

AuburnUp

Because, you deserve it



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Executive Summary

AuburnUp, a rewards program built specifically for Auburn fans, will bring Verizon and Auburn closer than ever before. With this new program, students and fans will be able to earn rewards that they want through engaging in Verizon's new campaign. AuburnUp is available to all fans, including students, alumni and general fans. This campaign is coming off of the heels of the release of Verizon's rewards program VerizonUp, which gives Verizon customers the ability to earn rewards just by paying their phone bill. Similarly, this program will offer Auburn fans the unique opportunity to earn rewards that all Auburn fans will love.

To earn rewards, Auburn fans will engage with Verizon in various social media campaigns and within an app that will lead to a mutually beneficial relationship between Verizon and its Auburn customers. In order to do this, we will be revamping an already existing platform at Auburn - the Auburn Ignited Student Rewards Program app. We are doing this because it can be an already functioning basis for the rewards program, taking out the need to develop a brand new app. Because the Auburn Ignited app is currently failing within the student community, with a very small student base who uses it, this redesign will interest many more students, and non-students to take advantage of the program.

As of now, the app is limited. It only features a way to check into games and earn rewards, a "fan cam" section that leads to a blank page, a social feed and a outdated poll. Through our campaign, the app would be renamed AuburnUp by Verizon. We would keep the calendar in the app and update it regularly with events. This is already being done, so there is a person and budget existing. We would keep the leaderboard. We keep the social feed in conjunction with a revamp of Twitter, Snapchat and Instagram. We would replace the fan poll with a trivia section that could reward points. Points could also be gained by going to games and uploading proof through the app via geolocation, posting to social media and tagging AuburnUp or paying on their Verizon bill. There will also be opportunities for various contests and giveaways on the app randomly to keep interest.

Graphics will need to be created for this campaign. These graphics would mimic the current VerizonUp graphics but would have an Auburn twist. These graphics would be optimized for various social media platforms, printed materials and the video board.

This campaign will have a tagline that appeals to the emotions of Auburn fans. The main tagline will be “because you deserve it.” This tagline will expand and vary for different platforms (i.e. “because rewards,” “because Auburn football”). We would capitalize on words and phrases that Auburn fans connect with, including “Auburn Family” and “Kick Six.” This would encourage others to use our hashtags and participate in the campaign.

This campaign will kick off at the beginning of football season. While the app is to be used with all Auburn sports, football does garner the most fans and publicitcity, so we decided that this would be the best day to start. Two weeks before the first game, we would start pushing the program on social media with paid advertising. The week before the game, we would start distributing printed materials including fliers. Giveaways would occur weekly during football season to keep fans engaged. Giveaways would also happen weekly for other sports, but prizes won't be as big.

Research for this campaign featured a survey done through Qualtrics. This survey asked people's general opinions of Verizon and other service providers. It also asked if anyone had heard of the current VerizonUp program. From this survey, we learned that people did think favorably of Verizon, but most people hadn't heard of the program. From this research, we altered our mission to make people more aware of the existing program. With over 190 responses, we judged this research to be very credible.

There are two main goals for this campaign. The first goal is to make Auburn fan Verizon customers and potential customers aware of the VerizonUp rewards program. The secondary goal is to have more people engage with Auburn athletics and Verizon on social media. These goals would be revisited later at the evaluation stage.

To To measure the success of AuburnUp we would start by evaluating AuburnUp's social media accounts and track how many times the app was downloaded and accessed. We would also conduct a survey and focus group. The survey would be created using Qualtrics and sent out via email and featured on the app and social media platforms.

Concept

Our idea for this campaign is for Verizon to take over an app that Auburn Athletics currently owns but has not been very successful, called Auburn Ignited. The Auburn Ignited app is a rewards app for students that rewards them every time they go to a sporting event. Verizon currently has a rewards app of their own called VerizonUp which has many different reward options. For every \$300 spent, the customer earns 1 point and the points can be used toward their bill or certain prizes. We plan on revamping the current Auburn Ignited app and creating something for Auburn fans and Verizon customers alike to enjoy. The way that fans will be able to earn points is by using geolocation to check-in at sporting events and by doing supplementary things that would be random challenges, such as taking a picture with Aubie, tweeting with a certain hashtag, and more. Fans would have the opportunity to earn prizes that range from koozies to jerseys. With VerizonUp, they have really big prizes for certain winners, such as a VIP concert experience. Our VIP experience would be box seat tickets to a big SEC football game such as the Iron Bowl. We also plan for there to be a special section of the app for current Verizon customers to log into that would add the points that they earn from the AuburnUp app straight to their Verizon account. By doing this, it still allows Auburn fans to be a part of the Verizon experience, whether they are customers or not. This also gives the incentive for fans to become customers once they realize the rewards they could be receiving. We also plan to have special larger prizes that only Verizon customers can earn.

