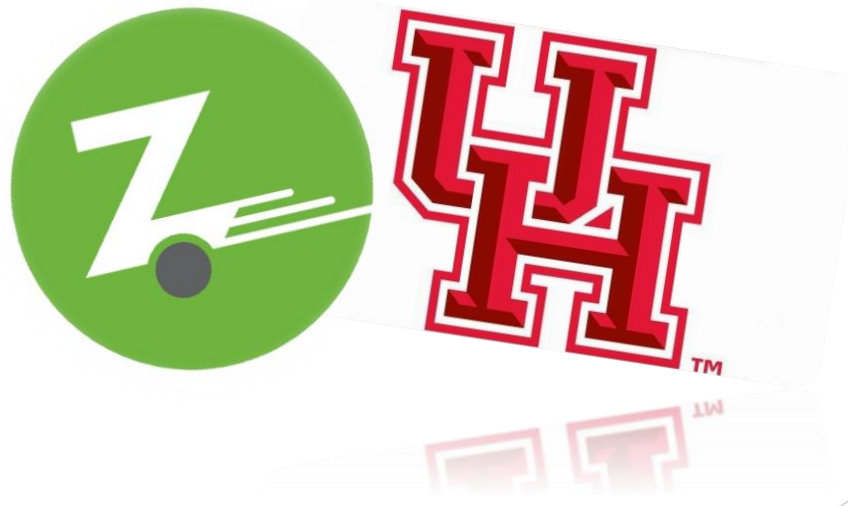


“campus life no limits”

UH Local Advertising Campaign Class



Executive Summary

Low sign up and
utilization rates

Through our research
and planned events
we almost doubled
the amount of hours
in use

Objective

“Zipcar drivers driving”



Elevate campus presence

Boost new membership applications by 33% YOY



Increase on-campus Zipcar utilization by 10% YOY

Where Zipcar excels

Accessibility

Convenience

Freedom

Challenges to overcome

Awareness

Competition

Online Presence



Target opportunity/ Persona

UH Community

Students

Staff



Campus Life Obstacles

Commuter Campus

- Less than 20%

Campus Confinement

- Few off campus options

Parking availability

- Limited

Big Idea

Campus Life Without Limits

Campaign Strategy

Implement on campus promotions supported by signage, PR, and Social Media using #ziptripUH for all media.

