



Baylor University

**Dr Pepper Hour
Tour**



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Savoring Tradition, Celebrating Success: Baylor's Dr Pepper Hour Tour

Embarking on a mission to share the essence of Baylor's vibrant community, the Baylor Dr Pepper Hour Tour set out to captivate select high schools and inspire future students. Over the course of an exhilarating 12-week journey, this transformative program celebrated the cherished Baylor tradition of Dr Pepper Hour by bringing it directly to students. Through delightful Dr Pepper® and Blue Bell® Floats, engaging conversations with admissions representatives, and immersive experiences, the tour aimed to ignite the passion and curiosity of prospective students, inviting them to savor the taste of Baylor and consider joining the Baylor Family.

Dr Pepper Hour Experience

The Baylor Dr Pepper Hour Tour created an immersive and engaging Dr Pepper Hour Experience for high school students. The experience was brought to life through a Baylor-branded Dr Pepper Hour truck and trailer, adorned with captivating branding elements such as feather flags, A-frames, and a branded tent and table. These visual elements created a vibrant atmosphere that captured the attention and curiosity of the students.

In addition to the Floats, the tour featured an onsite Xbox Series X gaming station with a Topgolf game. This gaming setup included a built-in 24" 4K monitor, cooling fans, and speakers, providing an interactive and exciting gaming experience for the students. The Xbox Series X station added another dimension of enjoyment, allowing students to compete and have fun during their Dr Pepper Hour Experience.



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Savoring Tradition, Celebrating Success: Baylor's Dr Pepper Hour Tour

Each student had the opportunity to savor the iconic Dr Pepper® Float, made possible by receiving a COVID-safe Dr Pepper® Float kit. The kit included Blue Bell® vanilla ice cream, a mini can of Dr Pepper®, a straw or spoon, Baylor-branded napkin, and a Baylor-branded plastic cup. Baylor Admissions Counselors were present at each activation, providing valuable information about transitioning to college and sharing the exciting opportunities available at Baylor. Additionally, students were able to immerse themselves in the gaming excitement of the onsite Xbox Series X station, creating a multifaceted experience, making this a memorable and a dynamic event that further strengthened the connection between the students and the Baylor brand.

Testimonials and Feedback

The tour received enthusiastic feedback and testimonials from students, educators, and community members. Students expressed their excitement about experiencing the Baylor Dr Pepper Hour and shared their aspirations to attend Baylor University. Educators appreciated the unique opportunity provided to their students and praised the tour as an exceptional initiative. The resounding positive feedback and notable surge in enrollment stand as powerful testaments to the resounding success of the tour, underscoring its ability to craft an unforgettable brand experience for both Blue Bell® and Dr Pepper®. Moreover, the tour's resounding triumph lies in its profound impact on fostering a deep and meaningful connection between the students and the esteemed Baylor University.



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FALL 2022 - Dr. Pepper Hour Tour



Fall Dates:

September 14- October 7, 2022

Texas Cities Covered: Houston, Austin, San Antonio, Waco, Dallas, and Fort Worth.

School Activation Days: 15 schools were activated during the fall season.

Dedicated Events: 2 alumni/family events were organized, providing additional opportunities for engagement and brand exposure.

Activation Hours: A total of 75 hours were dedicated to activations during this period.

QR Sign-ups: The tour successfully generated 1,898 QR sign-ups, indicating the level of interest and engagement from the target audience.

Miles Driven: The tour covered a distance of 2,532 miles during the fall season.

Dr Pepper Floats Served: A total of 4,550 students/alumni had the opportunity to enjoy Dr Pepper Floats during the fall activations.





SPRING 2023 - Dr. Pepper Hour Tour



Spring Dates:

March 5 – April 28, 2023

Texas Cities Covered: San Antonio, Waco, East Texas, Houston, and El Paso
Additional Cities: The tour expanded its reach to include, Phoenix (Arizona), Orange County, and San Jose (California).

School Activation Days: The spring season activated in 22 schools, allowing for increased engagement and brand exposure.

Dedicated Events: 4 dedicated alumni/family events were organized, further enhancing the brand's visibility and engagement opportunities.

Activation Hours: A total of 130 hours were dedicated to activations during the spring season, providing ample time for interactions and promotional activities.