In our public analysis, we sent out a survey on all of our social media platforms and to friends and family. We ended up with roughly 200 responses. In our research, we found that 94

percent of people did not know what VerizonUp was. This was when we decided to base our campaign around the rewards program so that it could receive more coverage while also incorporating Auburn athletics.

Our goal for this campaign is to create an exciting app that keeps Auburn fans engaging with Verizon. We also have the goal of keeping them aware of Verizon and VerizonUp by using certain Verizon signage throughout the app. When the app is opened it will say Auburn University, but will say “brought to you by Verizon”. We want to create an mutually beneficial relationship between Auburn fans and Verizon through this new rewards program. Our objectives for the campaign is to get 5,000 downloads for the first year. Of the 5,000 downloads, we would like to see at least 2,500 as regular users of the app.

We believe that our idea will cater to the Millennial generation because it will be social media centered and simple to interact with. This digital campaign will be simple and uncomplicated which is essential when trying to grab the attention of Millennials.

Execution

This campaign is about how Verizon can give back to the fans. Verizon has just recently begun to do this with their customers through their own rewards program called VerizonUp. This has quickly gained a lot of popularity because it gives customers the opportunity to receive rewards that everyone wants, for example, gift cards and the opportunity to win tickets to concerts or sporting events just by paying their monthly bill. In conjunction with this, we have created a campaign around a new rewards program for Auburn fans called AuburnUp that will reward participating fans with prizes throughout the campaign. In order to do that, fans will need to engage with the brand throughout the campaign. This will create a mutually beneficial relationship between Auburn fans and Verizon, where the fans receive rewards that they want and Verizon will in turn gain an engaged following that will be easy to market to. This engaged

following will consist of both Verizon customers and non-Verizon customers. This campaign's goal is to increase satisfaction and loyalty among Verizon customers as well as cultivate new customers by showing all that Verizon has to offer.

In order for the fans to engage with the brand and for this campaign to be successful, fans will need to first be engaged by Verizon through various media tactics. We will utilize various platforms in order to gain a dynamic group of followers that is continually growing through the end of the campaign and will continue to engage with Verizon after the campaign has finished. Sports are what Auburn alumni, fans and students all have a common interest in, so that will be what the campaign timeline will revolve around.

The AuburnUp rewards program will revolve around an app that will track the fan's engagement with the campaign, rewarding them points that are redeemable for Auburn themed rewards. Fans can gain points on their AuburnUp accounts for attending games and participating in social media contests and engagements. These points will in turn be redeemable for a list of prizes that will evolve due to popularity and demand.

Infrastructure

This new rewards program built by Verizon, for Auburn fans called AuburnUp will take the place of an already existing platform among Auburn students. This platform that we will use to build our new rewards program on is the Auburn Ignited app. This app lets students gain rewards by attending sporting events, but has largely failed due to lack of promotion, lack of engagement opportunities and the fact that the rewards are ones that students do not care enough about. Verizon is currently a sponsor of this app, but with this new campaign we look to take the current app, rename it AuburnUp (Presented by Verizon), and add in features to the app to make the rewards program much more popular not only among students, but among any Auburn fan.

We would like to revamp the Auburn Ignited app, because it provides us with the necessary infrastructure for a rewards app so there will be no need to develop a new app, but it also will help to create consistent branding across Auburn and Verizon. A new app could be developed, but this would cost time and money, as well as it would create two different rewards apps sponsored by Auburn and Verizon, which could in turn become confusing to our audience.

A re-branding of the app will be the first step, but with there will be several other specifics that will need to be added to the existing app to make it work for our campaign. Fans will create an account on the app, and begin earning points. There will also be a login for Verizon customers, that will make them eligible for special rewards that only Verizon customers are eligible for, and these rewards will be better than normal rewards for non-Verizon customers. Fans that are not Verizon customers will still be able to see these amazing Verizon customer rewards, but will not be able to win them, which will show them how much Verizon cares for their customers and hopefully begin to cultivate new customers in the Auburn fan base.

