

**TIGER 10K**

LSU\*

**FINISH AT THE 50**

# LOGOS

1.



2.



# TAGLINE

“FINISH AT THE 50”

# COLORS



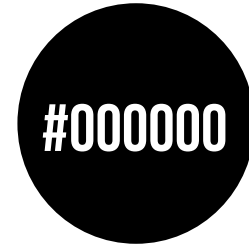
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Y: 39  
K: 40  
R: 51  
G: 28  
B: 74



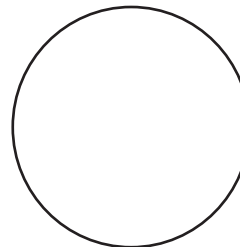
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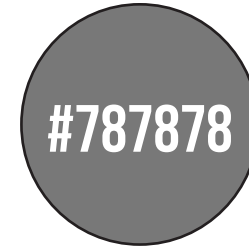
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Y: 2  
K: 0  
R: 158  
G: 133  
B: 186



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M: 68  
Y: 67  
K: 90  
R: 0  
G: 0  
B: 0



C: 0  
M: 0  
Y: 0  
K: 0  
R: 255  
G: 255  
B: 255



C: 54  
M: 46  
Y: 45  
K: 11  
R: 120  
G: 120  
B: 120

# FONTS

ON RAMP  
BEBAS NEUE

# OUTDOOR ADS

## DIGITAL BILLBOARD

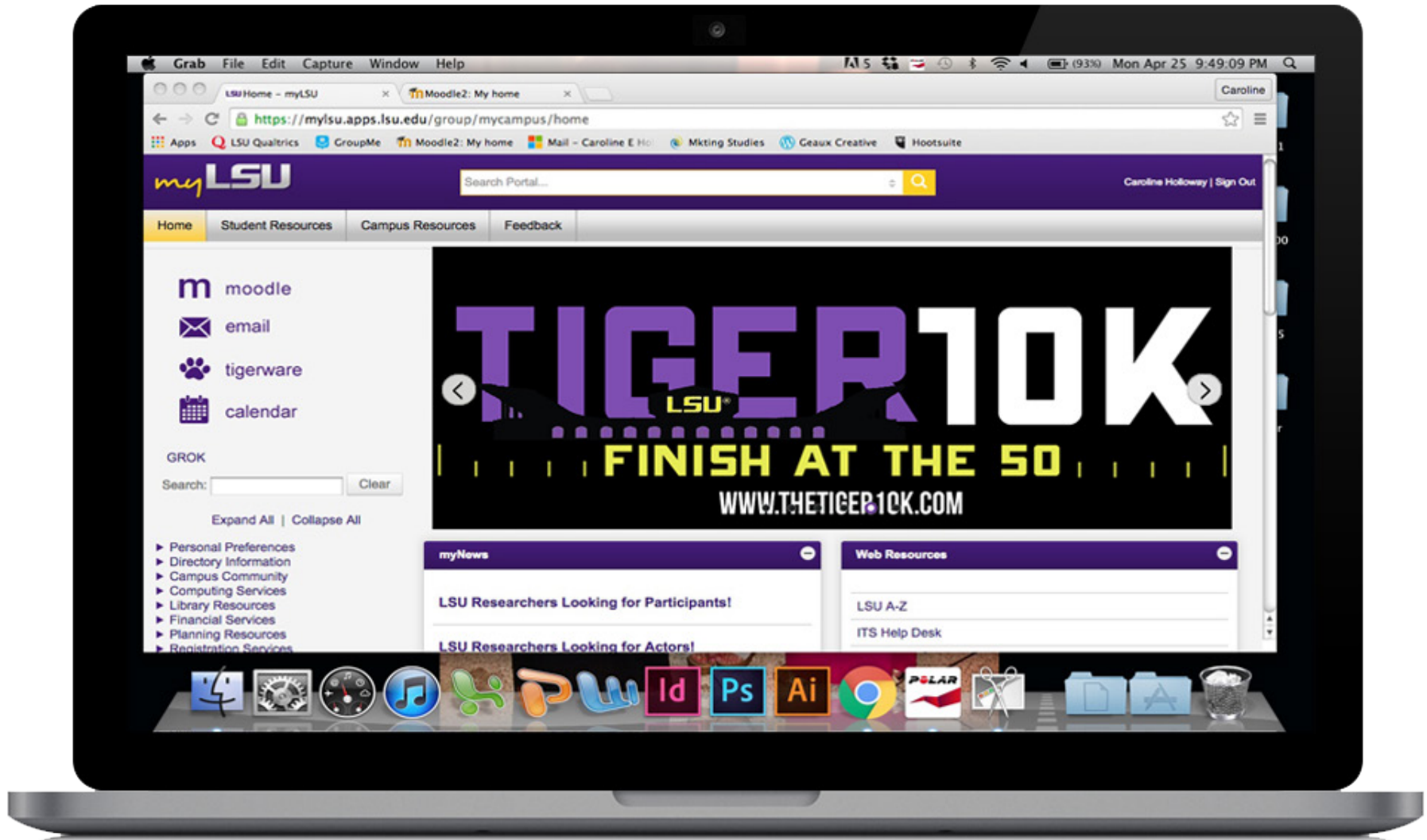


# OUTDOOR ADS

## DEATH VALLEY JUMBOTRON



# MOODLE AD



# POSTER



# APPAREL

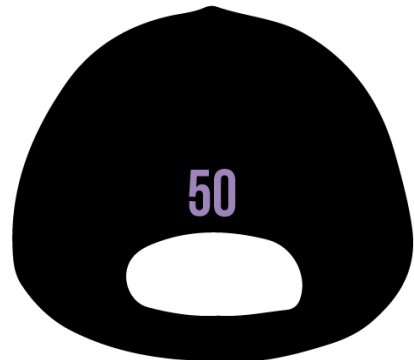


## KIDS SHIRT



# APPAREL

## HATS



## FANNY PACKS





# MILE-MARKERS



# CREATIVE BRIEF

## **OBJECTIVE**

To create awareness about the upcoming Tiger 10K race, distinguish it from other races in Louisiana and encourage people to sign up and participate in the race.

## **AUDIENCE**

General Baton Rouge population, specifically LSU students, athletes, and alumni. The audience will also include the friends and family of those LSU students and alumni as well as anyone else who wishes to participate.

## **STRATEGY**

The Tiger 10 K is a physical challenge that will challenge both the body's and mind's of participants. This challenge will be rewarded by the destination of the finish line – Tiger Stadium – a place that participants know and love.

