Flight Dates: 11/2021 – 04/2022

OOH Formats Used: Wrapped Panels, Train exterior

Planned Campaign Impressions: 15,474,382

Budget: \$10,000 or larger

### Results

On launch day, GSU gave out 500 masks to travelers, pilots, airport vendors – all who passed through the T-Gate. To date, 10,000+ passengers have scanned QR codes and have received masks. By sending them to a unique landing page, GSU was able to gather data about their affiliation to the university and add them to their databases. Dozens of alumni have posted their photos on social media. GSU's video that launched the program received thousands of unique views, and their masks have been seen both near and far, from the local grocery store to Rio de Janeiro. Further, GSU had an overall bump in applications, stronger reputational awareness, and a record fundraising year.