A large part of getting points will be attending games, and these points will be earned through geo-location in the app, allowing fans to check-in at these events to gain points. Luckily, this is already a piece in the old Auburn Ignited app, so this capability will not need to be added to the AuburnUP app. There will also be a “Social Media” button on the app, this will allow fans to connect their various social media accounts to the app and it will give them social media updates from AuburnUp throughout the campaign that will earn them points.

The details of the app will continue to evolve and be updated throughout the campaign in order to take feedback from the fans and make the process easy and lucrative for fans. After all, this campaign is made completely for the fans.

Social Media

A large part of the AuburnUp campaign is the social media posts throughout that will engage users. This aspect of the campaign will be to grab the attention of Auburn fans, and sustain that attention and foster engagement between Auburn fans and Verizon. AuburnUp will have its own social media pages on Twitter, Instagram and Facebook. These pages will be used to promote the rewards program with ads and send out contests and opportunities for users to earn AuburnUp points to foster engagement with the program. With graphics using Auburn images and these taglines, we hope to make a connection with Auburn fans and show them that this is a program to give back to them for all that they have done for Auburn and Verizon.

These social media platforms will send out contests every week that will prompt followers to send in pictures of themselves or specific things outlined in the post with a certain hashtag in order for them to earn an AuburnUp point. In doing this, we hope to give incentives for AuburnUp users to engage with the campaign and with Verizon, which will in turn build a relationship with the users.

In order to help build a following on the AuburnUp social media platforms, we will also periodically get Auburn Athletics, Auburn Football, and other popular social media pages to retweet information about the rewards program. This will attract new followers to the AuburnUp social media accounts.

Here are some sample social media posts:

Twitter: Auburn Ignited is now AuburnUp! Find out how you can start earning points to earn rewards by downloading the app! Available on the app store and on Google Play! (link to download app with screenshot of AuburnUp app)

Facebook: Auburn fans! Verizon has partnered with Auburn Athletics to create an app that allows you to earn rewards just by doing what you already love to do, go to Auburn games!

What could be better? The new app is called AuburnUp and is available in the app store.

Instagram: Instagram will feature an Auburn photo (Toomer's Corner, Samford Hall, etc) with the tagline "Because, you deserve it." Content: Hey Auburn fans! Auburn Athletics has partnered with Verizon to create a new app that allows you to earn rewards by doing what you already love to do, go to Auburn Games! Want to learn more? Download the AuburnUp app today! Available in the app store! #becauseyoudeserveit #becauseAuburnUp

Point System

In order for this rewards program to be successful, a point system that is simple and easy to understand is key. VerizonUp has kept it simple by giving only one point for every \$300 spent on your phone bill. We will look to keep our rewards system simple as well. This will be key in the success of the campaign because it will cut out any confusion or extra effort for users. In order to be lucrative for fans, there will be several different opportunities to gain points toward rewards.

The first way to gain points will be checking in to sporting events via geo-location in the app. This will extend to all Auburn sporting events. Our goal in this piece of the point system is to get fans to attend more sporting events, which is beneficial to Auburn and Verizon, as it will expose them to already existing advertising efforts in the stadiums. We will also offer more points to fans that attend the sporting events that routinely have less attendance, like volleyball and soccer. This will in turn translate to higher effectiveness in Verizon's advertising as well as more involvement in Auburn Athletics.

Example Point System:

Auburn Sporting Event Check-In Points

Football =	1 point
Basketball (Men's) =	1 point
Baseball =	1 point
Basketball (Women's)=	2 points
Gymnastics =	2 points
Volleyball =	2 points
Soccer =	2 points
Softball =	2 points
Equestrian =	3 points
Swimming/Diving =	3 points
Tennis (Men & Women) =	3 points
Track & Field/ XC =	3 points
Golf (Men & Women) =	3 points

Supplemental to all of the sporting event check-ins, fans can earn points by engaging with Verizon and Auburn UP on social media. This will help to develop an impressionable following for Verizon to capitalize on with advertising and other social media campaigns. Specific to our campaign, we hope to create a dynamic social media environment with engagement from both the fans and from AuburnUp in order to build a lasting relationship between Verizon and Auburn fans. The weekly contests and social media engagements as described above will all be opportunities for fans to earn AuburnUp points. Each engagement will describe how many points it is worth, but for example, following the AuburnUp social media accounts via the app will be worth one point. Also, for example posting a picture with the corresponding hash tag will be worth one point as well.

