

BEST AWAY
GAME **EVER**
11  **15**  **12**

Final Report

Alexandria Smith and the NMTIFAMP 12:30 Class

Contents

Pages 3-10: “A Look at the 12:30 Class”

Ready, Fire, Aim: A third person, detailed narrative of the project from start to finish.

Pages 11-23: Media Analysis

Traditional Media

Campus Advertising

Facebook

Twitter

YouTube

Google+

Pages 24-25: Scavenger Hunt Analysis

Find a Fan

Find Fedora

Best Away Game Ever Trivia

Page 26: A Note from the Captain

Alexandria Smith's point-of-view on the project

Appendix

Media Kit

A Look at the 12:30 Class

Ready

The epic Media Wars competition all began with Professor Gary Kayye's announcement on Tuesday, October 2nd. The NMTIFAMP 12:30 and 3:30 classes were set to compete in a new media wars competition for an 'A' in the class, a delicious Ben and Jerry's ice cream party, and a coveted spot in Kayye's spring semester 'Branding of Me' course. The rules had been set: the classes had no budget and could not use our own money but would have to have sponsors, all marketing and advertising of our project had to refer back to new social media, and we had to create a scavenger hunt. The scavenger hunt was the soul of the project and the classes would be judged on how many scavenger hunt participants they could gain and the media coverage about their event. The scavenger hunt had to take place sometime within the week of November 12th - 17th. The showdown was set to begin.

The 12:30 class began preparation and started a secret Facebook group in order to choose a captain and generate discussion easily. The class had to choose a captain by Thursday, October 4th. Two members of the class stepped up to the plate. Ilyasah Shabazz posted in the 12:30 class' Facebook page describing her experience in event planning and leadership:

"Hello all, I haven't had a chance to make a video because I've had two presentations I've needed to prepare for tomorrow, but I am still very interested in serving as the team lead on this project. I have served as a leader of groups ranging in size from 6 to 22. Working as student coordinator of a living-learning community with 19 participants, it is extremely important to stay on top of tasks and make sure that I am passing information along in a timely fashion. I just launched our student life page (<https://studentlife.unc.edu/organization/CarolinaX>), and you'll see a glimpse of how I am able to keep everyone on task to ensure that they are chronicling their first-year experience. Also, this summer I interned with Nourish International, a nonprofit in Carrboro, and planned a 5-day conference. In addition to all the event management work, I coordinated a 12-person volunteer schedule and helped secure over \$3000 in in-kind donations.

I'm pretty much all about carrying out long-term projects and would love to see us crank out a baller scavenger hunt in a month. I know how to listen to others, use feedback effectively, delegate and make decisions in a timely

manner. The class has already proven that we're well connected and have amazing ideas, and I'm confident that I can help us see things through to produce a fun and highly publicized finished product, so pick me for team lead!"

One other student, Alexandria Smith, requested for her class to vote for her to be captain. She made a video based around a Star Wars theme:

<http://www.youtube.com/watch?v=5Bb5YpwMjsE>

In the end, the class chose Alexandria Smith to be captain and the team began brainstorming what their class' scavenger hunt would look like.

The first idea the 12:30 class came up with was a concept called "The Best at UNC." The class was going to use new social media to advertise "The Best at UNC" scavenger hunt. Essentially, participants would visit iconic places in Chapel Hill to complete tasks to get clue on where to visit next. There would be a final event held at "He's Not Here" in Chapel Hill at the end of the week.

At the next class meeting on Tuesday October 9th, many of the class members voiced



Alexandria Brooke Smith

So this is my video for the position of el capitano! Its simple but fun! Let me know if you have any questions about my management/leadership styles and skills. I will be more than happen to answer them! p.s. This is the first video I have ever made, feel free to give me critique on that as well! This is a skill I'm developing haha

Like · Comment · Unfollow Post · October 2 at 9:39pm

Jonathan Unger likes this.

Seen by everyone



Alexandria Brooke Smith <http://www.youtube.com/watch?v=5Bb5YpwMjsE>



October 2 at 10:06pm · Like · Remove Preview



Write a comment...

their opinion that the “The Best at UNC” concept may create barriers to entry if we require people to purchase food items at Chapel Hill restaurants or go to venues that require entry fees then we wouldn’t gain as much participation. Also, the class decided not to limit the scavenger hunt to a Chapel Hill audience. The 12:30 class wanted to shoot for something epic that reached a larger audience that just the Chapel Hill community.

Gary said to think about what is happening that week. The class realized that there was an UNC away football game versus UVA on Thursday November 15th and decided to create the scavenger hunt around the event. The class was well on their way. The teams were created: marketing, advertising, event planning/sponsorship, web technology/tracking, and public relations. The teams departed to start brainstorming how the viewing party and scavenger hunt would work.

Fire

The marketing and advertising teams met and came up with a wonderful concept and brand for the viewing party: Fedora Town. The event would be a play off of the “Late Night with Roy” events. This event would be a viewing of the UNC vs. UVA away football game and give fans the opportunity to come together to support coach Larry Fedora and the Tar Heel football team.



The class needed a venue to host such a grand event. The team planned to ‘fire’ and attract families an audience in and outside of the Chapel Hill community. The audience would be UNC fans who had the ability to travel to UNC for the game. This audience had the potential to produce a large turn-out. The PR team, the event planning team, and Alex began diligently working on getting the Carmichael arena as the venue. The PR committee had the wonderful idea to seek out Google as a sponsor in order to try and obtain the event. Carmichael arena would cost \$1,500 or more plus the price of security so the 12:30 class needed a big time sponsor.

The project was put on hold for the entire class while Alex and the PR team came up with their pitch to Google. Alex started by meeting with Devin Buell, a marketing representative for Google in the Durham-Raleigh area. Devin was very responsive and excited about the idea of the 12:30 class hosting a UNC vs. UVA football viewing party where Google and Google+ were promoted. He suggested the class come up with a one page PR plan and a pitch for him to take to a higher Google office to request the funding for Carmichael Arena. The pitch was in the form of a YouTube video put together with less than 12 hours notice by the PR team and members of the technology team.

<http://www.youtube.com/watch?v=mDoMzfZ4PIE&feature=youtu.be>

After 5 days since the pitch was sent to Google, the class found out on October 19th, from Devin that, although Google was interested in our project, the company had already established their budgets for the quarter and could not provide the money to host the viewing party at Carmichael Arena. Google did wish to provide us with technical support to make the viewing party a success and host a virtual scavenger hunt at halftime of the game.

The class accepted the support of Google and decided to move forward until all efforts of booking Carmichael were exhausted. The event planning committee worked diligently for a week contacting nearly all major organizations on campus about partnering to host the event. However, at the end of the week there was no luck. Alex and Ilyasah, the captain of the event



planning committee, decided to start looking at other options. They looked at options in campus halls, the Wallace Parking deck on Franklin Street, Fetzer Gym, and the amphitheater outside of Kenan Stadium. Campus halls were problematic because it limited the audience that would be interested in attending or what attendees could do and an outside venue was problematic due to November weather.

The class decided against an outside venue and large lecture halls and sent two members to speak with Rick Steinbacker, the UNC athletic department media coordinator, to see if the athletic department would be willing to donate or provide a facility that would be supporting the UNC football team and Larry Fedora. Becky Bush and Matt Oakes met with Mr. Steinbacker and discovered that he was receptive of the Fedora Town idea, but in the end could not donate a venue. Security and attendance made it too complicated to donate. The team felt as if they were back at square on all over again.

Google one-page public relations plan

Summary:

In our New Media Technology class we have been challenged by our professor to beat the 3:30 counterpart of the class in a media wars competition. The assignment requires that we create a scavenger hunt that can only be advertised through new media technology. We will be judged on the amount of media attention we generate and the number of participants in the scavenger hunt.

We could have done this the easy way and held a scavenger hunt on campus or hosted a geo-caching event; but we want to do something more awesome. We decided to incorporate something with meaning, something that would benefit people in the Chapel Hill community.

We decided we wanted to promote Google+. There are so many features that students, professors, and small business owners in Chapel Hill can capitalize on. However, we needed a way to get this people hyped and interested in learning about Google+. We decided to add sports into the mix and host a viewing of the Thursday night away game between the Tar Heels and University of Virginia on November 15th. We will have a play on a scavenger hunt at halftime of the viewing.