## **CHANNELS**

Initially, we want to create general awareness about the race through social media. A countdown will begin in the summer before the race and will create a level of excitement surrounding the event. This general awareness campaign will also extend onto the race's website, where people will be able to sign up for the event. There will also be flyers and posters around campus as well as various additional promotional items with the race's logo on them.

## **TACTICS**

The tone of the message needs to be universal and fun. The logo needs to be visually appealing to attract people's attention and the tagline needs to be able to encourage an audience of all ages to participate in the race.

# CREATIVE BRIEF

## **COMPETITION**

There are hundreds of other races that occur in Louisiana each year. In addition to these races, the Tiger 10 K must also compete with gyms, parks and other recreation facilities in which people can challenge themselves physically in the same way that they would in the Tiger 10 K. The campaign for the Tiger 10 K needs to set it apart from other races and clearly explain to people the rewards of participating.

## **ENGAGEMENT**

People will be able to get involved with the race beforehand through the website and social media. People will be able to find out details about the race as well as personal stories about the founder of the race and details about those participating in the race. The website will also provide a portal where visitors can become sponsors of the race.

## **EXTENSIONS**

Before the race, the Tiger 10 K's brand will be able to gradually expand through their website and social media sites. The brand will remain relevant through merchandise with the race's logo on it as well as the medal and t-shirt that each participant will receive upon completion.

## **LAUNCH**

The campaign will launch with a series of posters and flyers around LSU campus that will feature the details about the race as well as the new and improved logo. The posters will have the race's website and social media sites where they can sign up and learn more about the race as well.