Rewards

AuburnUp will be a way that Auburn and Verizon can give back to the people that have put so much in to Auburn and make it great. In order for this campaign to be successful, Verizon needs to show that this is not merely a gimmick to gain publicity or to try to look good, but that it truly wants to give back to Auburn fans and Verizon customers. To do this we are going to have to give out rewards that fans really want. The actual rewards are the cornerstone of what can

make or break this idea. Also, to make this an experience that is uniquely auburn, we will be rewarding participating members with prizes that Auburn fans will love, like gift cards to places in Auburn, as well as Auburn apparel. As any other part of this campaign, these rewards can change and evolve to give the fans what they really want, but here are some of the prizes that could be on the app initially and their “cost.”

<u>Prizes:</u>	<u>Cost</u>
AuburnUP Tshirt-	2 points
Toomer’s Drug Store Gift Card	3 points
Auburn Bookstore Gift Card	4 points
J&M Gift Card	4 points
Other Auburn T-shirts	4 points
Auburn Hats	6 points
Auburn Sweatshirts	7 points

These rewards above are not all of the rewards, just an idea of what could be offered to AuburnUp rewards members. The selection will evolve to what more people want, but the point values can change depending on demand and availability. Also, these types of rewards will be available to all users of AuburnUp. There will be, however, some rewards that only Verizon customers on AuburnUp will be able to redeem. These rewards will be of higher value, but will still be at a low cost while still being an attainable number of points to get people excited about earning these prizes. Some of these prizes could include:

<u>Verizon Customer Prizes</u>	<u>Cost</u>
Under Armour Auburn Gear	5-10 points
Auburn Football Jersey	10 points

As with the other prizes, this is not an exclusive list, more can be added or taken away, these are only a few examples. There will also be other prizes available only to Verizon Customers on AuburnUp that are sure to generate excitement about AuburnUp and Verizon. Similarly to the way VerizonUp does ticket giveaways for concerts and football tickets, we will do the same for Auburn tickets. Once the campaign is launched on the first home football game,

people will begin to earn points, then there will be opportunities for Verizon customers on AuburnUp to win tickets to the next home game, or the grand prize a VIP experience at the next home game. These tickets, because of cost, are very limited and there can only be a few winners, so there will be a timer on the app counting down to a drawing that will happen before the next home game for these large prizes. The VIP experience will be a paid day to an Auburn game including meals, Auburn gear, great tickets to the game (we hope to put these winners in a “Verizon Box”) and a feature on the jumbotron at the game. These prizes will still only cost a low number of points, but will only be won through a drawing. Though the chances of winning would be low, the risk and cost of entering is also low, giving Verizon customers the chance of winning a once in a lifetime opportunity at an Auburn game.

Other Media

We plan to make signs and graphics that feature our tagline and Auburn related photos. The signs will be hung around campus during the fall, at Auburn Arena and on the soccer and baseball fields. By hanging the signs in various sporting event locations, we hope to get all Auburn sporting fans. The graphics will be on all AuburnUp social media accounts. The graphics will feature pictures of Auburn photos or pictures of the Auburn centered rewards that people have won and feature versions of our tagline “Because, you deserve it.” We will also have the Verizon logo on each graphic that we create. We want to make sure that it is very obvious that it is a partnership between Auburn and Verizon. For example, if a customer won tickets to the Iron Bowl through AuburnUp the graphic would feature a picture of fans at the Iron Bowl or Jordan-Hare Stadium with the tagline “Because, Iron Bowl Tickets.” By posting these to AuburnUp’s social media accounts, we hope to get more people actively involved in using the app by showing them all the rewards they can earn.



Timeline

As mentioned in the Executive Summary, official kickoff will be on the first home football game. Although we want to center the campaign around all Auburn sporting events, we chose to start the campaign at a football game because it is arguably the most popular sport at Auburn.

We will advertise the app by making a video that plays on the Jumbotron. The video will feature a 30-45 second video that advertises the rewards program. At the end of the video, we will encourage fans to download the app and follow AuburnUp's social media accounts. We feel by advertising on the Jumbotron we would get the most outreach.