Goals:

- Host a viewing party of the UNC vs. UVA game on November 15th in Carmichael Arena.
- Attract more than 1,000 viewers and scavenger hunt participants.
- Host a scavenger hunt at halftime of the viewing for participants to win prizes.
 - Present UNC sport trivia questions on the Google+ page
 - The first to use Google Search to find the answer and comment on the post wins that round
- Promote the use of Google+ before the viewing event.
 - Host Google+ hang outs with Coach Fedora and football players the week prior to the game.
 - Prompt questions on our Google+ page to generate conversation before the event.
- Sign new users up for Google+ before and during the viewing event.
 - Teach new users how to use Google+.
- Increase awareness of Google+ on campus.
 - Advertising promotions
 - Presenting tutorials in The Pit on campus (common assembly area on campus)
 - Expose community and campus leaders to Google+ and how it can benefit them in their jobs
- Host a "Hang Out at He's Not" event after the viewing at the historic "He's Not Here" venue on Franklin Street.

Deadline:

The game is televised by ESPN on Thursday, November 15th. We have 30 days to plan and promote the entire event. Therefore, we are on a strict deadline to decide what venue we will use. Carmichael Arena would be ideal, it would draw in the largest crowd. However, the price to reserve the arena will be \$1,750. We will also be required to hire security.

We would like to be able to make this decision by Monday, October 22nd based on what support we can gain from our partnerships.

Aim

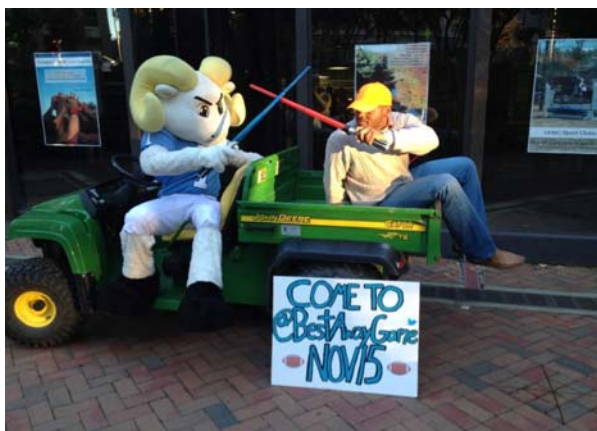
Ilyasah and Alex began searching for what the next step would be. Finally, after days of emails, phone calls, and meetings with several venue options, on October 25th, The Back Bar at Top of the Hill finally agreed to allow us to host the event at the bar. There were only 3 weeks left until the night of the game and there were still many more hurdles to overcome to make the event a success. The 12:30 class had such a late start and effective marketing aimed towards the right audience was more valuable than ever.

Becky spoke with Rick Steinbacker once more about the class' development and venue location. The team suffered another set-back. Steinbacker informed Becky and the class that Larry Fedora's name could not be put on a bar event. The marketing and advertising teams had to meet for an emergency meeting to re-brand the campaign entirely so marketing could start. The class was facing a short deadline and needed to move as quickly as possible.

Finally, the final concept came together. The team knew they had to design a marketing concept that would account for the audience of the new venue and the capacity it could hold. Unfortunately, the event would not be as large as the team had once hoped, but they narrowed their sights and a successful event was still in the future. The Best Away Game Ever could now spread across UNC reaching sports fans all across campus.

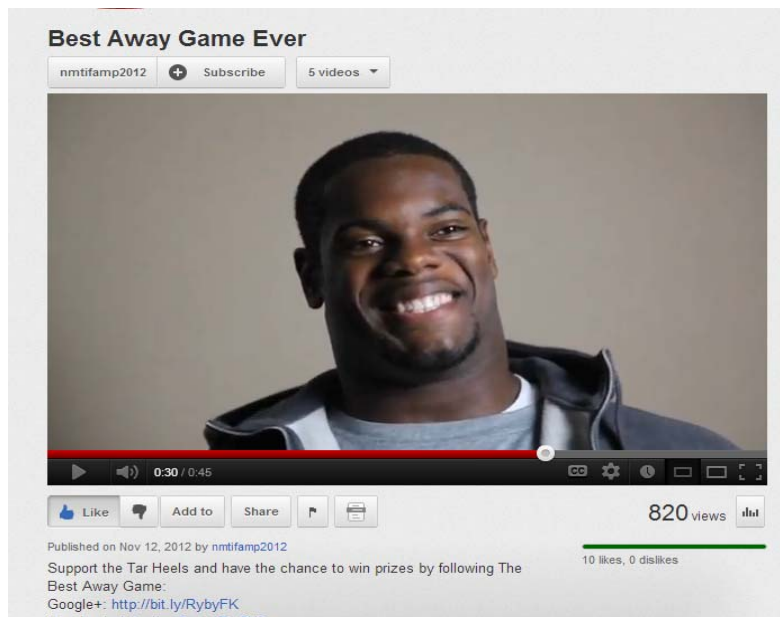


social media. <http://www.youtube.com/watch?v=U-fOCxnbh5w&feature=youtu.be>



The team worked and recruited four football players to promote the event in an excellent video that was also posted on the social media sites. Both videos received nearly a thousand views and worked to give an introduction to what The Best Away Game

Ever was all about. In addition to the Ramses/UVA Fan stunt, members of the class posted flyers and chalked campus to raise awareness about the Best Away Game Ever.



Now that the word was out about The Best Away Game Ever, it was time to start hitting social media, hard. Abby Bouchon, David Coggins, Josh Clinard, and Aaron Dodson took charge of Google+ and Jonathan Unger controlled the Facebook event page and the Twitter account.

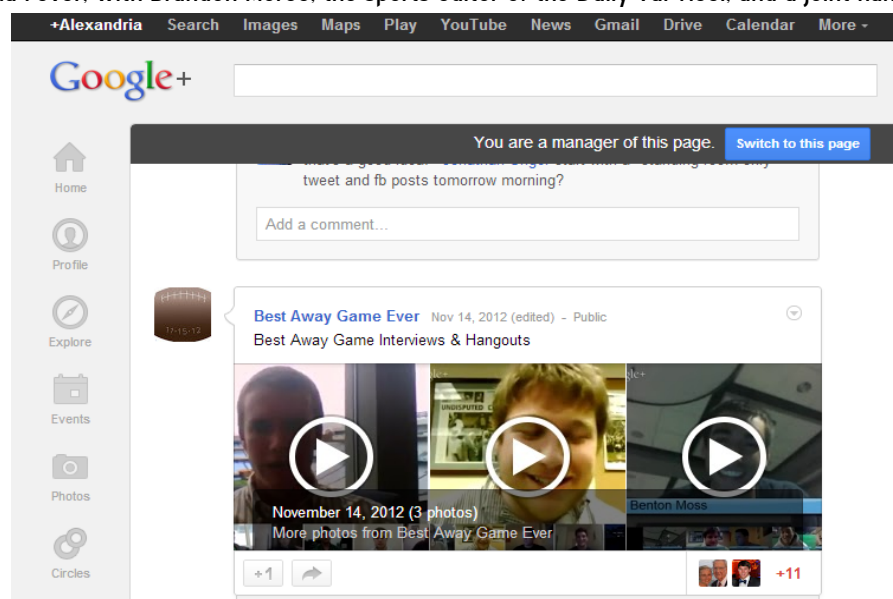
All accounts were useful. Twitter engaged and informed Best Away Game Ever followers. The Facebook event page served as the base for the event and allowed people to RSVP and invite more friends to join. Most of all, Twitter and Facebook were good for connecting the immediate campus community among the students. Twitter was especially useful in connecting Best Away Game Ever with its sponsors and partners specifically. For example, many of the football players and Brandon Moree, the sports editor of the Daily Tar Heel, tweeted at the Best Away Game Ever on several occasions.

The team suffered another set-back the weekend before the event when the Twitter account was suspended. Twitter believed that the Best Away Game Ever Twitter account may have been a robot since the team attempted to follow many of the organizations on campus. After many emails, phone calls, and 48 hours the Twitter account was live again. It was useful that the class was using more than just Twitter to reach the target audience.

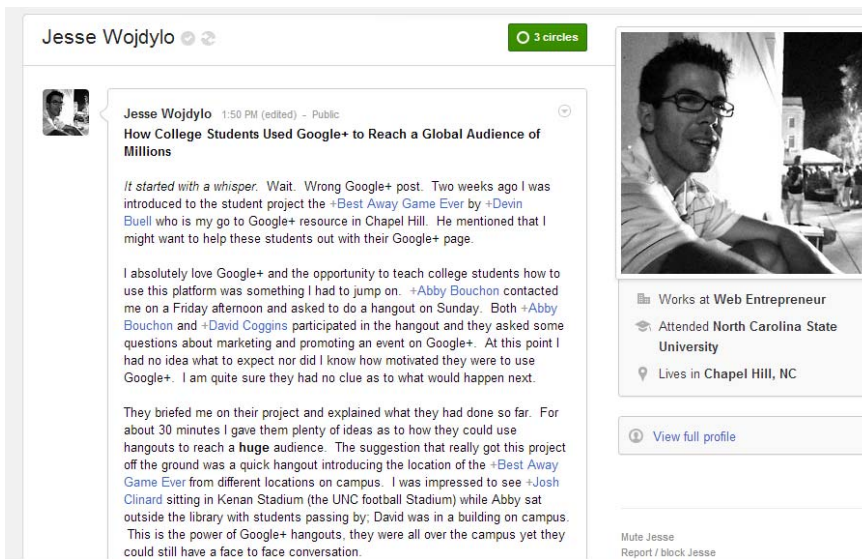
Google+ proved to be more useful than ever imagined. At the beginning of the project the PR team had a conversation about utilizing connections from internships, parents, and past jobs. The team decided against it. The 12:30 class wanted to discover what connections they could create out of nothing. How far could social media alone take the relationships with sponsors and partners created from the Best Away Game Ever project? Google+ allowed for the team to make these connections and truly prove the success of social media in generating new relationships and fostering them.