QR Sign-ups: The tour saw an increase in QR sign-ups, with a total of 2,780 individuals showing interest in the brand and its offerings.

Miles Driven: The tour covered an extended distance of 8,638 miles during the spring season, reaching a wider geographic area.

Dr Pepper Floats Served: The tour successfully served Dr Pepper Floats to 7,200 students, creating memorable experiences and fostering brand loyalty.



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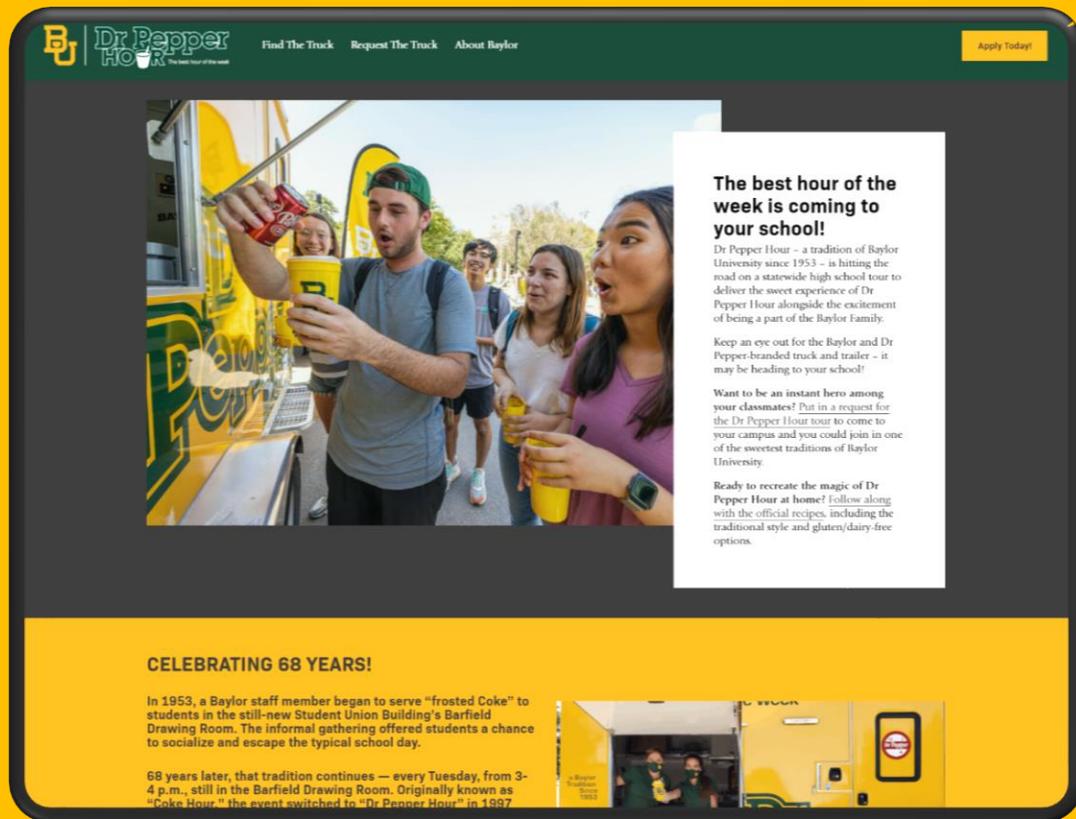
Overall Impressions:

The metrics and results highlight the tour's successful engagement with the target audience, the geographical expansion of the tour, and the positive impact on brand awareness, customer interaction, and impressions. In addition to the specific metrics mentioned, an estimated total of 17,300 onsite school impressions were received, and the tour generated approximately 2,457,400 impressions based on mileage driven, and an estimated 82,250 impressions through word of mouth. These impressions further amplify the tour's overall effectiveness in generating awareness and exposure for the brand.



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WEBSITE LINK

www.drpepperhourtour.com

Website for Baylor Dr Pepper Hour fans:

- Find The DPH Truck
- Request The Truck For Their School
- Learn About Baylor University
- Watch DPH Videos
- Discover The DPH Recipe



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MEET THE TEAM

Our Team: The ambassadors that dedicated themselves to the Baylor University Dr. Pepper Hour Tour were very passionate about reaching the students. Their devotion and commitment made the experience for students, admissions team, and Baylor staff a positive one. Each team member not only believed in this program, but they also understand the importance of how these touch points and interactions will lead to a bigger picture when getting the word out that Baylor University should be their University of choice!