Budget

We plan to keep the budget for this campaign relatively low with an emphasis on advertising materials. Since we are updating an existing app and not creating a new one we are saving money. We will budget for social media advertising based on responses. We will start out small and plan to hopefully grow our budget based on the success of AuburnUp. We also plan to make AuburnUp a mostly

digital campaign. By doing so, we will utilize existing designers to create our graphics and promotional materials, keeping cost relatively low.

We plan to spend around \$500 on social media ads over the course of the first year. This amount will give us access to tens of thousands of Auburn fans who will participate. We may adjust this amount based on response.

We plan to spend \$1000 on printed materials over the course of the first year. This would include flyers, promotional wrist bands, signage, etc.

We plan to spend \$40,000 in rewards. This estimate is based off of 2500 regular users in the first year.

Total, this campaign will cost around \$41,500.

Evaluation

To measure the success of AuburnUp, we would begin by evaluating and tracking how many points were gained and redeemed. We would do this by using in app features and keeping track by using a Microsoft Excel sheet. Along with tracking the points, we would also look at how many times AuburnUp was downloaded and used. Next, we would evaluate how successful AuburnUp's social media was. We would use Twitter Analytics to evaluate AuburnUp's Twitter. We would evaluate a four-month period and see how followers AuburnUp gained, how many times AuburnUp was mentioned in a tweet, and AuburnUp's engagement rate. For Instagram, we would track how many followers we gained and how many people participated in the Instagram contests and how many times AuburnUp was tagged and mentioned. We would conduct a similar evaluation with AuburnUp's Snapchat. We would base the success on how many followers AuburnUp gained and how many people used the geolocation feature. For the final social media evaluation, we would look at AuburnUp's Facebook page. We would check how many likes AuburnUp received, how many times it was mentioned and how many people hashtagged

AuburnUp. We would use all of this information to see if the program catches on better than the previous app and program did. We would next conduct surveys and focus groups to see how well people are liking the new app. The goal with both of these evaluation methods is to not only get Auburn students to respond but to also get Auburn alumni and fans to respond as well. We would make the survey using Qualtrics. The survey would feature 15-20 questions that range from open-ended questions to multiple choice questions. We would feature the survey on the app's front page. This will ensure that people using the app will see the survey and would make it easier for them to take it. We would also post the survey on AuburnUp's social media platforms and on Auburn Athletics social media platforms.

Sample Survey Questions:

Are you a current Auburn student?

If not, are you an Auburn Alum or an Auburn fan?

Are you a Verizon customer?

If not, what phone company do you use?

Do you think AuburnUp is worth the download?

What sporting event did you use AuburnUp for?

Do you like the AuburnUp points system?

Are you satisfied with the prizes earned by points?

What prizes would you like AuburnUp to give out?

Is AuburnUp easy to use?

Can you navigate AuburnUp's application problem free?

Have you seen any fliers or advertising for AuburnUp?

Would you recommend AuburnUp to a friend?

Is there any that AuburnUp can doing better?

Will you use AuburnUp as an alum?

We would next conduct a focus groups regarding AuburnUp. The focus groups would feature people randomly selected via email or people that were recruited on Auburn's campus. The focus group would be held at Auburn's athletics department. The questions in the focus group would vary from AuburnUp's recognition to how well people are enjoying the application. The goal is still to get students as well as Auburn fans and alumni to participate in the focus group. The questions would be similar to the ones that were used in the survey. We would feature one or two questions in the focus group regarding how well AuburnUp is known. We would also leave time at the end for a discussion and recommendations for the app.

Sample Focus Group Questions (different than those used in the survey):

- Have you heard about AuburnUp?
- Is AuburnUp an app that you would be interested in downloading?
- What makes you want to/not want to download the app?

We would also have the participants download the app and evaluate their experience within it. This would help us tweak and adjust the app to be more appealing to the community.

These questions would include:

- How would you rate the ease of use within the app?
- Do you feel like the app is lacking anything?

By using these evaluation methods, we would be able to see if AuburnUp was successful or not. We would be able to make any changes if necessary to make the app better for people. We would take people's recommendations on how to make the app better and what prizes to give

away into consideration when looking at the survey and focus group results. We want to make the app and program enjoyable for people and we want them to use it more than a couple times. We would also look at how AuburnUp's social media was doing and make changes accordingly. We want AuburnUp users to be engaged and social media is a great tool to do that. Since the previous app had a low following and a limited social media presence, we want to make sure that AuburnUp's social media is the complete opposite.