The PR team explored every angle of Google+ and became more creative every day. With help from Devin Buell and Jesse Wojdylo they began to hold Google+ hang outs to promote Best Away Game Ever. The first hang out was with wide receiver Cam Campbell and allowed the team to work through technical difficulties and conquer the learning curve. The team held three more hang outs: one with Alex Collette, president of Carolina Fever; with Brandon Moree, the sports editor of the Daily Tar Heel; and a joint hang out framed around "Tar Heels Supporting Tar Heels" where baseball player Benton Moss, soccer player Maria Lubrano, and Brandon Moree discussed how close the Chapel Hill athletic community is.

The hang outs and the Best Away Game Ever Google+ page truly proved to be the Cinderella story of the entire project. The hang outs and efforts by the team gained more and more attention in the week leading up to the event. Jesse Wojdylo began spreading the news, and user of Google+ liked what the Best Away Game Ever team was doing. Many 'big name' users on Google+ began to follow the page and post and share the content.



This post by Jesse Wojdylo describes the success of Best Away Game Ever clearly:



How College Students Used Google+ to Reach a Global Audience of Millions

"It started with a whisper. Wait. Wrong Google+ post. Two weeks ago I was introduced to the student project the [Best Away Game Ever](#) by [+Devin Buell](#) who is my go to Google+ resource in Chapel Hill. He mentioned that I might want to help these students out with their Google+ page.

I absolutely love Google+ and the opportunity to teach college students how to use this platform was something I had to jump on. [+Abby Bouchon](#) contacted me on a Friday afternoon and asked to do a hangout on Sunday. Both [+Abby](#)

[Bouchon](#) and [+David Coggins](#) participated in the hangout and they asked some questions about marketing and promoting an event on Google+. At this point I had no idea what to expect nor did I know how motivated they were to use Google+. I am quite sure they had no clue as to what would happen next.

*They briefed me on their project and explained what they had done so far. For about 30 minutes I gave them plenty of ideas as to how they could use hangouts to reach a **huge** audience. The suggestion that really got this project off the ground was a quick hangout introducing the location of the [+Best Away Game Ever](#) from different locations on campus. I was impressed to see [+Josh Clinard](#) sitting in Kenan Stadium (the UNC football Stadium) while Abby sat outside the library with students passing by; David was in a building on campus. This is the power of Google+ hangouts, they were all over the campus yet they could still have a face to face conversation.*

This Google+ Hangout turned into YouTube video was such a success that it lead me to this post:

This is Why Google+ Will Dominate Facebook!

<https://plus.google.com/116024884086268367178/posts/ZbTXVsxDVde>

I passed this "theory" along and some powerful Google+ users like [+Moritz Tolxdorff](#), [+Mark Traphagen](#), [+Frank Garufi Jr.](#) and [+Ivar Choi Espedalen](#) all reshared this particular post. After analyzing the numbers I calculated that at least 1.3 million Google+ users had seen this project.

As we all know, not all of those users are active nor do they read every single post. Even if only 1% of them saw/read this post that is still 13,000 eyeballs on this event. It was quite obvious that the project was gaining traction and it was only Monday. The event was scheduled for Thursday, November 15th.

On Tuesday the group continued to use their resources as they interviewed the sports editor of the local newspaper - on a Google+ Hangout. Once again, there was plenty of interest in this as college sports are huge in this community. A full day went by without anything extraordinary happening and honestly, I could **never** have predicted what Wednesday would bring.

I mentioned to the group that [+Vic Gundotra](#) and [+Natalie Villalobos](#) were the alpha and the omega of Google+ and it would be great to show them how college students are using this platform. To my surprise, Natalie responded to their project with multiple comments. One of the comments was to point out that the official Google+ page [+Google+](#) had shared their project! I can honestly say that I do not know anyone who has been shared by the Google+ official page. Until now.

The Ripples of this particular post is unreal. Check it out below:
goo.gl/4piW3

As of today there have been 393 public shares and that does not include all the private shares. As [+Natalie Villalobos](#) said, "millions are watching your project now." At this point of the project it was quite obvious that millions of eyes were introduced to the small student project at the University of North Carolina.

That was not the only major *event* on Wednesday. Both [+Abby Bouchon](#) and [+David Coggins](#) were invited to a sports Google+ hangout show by the [+Social Sports and Entertainment Show #SSEshow](#) which has a huge sports audience. Thanks to [+Charles Hogge](#) for all the exposure from this particular page.

By the time the day of the event, Thursday, rolled around I think everyone that participated in the project was quite overwhelmed. The group did a public hangout from the event and it was a great success. In just one week, this project was introduced to millions of Google+ users. I think I can safely say this community is something very special.

Other members of the group include [+Suzannah Davidson](#), [+Meredith Goodwin](#), [+Alexandria Smith](#), [+Elaine Zoo](#), [+Kate Farmer](#), [+Kylie McCoy](#), [+Ashlyn Still](#), [+Ashley Russell](#) and [+Jonathan Unger](#).

Thanks for making this community so **awesome**. For those who have struggled to get conversation started check out some of these names and you will see how easy it is to enjoy this social medium:

[+Joe Napolitani](#) [+Nikol Murphy](#) [+Ronnie Bincer](#) [+Tim Moore](#) [+Denis Labelle](#) [+Domingo Rogers](#) [+Eli Fennell](#) [+Sean Grace](#) [+Damian Hoskin](#) [+Issac Lewis](#) [+Jaana Nyström](#) [+Michael Kale](#) [+Meilani MacDonald](#)

These are all individuals who helped me spread the word around about the [+Best Away Game Ever](#) and I cannot thank you enough! Please feel free to share this with anyone in education or those who love to teach.

[#plusyourschool](#) “

Google+ allowed the 12:30 class to do exactly what they decided to do in the beginning of the semester. Reach out and use social media in a *new and creative* way to create new relationships from scratch. The Best Away Game Ever was reposted by Google+ on their main page. Put this in terms of Twitter or Facebook. If the group was mentioned in a post by Mark Zuckerberg it would be amazing. Well, this essentially happened with Google+ and the team was successful in utilizing a new social media platform in a completely creative way.

The class even gained interest from the ESPN U show 'UNITE' that airs every weeknight at midnight. The producer of the show was interested in the class teaching the show how to use a Google+ hang out. 'UNITE' asked if the team could host hang out with members of the football team before the game on Wednesday, November 14th. However, due to scheduling issues, the short time frame, and media restrictions placed on the football team before the game the hangout with 'UNITE' couldn't happen.

The week up until the event, the 12:30 class rode on a high with the Google success. However, three days prior to the event the scavenger hunt details were still not pinned down. This was the soul of the project and had to be figured out immediately. The marketing and advertising team met for two hours on the Sunday before the event to try and solve this problem. The result was an awesome idea called "Find a Fan." They flipped the scavenger hunt idea on its head and instead made the Best Away Game Ever do the hunting. The scavenger hunt would require fans on the Facebook, Twitter, and Google+ pages to reply to posts in on the pages that would declare themselves as the best "fans." The winners were contacted after the event to receive their prizes.



The class also held a fun marketing and scavenger event in the pit. Class members took turns holding up a mural of pictures of people associated with UNC. Three pictures of Larry Fedora were hidden in the mural. Participants had to "Find Fedora" to get a Pita Pit coupon, a free appetizer to Red Robin, and free Freckled Lemonade from Red Robin.

However, Alex still felt that there was a way to gain more scavenger hunt participants at the actual event. She went back to the idea originally discussed with Google+ and re-defined it. The scavenger hunt at the game would be a UNC football trivia based scavenger hunt where questions would be asked at the event and over the social media sites and people could answer to enter a raffle for a prize. She took the idea to the marketing and advertising team only two days before the event. The teams came up with the questions and decided to ask the one question at the beginning of each quarter and one at the beginning of the half. The scavenger hunt was successful. The web team was set up at the corner of Back Bar with three laptops, one monitoring Twitter, one Facebook, and one Google+. Every time someone posted a correct answer to one the questions, the team wrote down their name and entered it into the raffle for one of five prizes. Each prize was given away to an extremely happy fan!



