

UNT PARKING AND TRANSPORTATION

Introducing a more recognizable name and logo for UNT Transportation services!

This name change improves recognition, reduces confusion, and makes it easier for commuters to find parking support.

- Most respondents in our survey guessed the name of the department responsible for parking was “UNT Parking and Transportation Services.”
- Our audit uncovered that 76% of departments responsible for parking include the word “Parking” in the name.



CREATIVE STRATEGY

SWOOP
YOUNG. MULTICULTURAL. ALWAYS CONNECTED
TEAM LUCKY



SWOOP

UNT'S SQUIRREL-SIZED PARKING PRO





Client: UNT Transportation Services | SWOOP Agency

SWOOP

CREATIVE STRATEGY

ARCHIE ACORN



Archie Acorn is UNT's squirrel-sized parking pro.

Archie Acorn embodies the spirit of UNT Transportation Services. He represents how commuters should feel and think about parking: confident, supported, and welcomed. Archie's friendly and helpful attitude models the service standard for employees, while his cheerful, nutty spirit captures attention and drives engagement, connecting with students' affection for UNT's campus squirrels. His eyeglasses make him appear more intelligent and trustworthy, consistent with research showing that eyewear boosts perceptions of competence and reliability (Hellström & Tekle, 1994). Archie brings a relatable, encouraging presence to campus transportation, helping build trust and positive experiences.