Trunk or Treat

Homecoming

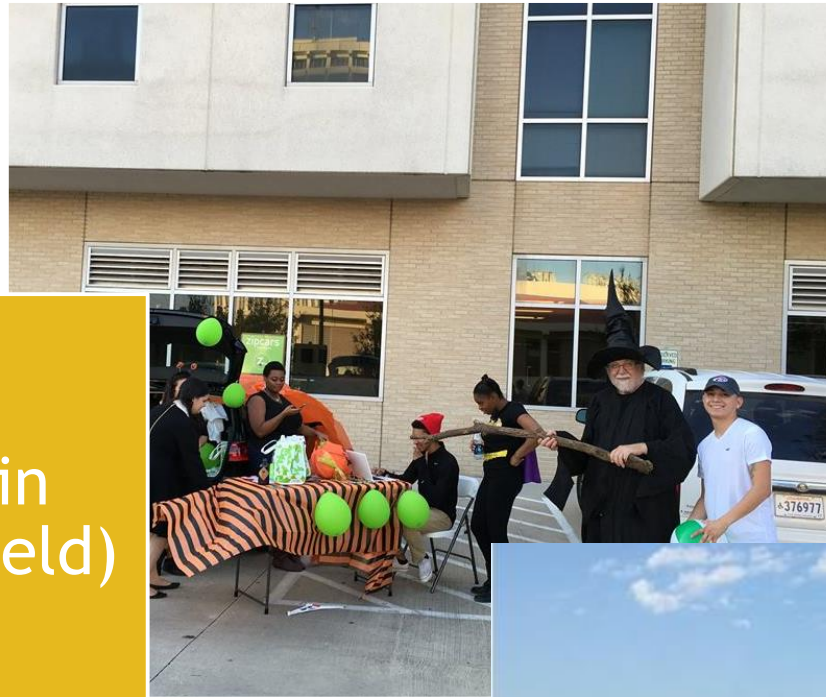
Sustainability

Nov-15

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 Armand Bayou Nature Center: Free Sunday in Nature (12pm-4pm) The Housotn Zoo	2 The Housotn Zoo	3 The Housotn Zoo	4 City Hall Farmers Market (11am- 1:30pm) Nature Storytime at Nature Discovery Center (4pm- 5pm) Circus Arts: Free Outdoor Acrobatics (5:30pm- 7:30pm) The Housotn Zoo	5 Houston Museum of Natural Science (2pm- 5pm) Childrens Museum of Houston (5pm- 8pm) The Museum of Fine Arts (10am- 9pm) The Health Museum (2pm- 5pm) Houston Museum of African American Culture (6pm- 8pm) Holocaust Museum Houston (2pm- 5pm) The Housotn Zoo Buffalo Soilders National Museum (1pm- 5pm)	6 Bat Chats (8pm- 9pm) The Housotn Zoo	7 UH Football Homecoming vs. Cincinnati The Housotn Zoo
8 UH Womens Basketball vs. Texas A&M- International Armand Bayou Nature Center: Free Sunday in Nature (12pm-4pm) The Housotn Zoo	9 The Housotn Zoo	10 The Housotn Zoo	11 Nature Storytime at Nature Discovery Center (4pm- 5pm) The Housotn Zoo City Hall Farmers Market (11am- 1:30pm) Circus Arts: Free Outdoor Acrobatics (5:30pm- 7:30pm)	12 Houston Museum of Natural Science (2pm- 5pm) The Housotn Zoo Childrens Museum of Houston (5pm- 8pm) The Museum of Fine Arts (10am- 9pm) Houston Museum of African American Culture (6pm- 8pm) Holocaust Museum Houston (2pm- 5pm) Buffalo Soilders National Museum (1pm- 5pm)	13 UH Mens Basketball vs. Montana Tech Bat Chats (8pm- 9pm) The Housotn Zoo	14 UH Football vs. Memphis The Housotn Zoo
15 Armand Bayou Nature Center: Free Sunday in Nature (12pm-4pm) The Housotn Zoo	16 The Housotn Zoo	17 Sustainability Fest (11:30am- 1:30pm) The Housotn Zoo	18 UH Mens Basketball vs. Prairie View A&M City Hall Farmers Market (11am- 1:30pm) Nature Storytime at Nature Discovery Center (4pm- 5pm) Circus Arts: Free Outdoor Acrobatics (5:30pm- 7:30pm) The Housotn Zoo	19 UH Womens Basketball vs. Long Beach State Houston Museum of Natural Science (2pm- 5pm) The Housotn Zoo Childrens Museum of Houston (5pm- 8pm) The Museum of Fine Arts (10am- 9pm) The Health Museum (2pm- 5pm) Houston Museum of African American Culture (6pm- 8pm) Holocaust Museum Houston (2pm- 5pm) Buffalo Soilders National Museum (1pm- 5pm)	20 Bat Chats (8pm- 9pm) The Housotn Zoo	21 UH Mens Basketball vs. Florida A&M The Housotn Zoo
22 UH Womens Basketball vs. Louisiana- Lafayette Armand Bayou Nature Center: Free Sunday in Nature (12pm-4pm) The Housotn Zoo	23 The Housotn Zoo	24 The Housotn Zoo	25 City Hall Farmers Market (11am- 1:30pm) Nature Storytime at Nature Discovery Center (4pm- 5pm) Circus Arts: Free Outdoor Acrobatics (5:30pm- 7:30pm) The Housotn Zoo	26 Houston Museum of Natural Science (2pm- 5pm) Childrens Museum of Houston (5pm- 8pm) The Museum of Fine Arts (10am- 9pm) The Housotn Zoo The Health Museum (2pm- 5pm) Houston Museum of African American Culture (6pm- 8pm) Holocaust Museum Houston (2pm- 5pm) Buffalo Soilders National Museum (1pm- 5pm)	27 UH Football vs. Navy Bat Chats (8pm- 9pm) The Housotn Zoo	28 UH Mens Basketball vs. ULM The Housotn Zoo
29 Armand Bayou Nature Center: Free Sunday in Nature (12pm-4pm) The Housotn Zoo	30 UH Mens Basketball vs. Rio Grande Valley The Housotn Zoo					
Color Index Red Indicates a Home Sporting Event! Green indicates a free reoccurring event near you! Blue is an event on campus that Zipcar will attend! These events are free to attend with valid student I.D.						