Prize winners from "Find a Fan" and the "Best Away Game Ever Trivia" received prizes that the event planning/sponsorship committee worked over the weeks to acquire. The team called and went from door to door to Chapel Hill businesses to gain support. The team ended up with a plethora of prizes that were divided evenly into prize packs. Each prize pack contained a t-shirt, cup or koozie, a bottle cap opener, coupons and \$25 dollars in restaurant gift cards from various locations. The grand prize given away for the halftime question was a camping trip from REI valuing \$500.

The event was successful and all who attended seemed to really enjoy their time. The turn-over rate was extremely low. Many of the same faces stayed throughout the entire event and game. The Best Away Game Ever was able to establish a relationship with Google+ and throw a great event where prizes were given away and people truly enjoyed their experience.



Media Analysis

Traditional Media

The Best Away Game Ever team's first attempt at traditional media was when the captain of the second class, Callie Henson, and I approached the Daily Tar Heel to write about the new media wars competition. Callie and I spoke with a reporter together at the office for the newspaper. The reporter we spoke to, however, was not the same reporter who covered our story. When we were leaving, they asked for information to be emailed to the reporter who was covering our story. Callie had her laptop out and offered to send the email. I was under the impression that the information for both classes that was talked about in our interview was sent to the reporter. Unfortunately, this was not the case and the story reflected that the next day. I was able to get in contact with the reporter writing our story the next day before her deadline but she admitted to adding our information to the story she had already written. At any rate, our class was thankful to have our project introduced to campus through such a valuable source as The Daily Tar Heel. The article was featured in print and online. According to The Daily Tar Heel website, the newspaper distributes 17,000 copies daily reaching an audience of ~38,000 with each print issue.

University abuzz with 'Buzz About Fuzz'

CORRECTION: An earlier version of this story said the Best Away Game Ever project was partnering with the UNC athletic department. It has received donations from the department in forms of prizes for a scavenger hunt, but it is not partnering with the department. The story has been amended to reflect this.

Students who have seen Facebook or Twitter references to "The Fuzz" should expect the social media inundation to continue for a few more weeks.

Two sections of a UNC School of Journalism and Mass Communication course — one of which is the group behind the [Buzz About Fuzz](#) are facing off in a social media war.

Gary Kayye, who teaches "New Media Technology and Its Impact on the Future of Advertising, Marketing, and PR," has challenged his two classes to compete against each other to create a campaign based solely on social media.

Beginning with no funding, each campaign must incorporate a scavenger hunt that involves the University and plan an event to hold at the end of the campaign.

"It's all about getting the most engagement in new media technology," Kayye said, adding that new media technology includes sites such as Facebook, Twitter, Instagram and YouTube.

Both campaigns operate with a code of secrecy, only revealing details about prizes and the event location as the campaigns progress.

"It's kind of fun to see everyone's frustration with not knowing because that means they care, and making that connection with people is what we're all about" said senior Jodie Singer, of the group the Buzz About Fuzz.

Buzz About Fuzz, which revolves around a bucket list-based scavenger hunt called "The FUZZet List," invites participants to post pictures of themselves completing items on a UNC bucket list on various social media sites until the group's final event on Nov. 16.

The other class' project — the [Best Away Game Ever](#) — has not yet released the details of its scavenger hunt, but it has revealed that its campaign revolves around an upcoming viewing party for the Nov. 15 football game against the University of Virginia.

Campaign member Leah McCann said she hopes that the campaign will remind students that the football team always needs their support, whether home or away.

Fuzz collaborates with local businesses to supply prizes throughout its campaign, while the Best Away Game Ever has received donations from the UNC Athletics Department.

Campaign members have been speculating who holds the upper hand in the competition.

"We're more recognized and more talked about, but we have to take that with a grain of salt because we started earlier," said senior Alex Englehart, of the Buzz About Fuzz.

But McCann is not worried about the Best Away Game Ever's later start, saying that its scavenger hunt runs on a different schedule.

"I think that the Fuzz class started faster, had a little bit more momentum. But now I think that the Best Away Game Ever has started to catch up," said Kayye. "I'm afraid that if I pick a winner now I might be wrong."

The two groups are competing for spots in Kayye's spring course, "The Branding of Me: How to use New Media Tools to Brand Yourself."

The team that garners the most interest and participants in its campaign will win, Kayye said. This concept will be quantified through the number of Twitter followers and Facebook likes each campaign receives.

"It's not just having people come to the event," said McCann. "It's getting people excited and getting them involved."

Contact the desk editor at university@dailytarheel.com.

Published October 31, 2012 in [Corrections](#), [School of Journalism and Mass Communication](#)

Matt Oakes, a member of the marketing team and the Greek community at UNC, wrote an article about the 12:30 class' project that was published in the November issue of *The Odyssey*. It was fitting that the article came out the day of the game. The class was extremely proud that he was able to get *The Odyssey* to publish an article about the Best Away Game Ever right in time for game day. According to the greek.unc.edu website, in 2009 they recorded 55 Greek organizations and 2,900 students who participated in Greek life. Each issue of *The Odyssey* is distributed to each of the Greek houses reaching at least a viewership of 2,900 UNC students, not mentioning the online publication of the article.

theodysseyonline.com/content/issues/UNC/11.15.12/

THE SOUTH'S OLDEST RIVALRY: #BESTAWAYGAME

The University of Virginia and the University of North Carolina have been battling it out on the football field since 1892, more than 60 years before the ACC was even formed. Over the years, this series has become known as "The South's Oldest Rivalry."

Played continuously since 1919, this football matchup has been played five times more than the classic Army-Navy game and one more than the other old Southern contest between Georgia and Auburn. UNC leads the all-time series 58-54-4. However, in the last 30 years or so, Virginia has taken a definite edge in the rivalry.

Memorably, much of Tar Heel nation wept tears of joy two years ago when Carolina beat Virginia in an away game that broke the "Charlottesville Curse." It was the first away win for the Tar Heels in the series since 1981. But there is something more that ties these two schools together than simply football.

"The Gentlemen's Rivalry" is a nickname given to the UVA-UNC tradition. One factor that bolsters this title is the prestigious nature of both institutions. This prestige applies to social and academic realms. In fact, to many, both universities seem to align very similarly in all facets of higher education. Like it or not, both universities often give off an elite, preppy image that has students at other colleges looking on in disgust.



MATT OAKES

Sigma Phi Epsilon
Sports Editor

Matt is a senior studying Hispanic studies and public relations. You may contact him at uncoakes@gmail.com.

And here we are, on the doorstep of another chapter in the long, fabled history. Tonight, the entire country will be tuning into this edition of "The South's Oldest Rivalry." Broadcasted on ESPN, the attention surrounding this game will be much greater than normal. Media coverage will be amped up for some Thursday night college football.

But wait, there is more. Right here in Chapel Hill there is something special brewing. An event like no other is set to turn this old rivalry into something brand new. The "Best Away Game Ever" campaign will be culminating in a huge viewing party with free food, prizes and drink specials at Back Bar at Top of the Hill.

No one will want to be anywhere else than the Top O, "the social crossroad of Chapel Hill," for what promises to make this year's contest between the Wahoos of UVA and the Tar Heels the best yet. Large viewing screens will be provided by Google+.

Google+ has provided technology and aid to this "Best Away Game Ever" campaign spearheaded by the new media class in the school of journalism and mass communication here at Chapel Hill. Flooding Twitter, Facebook, Instagram and Google, the public relations, marketing and advertising students have put on a teaser campaign for the ages.

And just for good measure, the team has thrown in some guerilla marketing tactics that have included Halloween costume advertising on Franklin Street, Eve Carson 5K runner advertising and an epic chase and fight between Rameses and a poor UVA fan that culminated in the Pit. All of this hype has been generated in a few short weeks. Heck, someone even spotted a "Best Away Game Ever" sign on Coach Fedora's golf cart a week or two ago.

Backed by Carolina Fever, the event at Back Bar tonight will no doubt see a plethora of crazy Tar Heel fans ready to cheer on a victory in the "South's Oldest Rivalry." Sponsors include Qdoba, Pita Pit, Bevello and Kildaire's.

One thing is for sure, the excitement of an improving football team coupled with the ingenuity of the "Best Away Game Ever" campaign could prove to make for a memorable night at Top of the Hill. I know where I will be around 7:30 p.m. tonight!

Although the public relations team sent out a clean and well put together media kit, we were unable to lock down any other traditional media.

David Coggins also got *The Verge* to publish an online article about the Best Away Game Ever; *The Verge* is a web news site that focuses on the convergence of technology, science, art and culture.