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MEET THE TEAM



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Dr Pepper
HOOR
The best hour of the week



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Dr Pepper

HOOR

The best hour of the week



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7.5 FL OZ (221 ml)

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SAN ANTONIO, TEXAS

FALL



TMI Episcopal School: This was a great location! Students were extremely kind, interactive, and excited for our event!

St. Mary's Hall: This was a great location. The courtyard was wonderful for all the students to enjoy the floats. There were less than 300 students at this high school, this did give the opportunity for more in depth conversations with students about Baylor.



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AUSTIN, TEXAS TEXAS TRIBUNE EVENT FALL



This was a beautiful location next to the capital. We had so many locals walking by that were curious what we had going on, as well as all the festivals attendees. We had thousands of positive interactions.



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DALLAS, TEXAS FAMILY / ALUMNI EVENT FALL



This location was beautiful. This family/alumni was well received, and everyone was excited to reminisce about Baylor. A lot of the attendees took the time to share their experience (photos) on their social channels.

SAN ANTONIO, TEXAS

SPRING



Top Golf: This was an excellent location! The potential students and parents had SO much fun. A gentleman from admissions said the parents asked so many questions and truly enjoyed their experience. A perfect location and event!

BASIS San Antonio Shavano Campus: This location had a great flow to it. All of the students signed up and came in small groups at a time to speak with the admissions team. They would grab swag and have conversations and then head over to grab their floats. They were all super excited and happy. They were not allowed to mix their floats outside of the gates of their school, so most of them brought their floats back in to the school.

Alamo Heights High School: This location is excellent. The entire time we were setting up students were passing through talking about Baylor/ how excited they were to try Dr Pepper hour. The location was directly in their courtyard where they pass through classes, so it was a great spot for engagements. After school everyone came running out with so much excitement. This was such a wonderful group of students that were very interested in Baylor.



WACO, TEXAS SPRING



Waco HS: This was a great location. The counselor sent out invitations to 400 students who were interested in Baylor and most of them showed up. They were super excited. There was a great courtyard that all of the students relaxed in and enjoyed their floats together. They were all super interactive and thankful that we were able to come to their school.

Live Oak Classical: This was an excellent location! Students were SO grateful and excited for Dr Pepper Hour! The school loved having us and it was right in the heart of Waco!

Baylor University Visitor Center: This location was excellent. It was perfect because all of the high school students were on spring break, so they were hosting many tours. The students and their families were all welcomed with floats and were able to enjoy them together and get a treat upon arrival. When they went into the Visitors center, the students were then welcomed with swag shirts, Baylor colored popcorn and more. So many people also mentioned how much they love seeing the content of the tour as well. Everyone was super happy and this definitely added to an enriching experience for all of the potential students.



LONGVIEW, TEXAS SPRING



Longview HS: This was an excellent location! Students wanted info on Baylor and were super excited we were there! Faculty was so happy to see us as well.

Christian Heritage Classical School: The location was great. All of the students were so excited and all wore green. They were super respectable, interactive, and wanted to hear everything about Baylor. Some students were excited to play the new Xbox as well. Jess was absolutely amazing with the students. They really take her guidance on career choices and learning about all of the incredible programs Baylor has to offer.

Trinity School of Texas: This location was wonderful. The entire school was decked out in Baylor gear, including the younger grades. There were all different grades who attended at this school. They were all super excited as a community. Even parents came up to the school for Dr Pepper hour to enjoy the experience with their kids.



HOUSTON, TEXAS SPRING



Jordan HS: This was a great location. The students were all super excited. We had a delay due to a fire at the school, so all of the students saw our truck in the lot and were super excited. They all could not wait for the floats. Once it was safe to return to school, all of the students came to Dr Pepper Hour during their lunches.

Lutheran South Academy: This location was wonderful. The students and faculty were so welcoming, and had everything prepared for our arrival. We had Dr Pepper Hour in the courtyard where all of the students enjoyed floats together. They were all extremely excited. This location definitely had many valuable engagements, and the students were very kind, respectful and had so much interest in Baylor.