CREATIVE STRATEGY

QUIN THE ARMADILLO

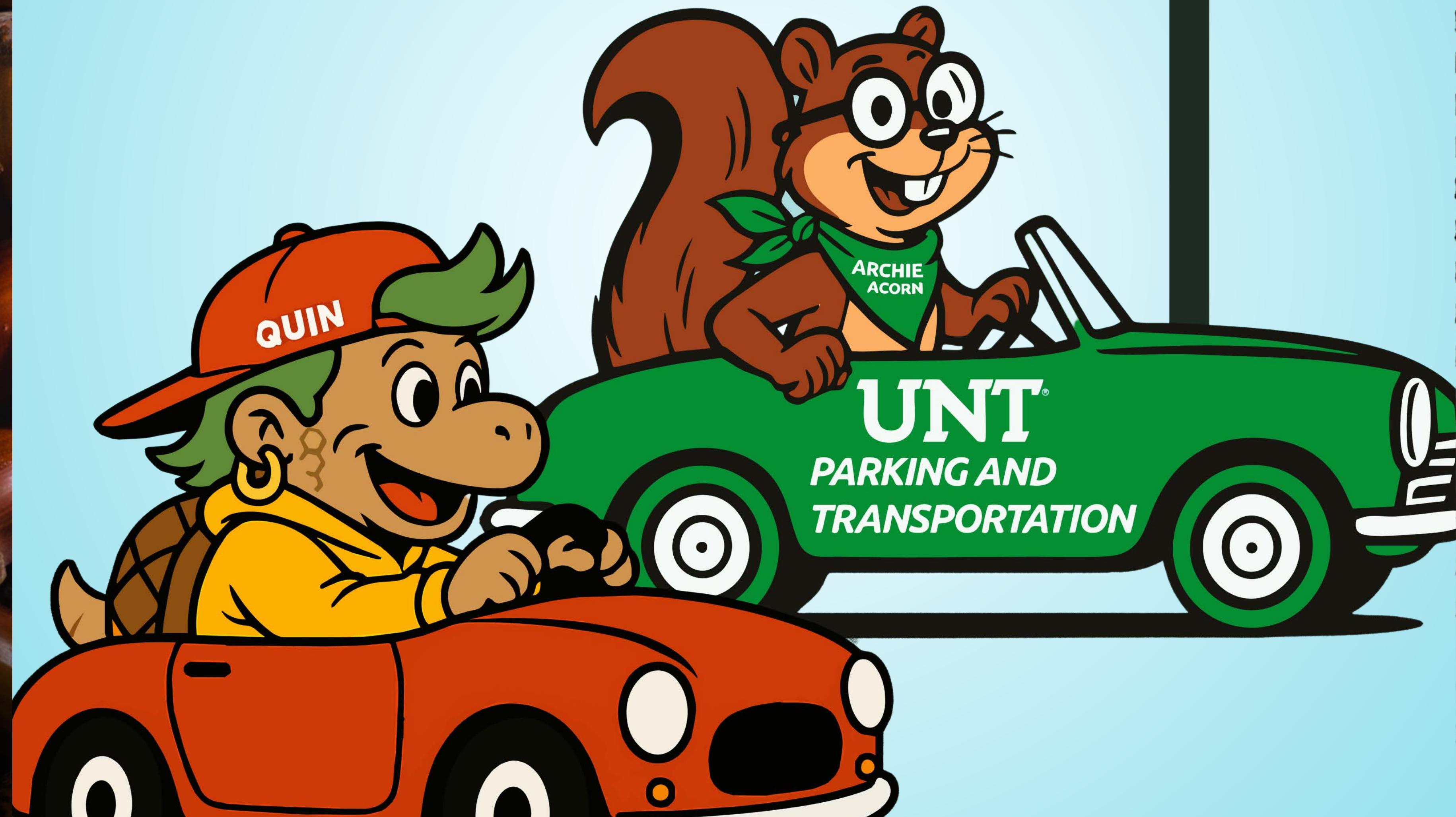


Quin the Armadillo is UNT's relatable commuting parker.

Balancing school, work, and campus life, Quin captures the everyday commuter experience at UNT. As another beloved Texas critter, Quin's simple, iconic look — a cap, hoodie, and hoop earring — feels familiar and approachable to all students, regardless of gender or background. With Archie Acorn's help, Quin shows commuters how to navigate parking smarter, inspiring confidence and campus connection.