The Best Away Game Ever (Fusing Football and Google+)

Posted by [thedavidcoggins](#) on November 12, 2012 11:04 pm

I'm a college senior at the University of North Carolina at Chapel Hill. As part of my "New Media Technologies and Its Impact on the Future" course (Crazy name, I know) my class has been assigned a final project to create an event on campus and then promote it to see which class section can garner the most media attention and coverage.



My class decided to link our event with the UNC/UVA football game coming this Thursday (11/15/2012) since we figured that sports are a big draw for people. Our event will be a large viewing party for the game since it is away for us. But viewing parties aren't a unique idea. We decided to spice up our promotion by incorporating a unique

technology flavor. So we've linked up with the local Google ambassadors on campus. We're calling it: The Best Away Game Ever!

Together, we've been setting up Google+ Hangouts on Air with football players and sports figures around campus. We've just talked about the upcoming game and sports in general with them as promotion for the event. We've seen great response so far from the participants. Everyone has been amazed with how easy Google+ is to use, and how clean the Google+ Hangout interface is.



Coincidentally I had done a research project last year to gauge college students' interest in Google+. The results were overwhelmingly lackluster. A lot of students had Google+ accounts, but they had been sitting idle since they had first joined. Most respondents didn't see a reason to use Google+ because no one else was using it, and they had no reason to switch off Facebook at the time. In all honesty, I was in a very similar boat.

But this project has exposed me to Google+ in a great way. By forcing myself to use Google+ I've seen how it can be used as a very powerful tool. The most obvious benefit is the fact that Google indexes Google+ content for its search results. We're a new event and presence on Google+ but within hours of posting our videos, we're topping Google search results for "Best Away Game." By doing Google+ Hangouts on Air, I've seen other students react in very positive ways to Google+. They have all voiced similar opinions that they didn't know how

easy Google+ was (most students have a Gmail account already) and were very impressed with the capabilities of Hangouts.



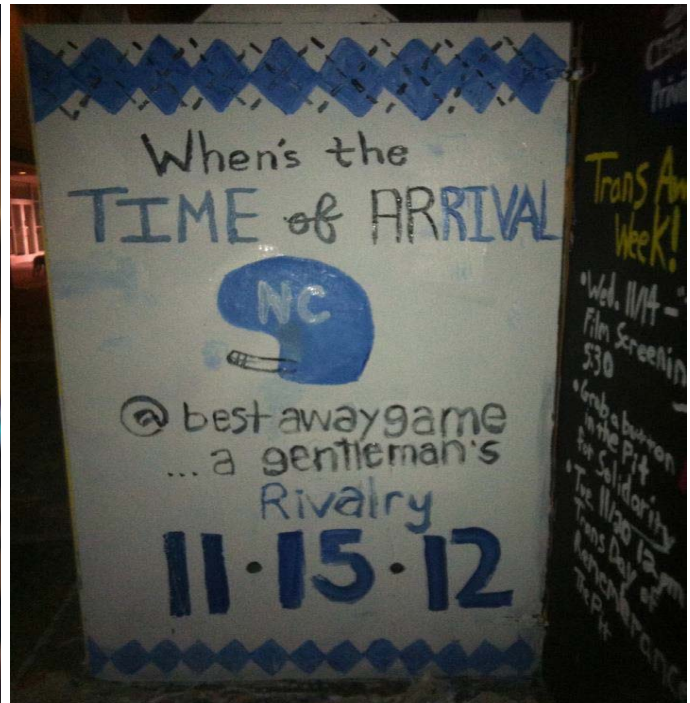
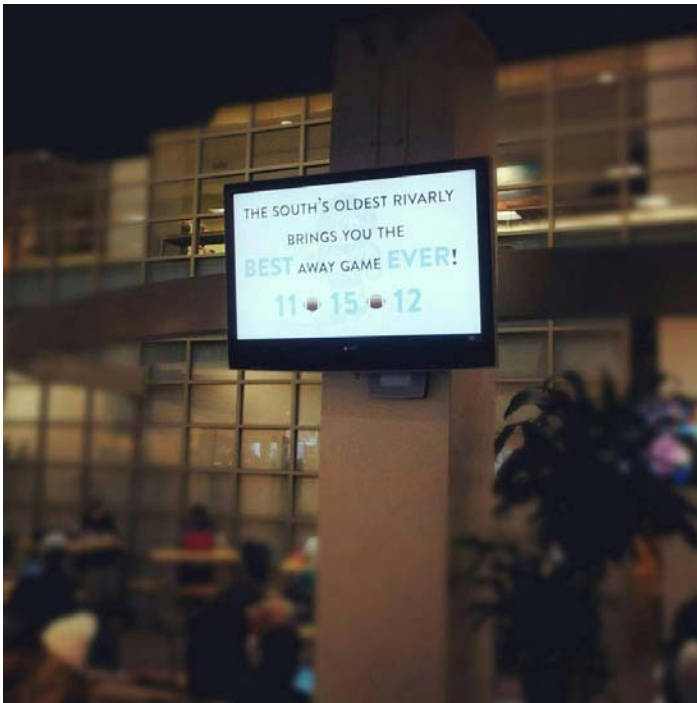
Do I believe that Google+ will take over social media in the near future? Not likely. There's no reason for people to abandon Facebook at the moment. But I do see how Google+ could make some serious headway into the college scene.

I mostly wanted to share my experience with the Verge community, especially given how the Verge started as a fusion of sports (SB Nation) and technology coming together in a very powerful way. If you stop by our [Google+](#) and give our project a look, we'd be glad to have you!

Campus Advertising

The Best Away Game Ever team utilized several different outlets of traditional campus advertising that were meant to direct viewers to the social media accounts. Any of the number of people who walk through campus everyday could have been able to see the advertising of our social media accounts.

Some examples include flyers that we posted on campus, chalking campus, advertising on the boards in the Pit and on the TV screens in the Union.



WHEN'S THE
TIME OF
ARRIVAL?

11 • 15 • 12
@bestawaygame

THE SOUTH'S
OLDEST RIVARLY
BRINGS YOU THE
BEST AWAY
GAME EVER!