Events Calendar

Pumpkin
Car(Garfield)



Haunted House ziptrip



Trunk or Treat



Spider Car(Meerdink)

How we promoted Trunk or Treat

free treats from zipcar. 

 trunk
or treat
october 29
4 to 6pm

 cougar village
parking lot

calhoun lofts
parking lot

learn more about zipcar at www.zipcar.com/university/university-of-houston #ZiptripUH

UNIVERSITY OF HOUSTON | JACK J. VALENTI SCHOOL OF COMMUNICATION

free treats from zipcar. 



trunk or treat

date: october 29th
time: 4 to 6 pm
cougar village
& calhoun lofts
{parking lots}



 <http://www.zipcar.com/>  <http://www.uh.edu/class/communication/>

Homecoming



How we promoted Homecoming





Sustainability Fest

How we promoted Sustainability Fest

THE FREEDOM TO BE YOU.
THE WHEELS TO GET YOU THERE.



JOIN ZIPCAR FOR \$15 AT ZIPCAR.COM/UH
Save \$10 on your first-year membership thanks to Ford.



To qualify for the \$15 first year annual Zipcar membership fee, applicants must be 18 years of age and have a valid, active email address. See special conditions for complete details. *Some restrictions apply.

BEING SPONTANEOUS ESCAPED THE WHEELS TO GET YOU THERE. THE FREEDOM TO BE YOU. THE WHEELS TO GET YOU THERE.



SPONSORED BY COLLEGE SPORTS AND REPS. #WHATMAKESMEFREE



THE FREEDOM TO BE YOU

THE WHEELS TO GET YOU THERE.

Zipcar lets you drive where you want, when you want—without the cost or hassle of owning a car. Everything you need is built in, so you can get around on your terms.



GAS, INSURANCE, AND MAINTENANCE ARE ALWAYS INCLUDED.
No fees, no mess—just driving when you want.



YOU ONLY NEED TO BE 18 TO APPLY.
International driver's licenses are welcome.



A VARIETY OF NEW MAKES AND MODELS.
Most are only 1-2 years old, with low rates by the hour or day (starting at \$7.50/hour).



ZIPCARS ARE AT MANY MAJOR AIRPORTS.
Skip the rental counter and head out (or home!) with ease.*



FIND YOUR FREEDOM WITH ZIPCAR.
There's no need to bring a car to school. For every drive—big or small—we've got you covered.



ESCAPE THE DINING HALL, TRAVEL WITH YOUR TEAM, OR JUST CUT LOOSE.
Cars are available by the hour or day (up to a week), for any adventure.

THE ULTIMATE IN CONVENIENCE.
Zipcars are located on and near more than 400 campuses (and counting), providing 24/7 access to thousands of cars.*



RESERVE EASILY THROUGH THE ZIPCAR APP OR ONLINE, ANYTIME.
Book a car and return it when you want (no carfests!).