CREATIVE STRATEGY

LOT 20

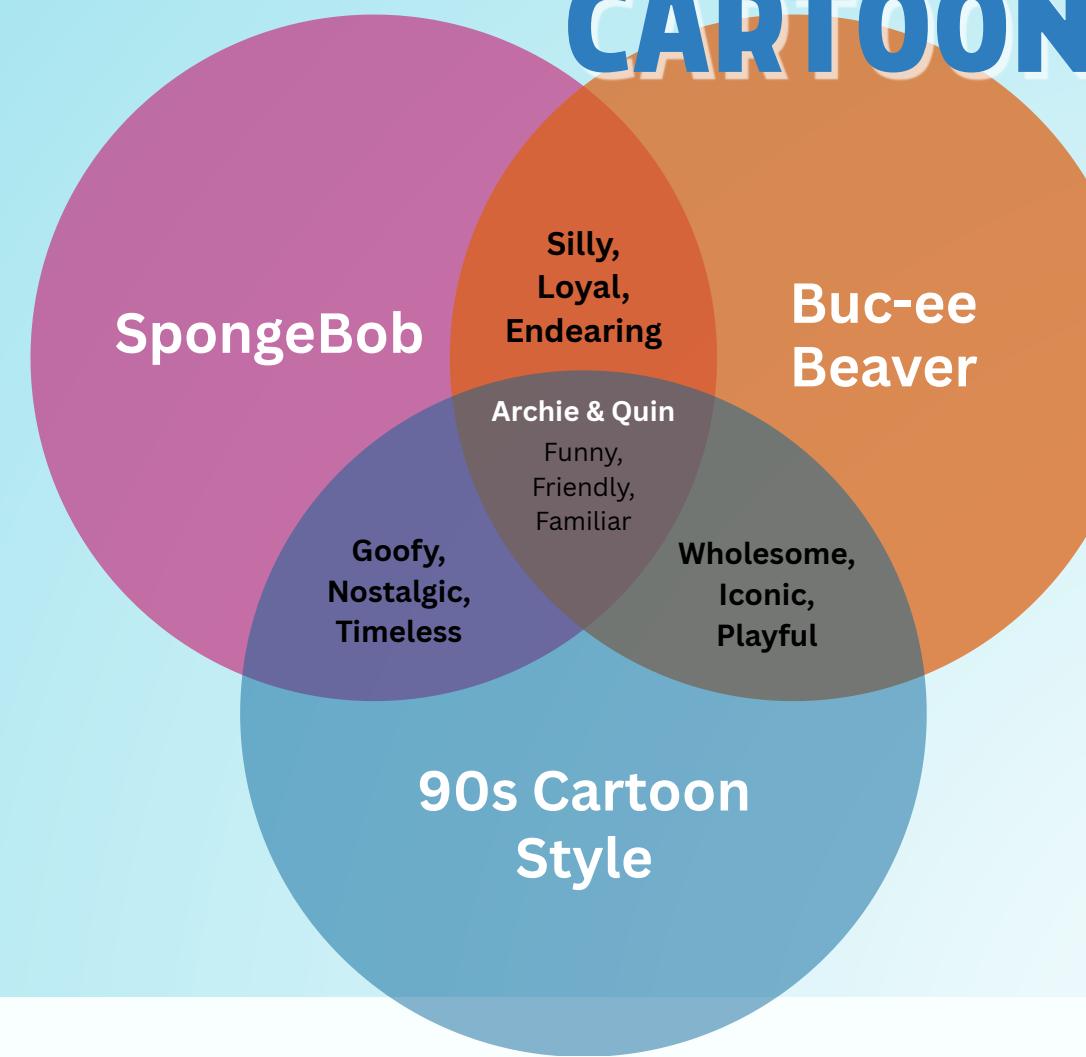


SWOOP

Client: UNT Transportation Services | SWOOP Agency

CREATIVE STRATEGY

CARTOON MASCOT INSPIRATION



Archie and Quin combine the silliness of SpongeBob, the loyalty of Buc-ee's Beaver, and the nostalgic charm of '90s cartoons to create mascots that feel funny, friendly, and familiar. Inspired by proven brand mascots that boost trust and loyalty, their style humanizes UNT Transportation Services, making it approachable, relatable, and memorable. By evoking humor and nostalgia, Archie and Quin build emotional connections that help shape positive commuting behavior and lasting brand affinity.

Mascots humanize brands and boost trust:

→ Anthropomorphizing brands significantly increases brand trust and emotional engagement (Patrizi et al., Journal of Retailing and Consumer Services, 2024).

Mascots increase marketing effectiveness:

→ Campaigns with mascots are 37% more likely to gain market share and 30% more likely to boost profits compared to those without mascots (Adweek, System1 Study, 2019).

Nostalgia increases emotional connection and openness:

→ Nostalgia boosts feelings of warmth, connection, and even spending behavior (Frontiers in Psychology, 2022; Phipps Conservatory Blog, 2021).

Mascots drive behavior change:

→ Smokey Bear's long-term success shows a friendly mascot can deeply embed positive behavior messages in public consciousness (USDA Forest Service, 2014; Forest History Society).



PAID

MAILER / BROCHURE

SWOOP
YOUNG. HISTORICAL. ALIVE. CONNECTED
TEAM LUCKY



Media Rationale:

This brochure is a core campaign tool that promotes smarter parking strategies, highlights Lot 20 and remote options, introduces the Night Flight shuttle, and shows readers how to scan a QR code to save the UNT Transportation Services website to their phone like an app.

The built-in comic makes the piece memorable and easy to repurpose for social media and the NT Daily.

Our media plan budgets for 10,000 copies per year to be printed and mailed to new UNT Denton campus students with their orientation packets, ensuring every incoming student and parent receives it before arriving on campus. It can also be distributed at events, offices, and year-round touchpoints to build smart parking habits from day one.

Client: UNT Transportation Services | SWOOP Agency

MAILER - SIDE A

ARCHIE ACORN
UNT'S SQUIRREL-SIZED PARKING PRO

UNT PARKING AND TRANSPORTATION

YOU KNOW WHAT'S NUTS?!

IN TEXAS, IT'S AGAINST THE LAW FOR PUBLIC UNIVERSITIES TO PROFIT FROM PARKING PERMITS AND CITATIONS. UNT PARKING MUST BE 100% SELF-FUNDED. ON AVERAGE, CITATIONS ONLY FUND A TINY AMOUNT, A WHOPPING 16% OF UNT'S PARKING OPERATIONS.

PARKING IN THE SMALL LOTS CENTRAL TO CAMPUS IS OVERRATED QUIN - IT'S STRESSFUL WAITING IN A LINE OF CARS. YOU'LL WASTE GAS AND TIME CIRCLING FOR UP TO AN HOUR BEFORE A SPOT OPENS UP - AND GOOD LUCK BEING THE FIRST DRIVER TO SNAG IT.

NOT ANOTHER UNT PARKING TICKET!

HEY, QUIN! YOU ALRIGHT?

THERE'S NEVER ENOUGH PARKING - I'M ALWAYS LATE TO CLASS AND THIS UNIVERSITY IS MAKING A KILLING OFF OF ALL THESE @#*@\$ PARKING TICKETS!

WELL, HOW COME THERE'S NEVER ENOUGH PARKING FOR ME ARCHIE?!

YOU KNOW WHAT WOULD FIX EVERYTHING ... ANOTHER PARKING GARAGE! WE NEED MORE SPACE AND LOTS TOO.

IT CAN'T COST THAT MUCH TO BUILD ANOTHER DANG GARAGE, RIGHT?!

60+ MILLION DOLLARS - QUIN

IF UNT PARKING AND TRANSPORTATION BUILT JUST ONE MORE PARKING GARAGE, YOU'D BE THE ONE STUCK PAYING FOR IT. YOUR PERMIT WOULD TRIPLE IN PRICE! ISN'T THAT NUTS?!