11 • 15 • 12
@bestawaygame

A GENTLEMAN'S RIVALRY



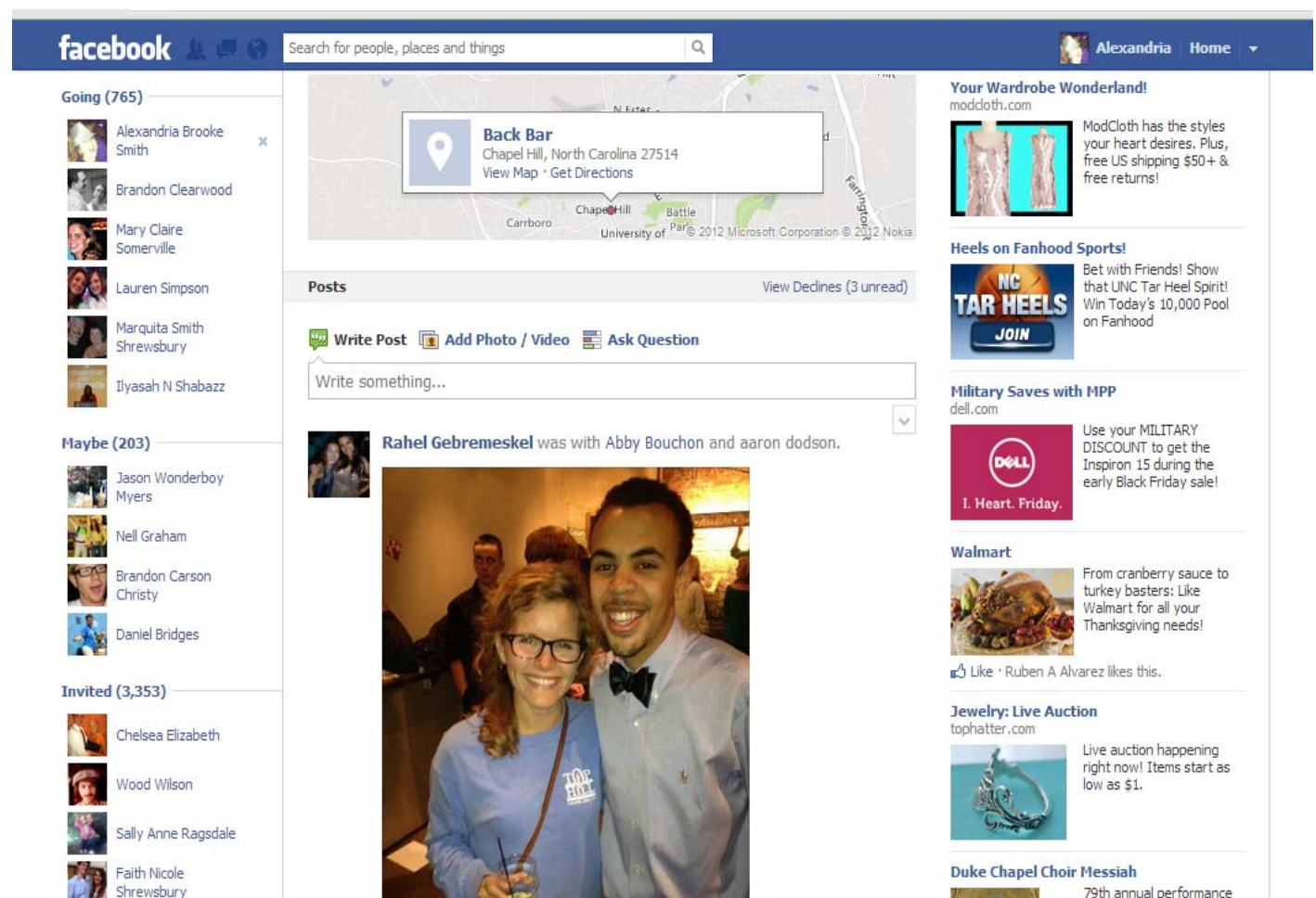
11 🏈 15 🏈 12
@bestawaygame

According to UNCnews.unc.edu, the 2012-2013 total student body equals 29,278 students. Our advertising efforts had the ability to reach this entire audience as well as UNC campus employees and other people on campus for other reasons.

Facebook

The web tracking and technology team used a bit.ly account to track the number of clicks on Facebook, Twitter, and Google+ hyperlinks. This was useful information but problematic because not every link posted by our class members was posted using the bit.ly web address. The bit.ly numbers can, however, show that our social media sites were gaining attention and clicks even if it doesn't match the actual number that we received.

The bit.ly number for Facebook showed that our Facebook event page received 627 clicks. We know that 3,353 people were invited to the event over Facebook, so these users at least saw a notification about our event. We had 203 people RSVP 'maybe' to the event and 765 responded that they were 'going' to the event. Therefore, we had 969 people interact and respond with the Facebook event in only three weeks.



We also had the unique opportunity of being able to use Facebook ads a few days before the event. After the lecture on social media advertising, Leah McCann was playing on Facebook ads looking at different options. Facebook recognized that she was searching but never purchased an ad so emailed her \$50 in free advertisement. Leah and Jonathan Unger immediately met that evening to create two ads to run up until the event. Here are the results from the analytics provided from Facebook:

Account

Jonathan Unger

Campaigns & Ads

All Ads

- Pages
- Reports
- Settings
- Billing
- Power Editor

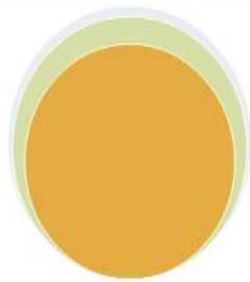
- Help
- Learn More

Search your ads

[Contact the Facebook Ads Team](#)

Campaign Name: New Campaign
 Status: Completed
 Budget: \$15.00 Daily
 Duration (Pacific Time): 11/13/2012 10:32pm - 11/15/2012 7:00pm

Audience



Targeted?
 Reach?
 Social
 Reach?

Response



Last 7 Days

Nov 12 — Nov 18

All Except Deleted

Select rows to edit

Full Report

2 results

Campaign Reach? 1,695
 Frequency? 41.2
 Social Reach? 1,217
 Actions? 24
 Clicks? 91
 CTR? 0.130%
 Spent? \$16.75

<input type="checkbox"/>	Name	Status?	Reach?	Freq.?	Social Reach?	Actions?	Clicks?	CTR?	Bid?	Price?
<input type="checkbox"/>	Best Away Game - Attendance - Ad	✓	1,614	33.4	0	13	18	0.033%	Auto Optimized CPM	\$0.15 Optimized CPM
<input type="checkbox"/>	Best Away Game - Attendance - Sponsored Stories	✓	1,215	13.2	1,215	11	73	0.457%	Auto Optimized CPM	\$0.55 Optimized CPM

2 results

The campaign only lasted two days, but the two advertisements received 91 clicks. The specifications Jonathan and Leah entered totaled a reach of 1,695. The social reach almost matched the targeted reach totaling 1,217. For only two days of advertisements it's great that our group received 91 clicks.

All in all, through the Facebook event invites and the advertisements, our Facebook group made an impression on 5,048 Facebook users of which 1,059 responded by either clicking on the advertisements or responding to the event invite.

We made one connection with an organization through Facebook. The creator of the page 'UNC Memes' created and posted a meme for our event. The UNC Memes page has 14,007 likes and 3,100 people have been talking about the page in the last 30 days. The page posted a meme for us that had 221 'likes', 47 'shares', and 14 comments.

UNC Memes
November 13

Head out to Back Bar Thursday night to watch our Heels take on the Cavaliers and enjoy Best Away Game!! Make sure to follow them at @bestawaygame on Twitter as well.
<http://www.facebook.com/events/457575334284348/>
 Also, we apologize if we offended anyone with our earlier post. It was not our intention.

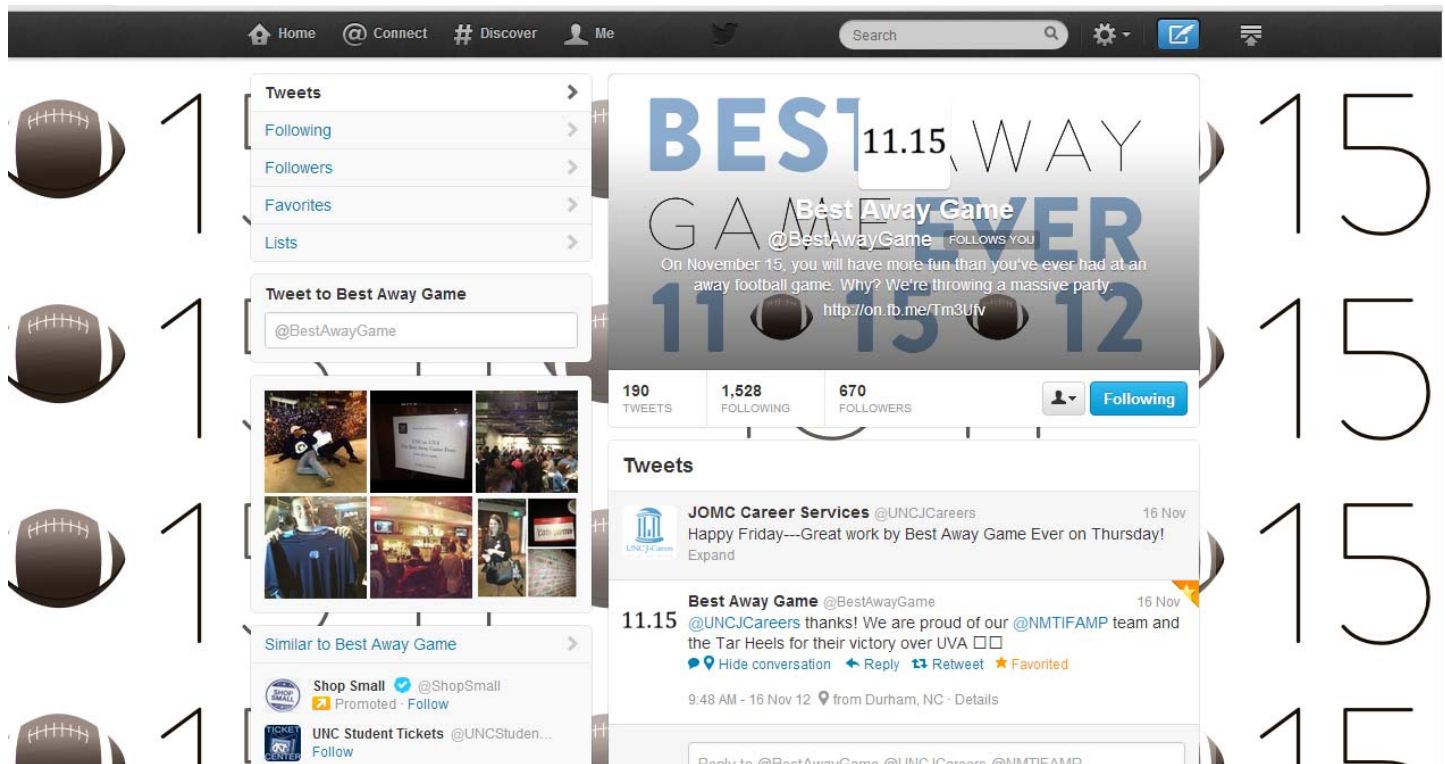
Unlike · Comment · Share 47

You, Becky Bush, Hannah Lebowitz, Rahel Gebremeskel and 217 others like this.