George Ranch HS: We activated in the front of the beautiful school. The students came out in small groups at many different lunch times. There were many questions/interactions about Baylor and of course many excited students.



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EL PASO, TEXAS SPRING



Burges HS: This was an excellent location - probably the best yet! Students were SO excited for Dr Pepper Hour and all came out right when we arrived and were very kind and helpful students.

Cathedral Catholic HS: All of the students were super excited. Many of them pre-registered. They all came out to receive their floats, Dr Pepper Jelly Beans and speak with the admissions team. Some of the students were enjoying playing Xbox as well.

Socorro HS: This was a REALLY amazing school! Students were so excited to have us, and many already love Baylor! This school has all kinds of ways to prep students for the future including a life-like hospital area, fire fighter area, dentist chairs, greenscreens and more! What a great experience!



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Dr Pepper HOR

a Baylor Tradition Since 1953

The best hour of the week



Dr Pepper HOOR

a Baylor Tradition Since 1953

The best hour of the week



PHOENIX, ARIZONA
CACTUS PARK
FAMILY / ALUMNI EVENT
SPRING



This was a beautiful event with an amazing turnout! The Baylor Alumni were so excited to gather together and had the best time!



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PHOENIX, ARIZONA SPRING



Campo Verde: This location was great. There was a large gazebo outdoor area for the students to enjoy the floats. The students interacted with Marigold and Bruiser and learned more about Baylor as well.

Chaparral: This was a great event! Students were very excited for Dr Pepper Hour. Many in the first lunch were sad they did not get to participate- and said they will be coming again for second lunch. Many came back.



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ORANGE COUNTY, CALIFORNIA SPRING



Santa Margarita Catholic HS: This was a great location! Students were extremely interactive and had a great time with us!

Lutheran HS: Throughout the event, students were continuously engaged and excited. Everyone bonded over Dr Pepper Hour and had a wonderful experience. The activation was a success with each person on the team, and the mascots brought tons of spirit as well.



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WESTLAKE, CALIFORNIA SPRING



Oaks Christian School: This location was a blast. There were students dressed in Baylor gear ready for Dr Pepper Hour. A few students were already committed and were super excited Baylor was at their school. We had many engagements from students who were not as familiar with Baylor, who were super interested in learning the outstanding benefits and opportunities Baylor has to offer.



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WESTLAKE, CALIFORNIA
CONEJO CREEK N. PARK
FAMILY / ALUMNI EVENT
SPRING



This was a really great event! Alumni were so excited to be here and to hear about the new admissions building in the works. Everyone had a great time in the park.

SAN JOSE, CALIFORNIA

SPRING



The Kings Academy: The location was great. All of the staff were super welcoming and excited about our arrival. The setup spot was beautiful and provided the students with a chance to hear details about Baylor and answer any questions they may have. The students at this school showed immense enthusiasm about Baylor and many students were already committed. It would be excellent to start recruiting to even the freshmen at this school.

Pacific Bay Christian School: Every student here was so excited for Dr Pepper Hour! The staff was absolutely thrilled with how the event went. So many students love Baylor and asked all kinds of questions about attending!

Valley Christian HS: This location had a stunning view that overlooked the city, and it was such a wonderful school. There was a grass turf area and numerous picnic tables for all of the students to sip on their Dr Pepper floats. We had so many wonderful engagements at this school. Even after the floats began to dwindle, many students came to chat about the Baylor experience. They also enjoyed some fun on Xbox.



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SAN JOSE, CALIFORNIA
VASONA LAKE
FAMILY / ALUMNI EVENT
SPRING



This was an amazing Alumni Event! Attendees were ecstatic to see Baylor Dr Pepper here. We even welcomed student attendees at the park and they loved hearing about Baylor! We have some new potential candidates from this activation!



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STUDENT TESTIMONIALS

"This is the most awesome thing all year!"

"We heard there is a free Dr Pepper Hour every week at Baylor and didn't believe it!"

"This is so fun. I'm happy you're here for me and my friends!"

"This is WAY better than a Root Beer float!"

"I'm so happy I found out about this. Thank you!"

"Yay you have Dr Pepper! Our school only has Pepsi, Dr Pepper is my favorite!"

"I just got accepted to Baylor, this is so cool you are here!"

