



Baylor University

Dr Pepper Hour Tour



A **BAYLOR** TRADITION SINCE 1953

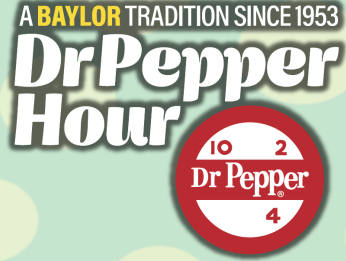
Dr Pepper Hour



The Communicator Awards

Marketing Effectiveness: Educational Institutions





Marketing Effectiveness: Educational Institutions

The Baylor Dr Pepper Hour Tour – Fall 2024 represents a shining example of marketing effectiveness, showcasing innovative strategies, measurable results, and an unwavering commitment to community engagement. This tour revitalized a 70+ year campus tradition, expanding its reach beyond Baylor's campus to engage students, alumni, and families across Texas and Colorado.

Why This Campaign Stands Out

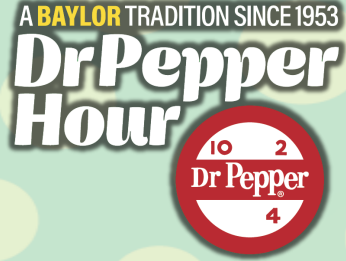
Clear Alignment With Educational Goals: This tour directly supports Baylor University's recruitment and admissions initiatives by targeting prospective students, engaging current students, and fostering alumni connections. Each activation was carefully designed to immerse participants in Baylor's vibrant culture, effectively showcasing the university as a top choice for higher education.

Strong Metrics and Quantifiable Success: The tour achieved impressive results, with 5,865+ direct interactions, an estimated 29,325 word-of-mouth impressions, and 293,250 social media impressions. Additionally, 6,300 Dr Pepper® Floats were served, creating a memorable brand experience that resonated deeply with attendees.

Creative, Experiential Engagement: By combining traditional Baylor culture with modern marketing techniques, the tour delivered an interactive experience through activities like Xbox gaming, yard games, and personalized Dr Pepper Floats. The creativity in merging nostalgia with innovation created strong emotional connections with participants.

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Why This Campaign Stands Out (continued)

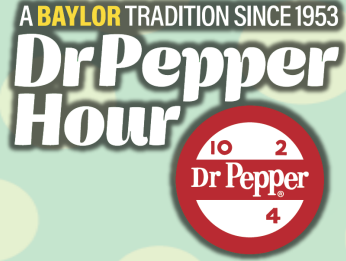
Integrated Marketing Approach: The campaign seamlessly integrated physical activations with digital components, including a mobile-friendly website and QR code engagement. The website alone drew 394 unique visitors, with its "Find The Truck" feature providing real-time engagement opportunities.

Geographic Reach and Community Impact: The tour covered 4,800 miles across 11 activations, extending Baylor's reach into new territories, such as Colorado. Activations at high schools, tailgates, and major events drew crowds, with highlights including 1,000 attendees at McLane Stadium tailgates and high-energy engagement at a Boulder football game.

Adaptability and Continuous Improvement: The tour demonstrated flexibility by responding to real-time challenges, such as adjusting activation start times for better turnout and repositioning setups for higher visibility. These proactive measures underscored the team's commitment to excellence.

Story-Driven Execution: The tour's narrative of "revitalizing tradition" resonated deeply with participants and aligned perfectly with Baylor's core values. Testimonials such as *"This is by far the hit of the entire tailgate!"* and *"We've followed your truck all over the country!"* highlight the meaningful connections forged throughout the campaign.





Marketing Effectiveness: Educational Institutions

The Baylor Dr Pepper Hour Tour – Fall 2024 is a testament to the power of strategic, experiential marketing in educational institutions. By blending tradition with innovation, leveraging metrics to refine execution, and creating memorable experiences, this tour not only strengthened Baylor's brand but also achieved its mission of community building and student engagement.

This campaign exemplifies marketing effectiveness and deserves recognition for its measurable impact, creative execution, and alignment with Baylor University's educational goals.





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**Dr Pepper
Hour**



**Baylor University
Dr Pepper Hour Tour**

Fall Dates:

August 30 –
September 28, 2024