[View all 14 comments](#)

Twitter

Twitter was useful for several reasons in our campaign. The first, it allowed followers to keep up with event, it's competitions, and the venue release. By the end of the competition we gained 670 twitter followers keeping up to date with the Best Away Game Ever.



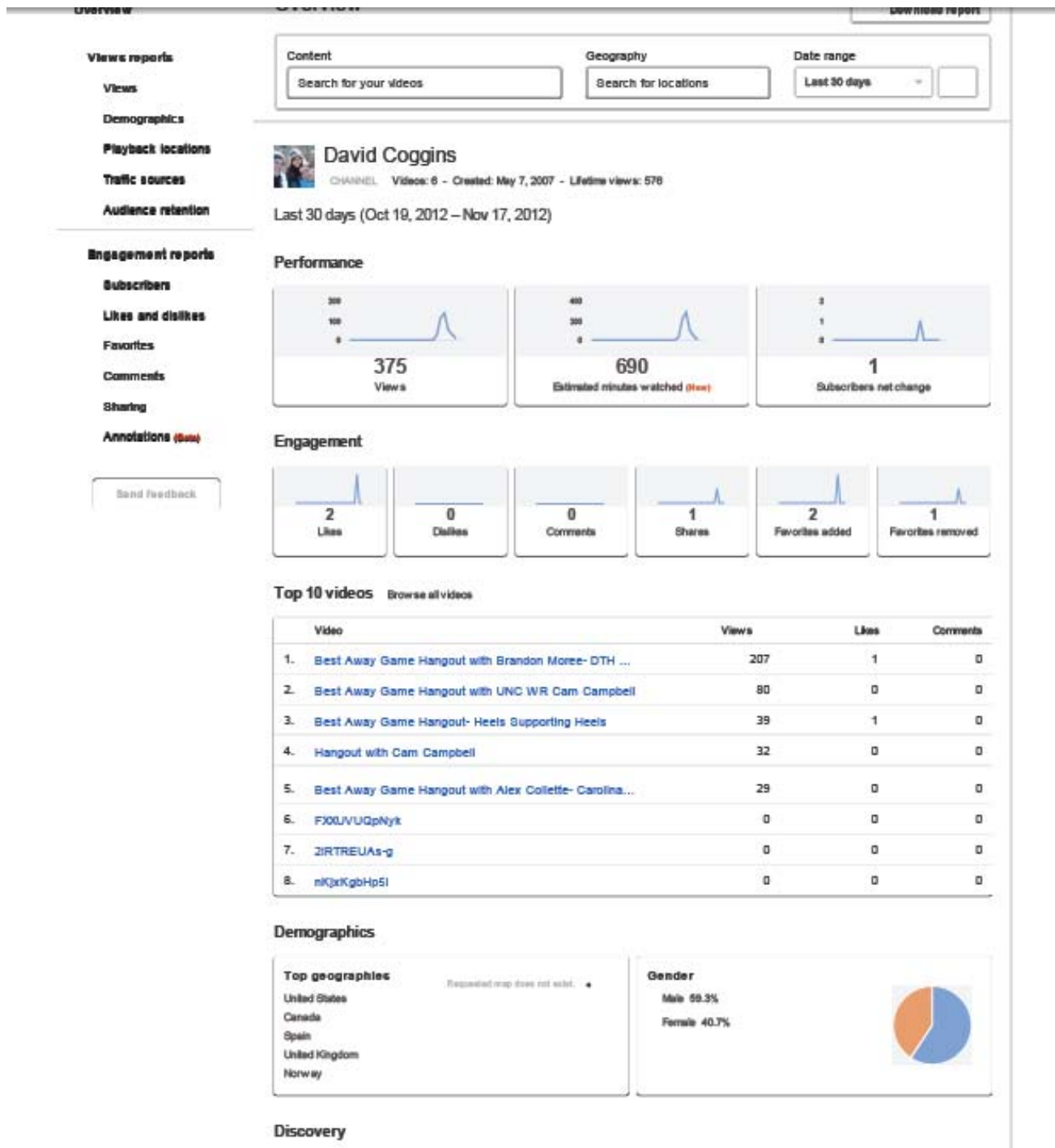
Twitter was also useful in connecting our group with our supporters and partners in the Chapel Hill community. This support could be judged by tweets we were mentioned in by other organizations and people. The Best Away Game Ever was mentioned by:

- JOMC Career Services with 1,728 followers
- oh hey with 82 followers
- UNC J-School with 5,347 followers
- McKinney with 5,725 followers
- Phree Phood with 895 followers
- Daily Tar Deals with 872 followers
- UNC Memes with 2,188 followers
- Google Students with 110,799 followers tweeted back at David Coggins about our event
- Qdoba Chapel Hill NC with 132 followers
- Black Ink Magazine with 305 followers
- Ramses the Mascot with 128 followers
- The Carolina Way with 1,018 followers
- The Daily Tar Heel with 14,127 followers
- The Club with 295 followers
- Will Leimenstoll with 889
- DTH Sports with 3,704 followers

These numbers, not even including other posts by our class members, gained us nearly 149,000 impressions through Twitter alone.

YouTube

For YouTube we used the YouTube analytics for David Coggins' personal account and the Best Away Game Ever account. Videos for the project were posted on both. David's account showed that the hangout videos garnered 375 views all together. The leader was by far the hang out with DTH sport editor Brandon Moree with 207 views.



The two videos the Best Away Game Ever YouTube account were extremely successful. The Best Away Game video featuring the four football players gained 820 views and the Ramses vs. UVA fan video gained 988 views since its published date on November 12th. All in all, our videos combined reached 2,183 views.

Google+

I call Google+ the monster because so much happened over this social media site that it seems like a monstrous task to try and explain it all clearly, have it make sense, and cover everything. This is my attempt at accomplishing all three. The Best Away Game Ever group's first post was on November 1st. In just two weeks we were able to make millions of impressions over Google+, and this is how we did it.

The site was a learning curve that many of us looked at warily on how we could use it to help reach the Chapel Hill college student audience. We sought out Devin Buell, our very own Google man, and asked him how we could do this. We found out this was the audience that we were not going to reach through Google+ because, let's face it, how many UNC students are actively using their Google+ accounts? He put us in contact with Jesse Wojdylo, a web entrepreneur and everything Google advocate. He was thrilled to hear what we wanted to do with Google+. He told us to start reposting and sharing things to make connects in our circles. Things were going well and we were getting a little bit of attention.



Then, less than a week before the event we got our first athlete to agree to a Google+ Hangout. This was what we wanted from the very start. The minute we showed Jesse and told him we planned to hang out with others, like the DTH sports editor Brandon Moree, things really started happening. We found out he idolized us for what we were doing and he showed it through his enthusiastic interaction with our page. After three Hangouts we realized we were doing something really creative and cool. We realized we were catching the eye of many celebrities of Google+ as well as members of the corporate office. People like Natalie Villalobos (employee at the Google corporate headquarters) and Dori Storbeck (Hangout community manager) were commenting on our posts and posting about us. The highlight of everything, of course, was the day before the event when Google+ actually mentioned us in a post for our creative use of Google+ in our project. The post received 1037 "+1's," 370 shares, and 94 comments. As Jesse said, we had definitely reached celebrity status on Google+.

A screenshot of a Google+ post from November 14, 2012. The post is from the "Google+" page and is public. The text of the post reads: "Schools are finding new and creative ways to connect students, faculty, and fans using Hangouts. Check out the video below and visit the +Best Away Game Ever page to see a couple great examples! Use the hashtag #plusmyschool to let us know how your school uses Google+". Below the text is a video player showing a man sitting at a desk with a computer monitor, looking at the screen. The video title is "Google+: Setting Up a Class Using Hangouts" and the description is "Ghetto Film School's Stosh Mintek demonstrates how easy it is to set u...". The post has 1037 "+1's" and 370 shares. There are 94 comments. The right sidebar shows the Google+ logo, the URL "plus.google.com/", and the number of followers "+1512415". At the bottom, there are links to "View full profile", "Mute Google+", and "Report / block Google+".

Here's how the break-down of impressions goes (not including shares):

Jesse Wojdylo posted about the Best Away Game Ever 26 times! He has 6,189 people following him. This means that EACH TIME he posted we made an impression on over 6,000 people! Throughout the whole project Jesse allowed us to make **160,914 impressions**.

Mark Traphagen, another Google+ advocate in the area, shared a post about us that made an impression with his **25,770 followers**.