"Thank you all for being here, Sic'em!"

"Go Bears. I have a meeting with Baylor for the Soccer team and hope I make it!"

"I didn't know Baylor did Dr Pepper hour every week!"

"Well, this turned out to be the best day ever."

"I was looking for a G*d wink all day. And the Dr Pepper Hour was the G*d wink!"

"Thank you, this is so much fun!"

"Free ice cream? Are you serious, I don't have to pay for it? I get it for free at Baylor too??"

"This is the best day of my life!"

Faculty:

"They didn't even have Dr Pepper Hour when I graduated from Baylor!"

"Thank you all so much for doing this. I didn't know if we would be able to make it work and I'm so happy we did!"

"Wow thank you this is so cool. My parents attended Baylor and told me all about Dr. Pepper hour. I am so happy I get to try it"

" I applied for Baylor, and I hope I get in!"

"Go Bears! If I get into Baylor, I can't wait to go with my friends to Dr. Pepper hour!"

"Do you accept credit card?" And we let the student know Dr. Pepper hour is complimentary at Baylor University every Tuesday when you attend school there.

"The principal said on behalf of the students that everyone had loads of fun.



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STUDENT TESTIMONIALS

"I applied to Baylor; this would be my first Dr Pepper hour."

"We heard the tour goes all the way to California, do all different states come to Baylor?"

"All of my family went to Baylor, so I'm hoping to get in too."

"Thank you for coming to our school. I've been waiting for this float all day."

"I'm trying to make it on the basketball team at Baylor."

"I am going to try to make it on Baylor's Football team."

"No college has ever done anything like this for our school before."

"My son graduates from Baylor this spring. I always tell the students here how much he loves Baylor."

"Dr Pepper is my favorite. I didn't know it was from Waco!"

"I went to a campus visit at Baylor, I really like the community at Baylor, it feels homey."

"Dr Pepper Hour is so fun. Do they have this every day if I go to Baylor?"

"This made my day so much better!"

"Thank you so much for being here this is a real treat. Love Dr Pepper Hour!"

"I officially committed to Baylor."

"Baylor is one of the best schools for Baseball."

"Thank you all so much for choosing our school. This has been the best part of my week."

"This Xbox is so cool are you selling it?"

"We love ice cream! Please come back here!"

"Baylor is top of my list for real!"

"Baylor has been my dream school ever since my mom told me about it growing up. I will be applying next year. When I heard Dr Pepper Hour was coming to campus, I was shocked."

"This is by far the best program any college has put on at our school before."

"I waited all week for these floats, I saw pictures online."

"Will we be up on the Baylor insta or website?"

"I applied to Baylor. I'm hoping to get on to their cheer squad."

"I am visiting Baylor next week. This will be my first time in Texas!"

"Marigold is here! Can we all get a photo!"

"This is the perfect way to start off our Spring break!"

"Does Baylor have the Alpha Phi Alpha fraternity; I want to join that one if I go."



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SCHOOL FEEDBACK:

San Antonio & Waco, Texas



SAN ANTONIO

Alamo Heights High School – Paul Harris: Thank you for the follow-up email! We absolutely loved hosting Baylor's Dr. Pepper Hour. We have a long history of sending great students to Baylor. This year, we sent approximately 63 applications to Baylor--our highest number yet. There are several reasons for this: 1) I am a HUGE advocate for Baylor and have spent a great deal of time on campus, so I'm able to share a lot of relevant information to our students. 2) Our current students keep in contact with former students who are having outstanding experiences in Waco. 3) Baylor Admissions always does a fantastic job with events like the mobile Dr. Pepper Hour that we were able to host once again. You all really make our students feel special. Thanks to your team for always being so great to work with over the years. I hope we can continue to offer these opportunities to our students in the future.

WACO

Waco High School – Kristy Hall: Good morning, Thank you so much!!! It was an absolute pleasure to host your recruitment team! They were friendly and were great with answering kids' questions. It was such a nice way of starting college conversations with some of our younger students. We hope to host you again, please keep us in your contacts for the next time we would be able to take advantage of the opportunity!!!