4 SIMPLE STEPS

1. JOIN



2. RESERVE



3. UNLOCK



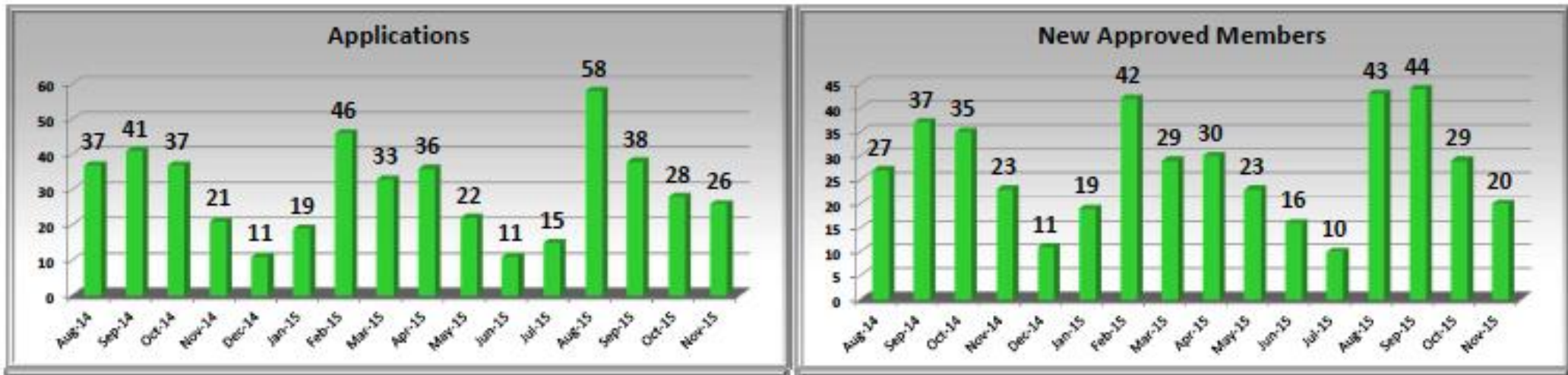
4. DRIVE!



 WE ASK'D COLLEGE STUDENTS FROM ALL OVER, WHAT MAKES YOU FREE?

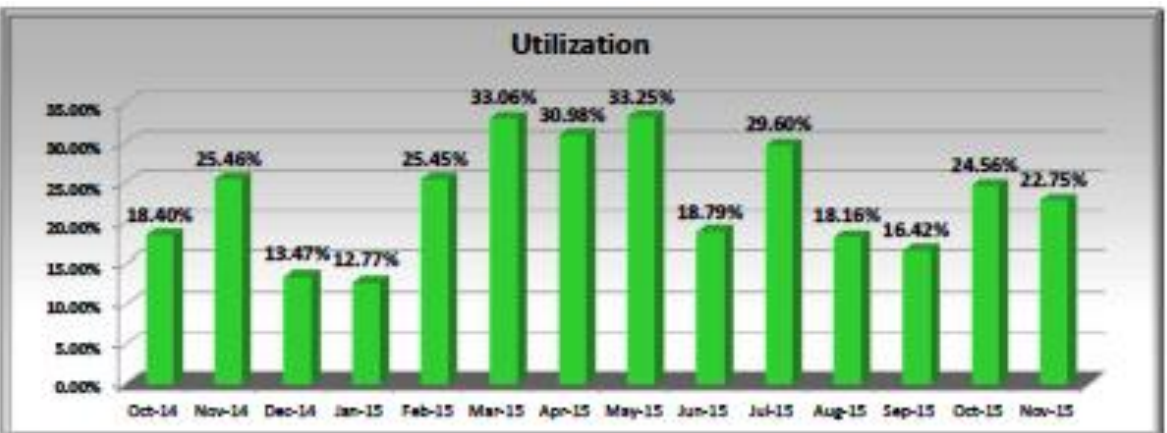
 WE SHARED THEIRS. NOW SHARE YOURS. SNAP A PIC OR DRETT. #WHATMAKESMEFREE

Applications & New Members



With applications and new members for Aug-Nov increasing approx. 10% vs prior year, this contributed to significant increases in hours driven increasing by 79% and utilization by 25%

Utilization Results



Expenditures

Executed 3 promotional events on campus

Majority of our expenses spent on print collateral

Budget	\$1000.00
Zipcar Registration	-\$63.88
Zipcar Registration	-\$60.43
Guerrilla Marketing	-\$336.66
Piñatas	-\$116.42
Halloween Decorations	-\$135.16
Bearcat	-\$20.00
Bearcat Flyers	-\$109.87
Total	157.58

Summary

The calendar was a big hit with students, again focusing on our, “campus life with no limits.”

Experienced positive feedback at all promotional events

Thank you

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the right side of the frame, creating a modern, layered effect against the white background.