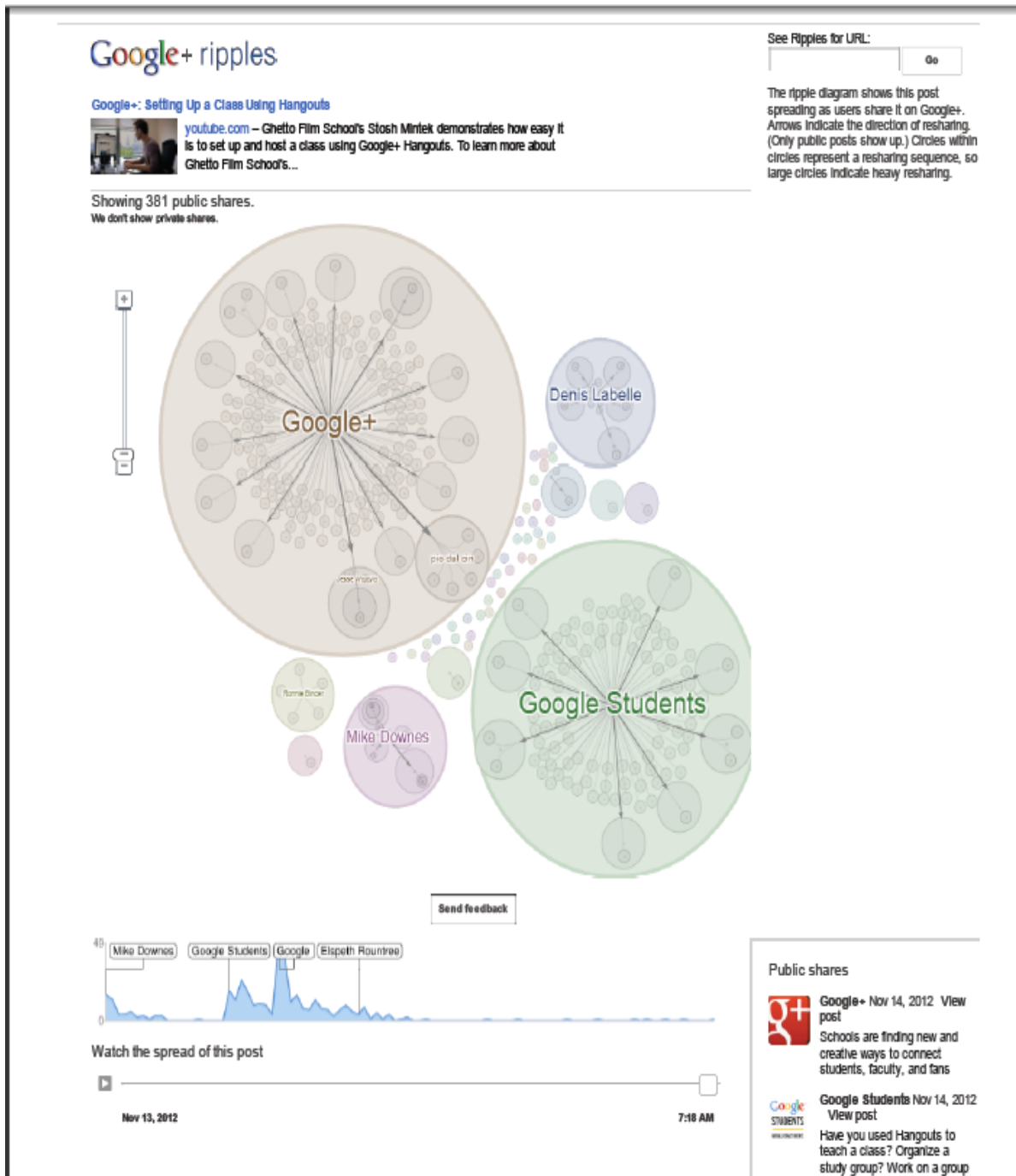
Ivar Choi Espedalen, a Google+ user from Norway, heard and posted about us with a viewership of **12,534**.

Our post on Google+ got us the most impressions by far. The Google+ has a following of **1,488,448 users**.

This alone gained us **1,687,666 impressions**. This doesn't include any other posts about us or the people who shared our content. For

example, Social Sports and Entertainment shared a post by us to a viewership of **191,510**. Abby and David also had the opportunity to be on a hang out live with this show. Their efforts with the Best Away Game Ever hangouts allowed them to hang out live with professional athletes and cheerleaders and gain recognition with this company. Google Students also shared our post on Google+ with a viewership of **471,740**.

The number of the impressions made through Google+ is astounding. Jesse said it perfectly in his post. We know that not everyone is actively using their Google+ account, but if only 10% are, the Best Away Game Ever reached near 187,000 impressions in ONLY ONE WEEK!!! To show how this can happen we looked at the ripples. Ripples are a visual that show how your post is shared. This ripple is from the post on the Google+ main page.



Scavenger Hunt Analysis

Find Fedora

On Wednesday November 14th, we held a scavenger hunt in the pit for students to take a shot at finding a picture of Larry Fedora in a mural of pictures. We offered free Pita Pit coupons, Red Robin free appetizer cards, and free Red Robin Freckled Lemonade. We started at 11 a.m. and ended at 2:30 p.m. and the results were more successful than expected. We tallied 202 participants that came to seek Fedora out in the crowd. The whole day was fun, brought our class together, and marketed our event.



We saw a good response from on our social media site about the Find Fedora event also. Phree Phood tweeted and posted on Facebook about our coupons and Freckled Lemonade and some of our Twitter followers posted a thank you for the goodies.



The Best Away Game Ever Trivia

Our main scavenger hunt took place at the actual event. We decided to have a virtual scavenger hunt where people could post answer to trivia questions online. The rules were simple. At the beginning of each quarter and at the halftime we announced a trivia question and posted the question on our Facebook event page, our Twitter account, and on our Google+ page. Participants were encouraged to Google search the answers on their smart phone and post the answer on each social media site. Participants who posted the correct answer would get their name entered into a drawing for a prize at the end of each quarter and halftime. If participants posted in all three social media sites then that would be three entries into the pot. The trivia game was extremely fun and effective.

Just counting the slips of paper in the raffle we had 170 responses online between all three sites for the five trivia questions. We had 72 responses on Facebook, 21 responses were recorded on Google+ and remaining responses were posted on the Twitter page.



Find a Fan

Unfortunately, Find a Fan was not as successful as we hoped it would be. For some reason it was difficult to engage people over Twitter and Facebook. I think if we would have had more time in our social media marketing efforts we could have explored how to make this part better. However, we started late and we started the Find a Fan attempts within hours before the event. It was bad planning and execution on our end and the numbers reflected. Only four people participated in Find a Fan.

Altogether, between the three scavenger hunts, we had a total of **376 responses** or participation.

A Note from the Captain

When I look back at the beginning of this project, the day it was announced and the day I was elected captain, I can't help but feel overwhelmed by what this team has overcome and accomplished. I can speak for the majority of the team when I say it felt like, time and time again, something went wrong that made us switch gears completely and reevaluate everything. Although this made the project difficult, I am glad many of us gained this real life experience.

We set out to accomplish something we knew would not be easy. The day we decided to throw out any connections we had I knew we would have a lot of work to do, but it would be worth it. We chose a harder path that demanded creativity and resilience to create relationships out of thin air with people we had only met through this project. However, in the end, this decision proved exactly what we hoped it would. It proved what the power of new social media can do.

Obviously, nothing reiterated this more than our Google+ experience. As soon as I found out how useful a hang out could be I knew we had something unique on our hands. I couldn't have predicted how big our project would get in that world. Had I known, we would have had a Google+ based project! Our success was immeasurable. We can compute the numbers of people's followers, shares, and the like, but the sound of the voices of the people who had worked so hard when Google+ posted about us will mark the success of the project in my book.

At the end of the day I know the competition is about media attention and scavenger hunt participation. While I believe we were successful in both, in a way unique to our project, nothing will match the success this team created out of nothing. As captain I was concerned with the numbers at first: How many Twitter followers? How many attendees? How many mentions? Then, I stepped back and looked at the bigger picture. Even if we didn't win in this competition I knew that I would be proud of the work of all the class members involved in this project. We were three weeks in before we could even start marketing and we still threw a successful event and three scavenger hunts. We established relationships that reached celebrity level and personal ones in new local friendships. We are already planning when we will see Jesse and Devin again. The fact that we had so much support that one person would post about us over 26 times and be there for us (to meet us for the first time) at our event, is a victory.

I will always be thankful for the ups and downs that this project threw my way. Countless hours were spent trying to optimize our concept with the set-backs, time constraints and no budget. It was a great experience and I know it will be one of the most valuable and unique projects of my UNC career. With all of our media combined we had the ability to reach over 2,241,086 impressions through traditional and non-traditional media and we had 376 scavenger hunt participants.