

KNIGHT YOUR RIDE

CAMPAIGN REFRESH

RUN DATES: AUGUST 2023 - JUNE 2024

OVERVIEW

After noticing significant creative fatigue and rising costs in our social ad campaigns, I led my team in a complete refresh of our Knight Your Ride (the UCF license plate) campaign. This refresh involved updating the campaign's creative assets and enhancing the user journey and experience. We streamlined the campaign landing page and added a redirect to a new DMV-hosted checkout portal to our form submissions. This change allowed users to purchase their UCF license plate immediately, eliminating the need to schedule an appointment at the DMV.

To determine which changes to implement on our landing page and whether to include the redirect, we utilized A/B testing tools and user journey mapping. Along with improvements to the user journey, we updated our campaign creative to celebrate UCF's inaugural season in the Big 12 Conference. We chose to connect our creative updates with this milestone because we have observed strong seasonality in the campaign, enhanced performance during successful football seasons, and a notable correlation between school spirit, athletics-related content and positive campaign outcomes.

CREATIVE SAMPLES

DMV INSERTIONS - 2023/2024



STADIUM STAIRWELL WRAPS - 2023/2024



CREATIVE SAMPLES CONTINUED

FOOTBALL SERIES - FALL 2023



BASKETBALL SERIES - WINTER 2023/2024



BASEBALL SERIES - SPRING 2024