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SCHOOL FEEDBACK:

Longview, Texas



LONGVIEW

Christian Heritage Classical School – Jana Horne: *We thoroughly enjoyed having Baylor’s Dr. Pepper Hour visit our school. Our students were thrilled to take part in this Baylor tradition. We had some alumni come and share in the fun as well. We have many students very interested in attending Baylor University, and we have nothing but praise for all the ways Baylor engages its current students, future students, and the greater community.*

Trinity School of Texas – Ranjit Kodali: *Thank you so much for coming to our school! This was one of the best days we had on campus all spring. The entire school community was excited to be a part of the Baylor Dr. Pepper experience. Thank you for giving our students such a memorable experience. I wanted to also give a special mention to Jessica Boyce - she is a fantastic admissions representative and ambassador for Baylor. She talked to the students about the benefits of a Baylor education in a fun, engaging manner. The Trinity School of Texas will always remember this day as a special one in the 2022-2023 school year. The entire Baylor/Dr. Pepper team was fantastic. They brought an incredible amount of joy to our campus, and we will always be grateful to have been given this wonderful opportunity.*



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SCHOOL FEEDBACK:

Houston, Texas



HOUSTON

Lutheran South Academy – Cydni Choate: *Thank you for your kind words about our students. We were so grateful for the opportunity to host the Baylor Dr. Pepper hour and our students were so excited when it was announced. The event went smoothly and was so well organized. The ladies who brought in the trailer were experienced and flexible. Communication was great! I hope we get to do it again in the future!*

Jordan High School– Demi Stillinger: *Jordan High School enjoyed have yall and Baylor here for Dr. Pepper Hour! It was a quite interesting day if you have not heard about it! We had a fire alarm go off (was not a drill) and the team handled it like a champ! They had to set up in less than 20mins and had a crowd waiting for them. I can not thank them enough on how relaxed they were and handled everything so professionally. I enjoyed getting to know them as we were waiting outside for the fire department. I'm sure they won't forget about their Jordan experience LOL! I hope to see y'all next year!!*



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SCHOOL FEEDBACK:

Arizona



ARIZONA

Campo Verde High School– Cassidy Chaney: *Thank you so much for visiting our school! It was a fantastic event for our students and we would love to have you again in the future. Everyone talked about it for days afterward, and I think it really made an impact on our students and faculty. Thank you so much for coming and letting us take part in your tradition.*



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SCHOOL FEEDBACK:

California



ORANGE COUNTY

Santa Margarita Catholic High School – Melissa Fosdick:

Unfortunately, I was at a conference and was not able to be on campus for the event. However, I heard it was a huge success and had lots of positive feedback and interest from students. What a great way to highlight and share this fun Baylor tradition!

WESTLAKE

Oaks Christian School – Becky Motta:

We had a fantastic time hosting the Dr. Pepper Hour. The placement of the truck was perfect for our students and the weather was warm enough where students wanted something chilled. The team that set up the event was excellent and carried everything through very smoothly. We so appreciated their efficient approach that made the event entirely stress-less! We'd be happy to host Baylor again for Dr. Pepper hour. Thank you!

SAN JOSE

The King's Academy – Debbie Lokensgard:

Thank you so much! We had a great time! Your staff was terrific! We had a beautiful Spring day and the Dr. Pepper floats were delicious and refreshing! Your team was efficient and welcoming! Regarding scheduling, we have an hour lunchtime on Wednesdays, so that would be our day of choice for future Dr. Pepper Hours. Tuesdays and Fridays are great second choices. Thank you so very much!



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The Baylor Dr Pepper Hour Tour stands as a remarkable testament to the influential power of experiential marketing in fostering strong connections and generating genuine brand affinity. Through the unwavering support of the Baylor admissions team, the tour successfully engaged high school students, leaving an indelible impression of the Baylor brand, Blue Bell® and Dr Pepper®. The tour's exceptional metrics, glowing testimonials, and resounding feedback vividly underscore the significant impact it had not only on the students but also on the overall brand perception. This resounding success reinforces the tour's role in not only creating an immersive and unforgettable brand experience but also subtly inspiring and enticing future students to become part of the vibrant Baylor community. By delivering the delightful sweetness of Dr Pepper® Floats paired with Blue Bell® ice cream and providing a taste of the extraordinary Baylor Family, the tour effectively showcased the unique attributes of Baylor University, leaving an enduring and persuasive impact on the students and communities it touched.



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