LET'S MAKE THE BEST WITH WHAT WE HAVE QUIN. LAND RIGHTS ARE LOCKED, GARAGES TOO \$\$\$, - SO NO NEW LOTS.

LOT 20

NEXT SHUTTLE TO UNION ARRIVING IN 1 MINUTE

AC-101

IF I WANT TO GET IN MY STEPS, IT'S A 5 MINUTE WALK TO THE GYM, 12 MINUTE WALK TO THE UNION - OR I'LL HOP ON THE SHUTTLE THAT RUNS TO CAMPUS CENTER EVERY 12 MINUTES.

MAILER - SIDE B

UNT PARKING AND TRANSPORTATION

SAVE TIME & STRESS

Eagle Permit (\$275) + Lot 20

Skip the hassle of circling small central lots for up to an hour looking for a parking spot. Instead, purchase an Eagle Permit and head to Lot 20—a spacious lot right off North Texas Blvd and I-35E. It's quick to access from the frontage road and gives you a stress-free start to your day.

- **Shuttle Service:** Once parked, hop on the shuttle to campus center, which runs every 12 minutes. No more fighting for spots or sitting in traffic!

SAVE MONEY

Meals + Parking = One Smart Move

Bundle a Remote Lot Parking Permit with the 5 to Thrive Meal Plan. Unlock serious savings and daily convenience.

Save \$200 Instantly:

- The Remote Permit is \$155 less than an Eagle Permit, and bundling with the 5 to Thrive Meal Plan saves you an additional \$45 on dining.
- That's a total of \$200 in savings just for choosing the smart commute.

Fuel Up While You Wait:

The Remote Lot is home to Champs Dining Hall, so you can grab a quick bite while you wait for the next shuttle. Shuttles run every 30 minutes, quickly taking you straight to the heart of campus—easy, affordable, and way less stressful.



PERMITS ARE GOING FAST.
SCAN THE QR -SQUIRREL
YOURS AWAY NOW!

PARK SMARTER.

UNT's Denton Campus can be frustrating for commuters looking to park in the lots at the center of campus. But don't worry—we've got you covered! Here's how to skip the chaos, save time, and start your day with confidence.

LATE NIGHT ON CAMPUS?

CATCH THE NIGHT FLIGHT SHUTTLE

Studying late, catching a night class, or leaving the Rec after dark? No worries—Night Flight has your back.

This free evening shuttle runs from 7 PM to 2 AM, getting you safely from anywhere on campus to:

- Lot 20
- The Remote Lot
- Your dorm or parking spot
- Safe. Reliable. Always Free.
- Whether you're headed to your car or your bed, Night Flight helps you get there safely.
- Archie's got your back—day or night.

LIVING ON CAMPUS?

Resident Parking Options

Choose the permit that's smart for you:

- Resident Permit – \$275
 - Park at the back of Lot 20—a short walk or quick shuttle ride from your residence hall.
- Resident Reserved – \$400
 - Prefer to park closer? This permit gives you access to premium spots near residence halls.

ADD TO HOME SCREEN

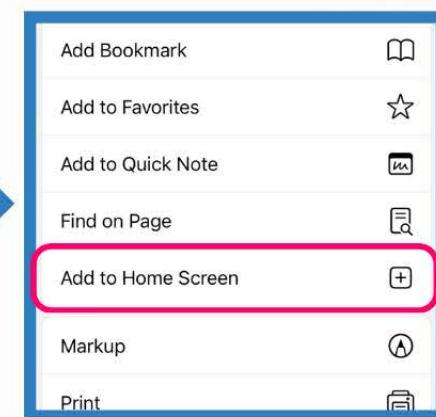
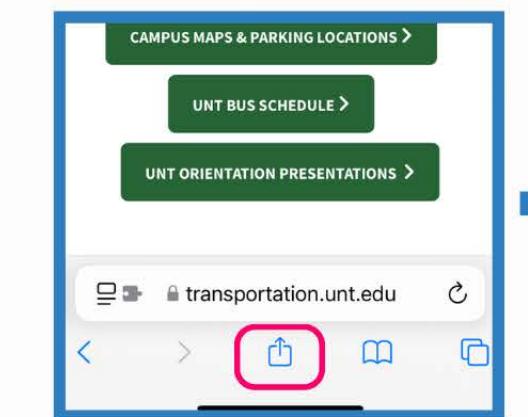
FOR QUICK ACCESS – PARKING MAP & INFO



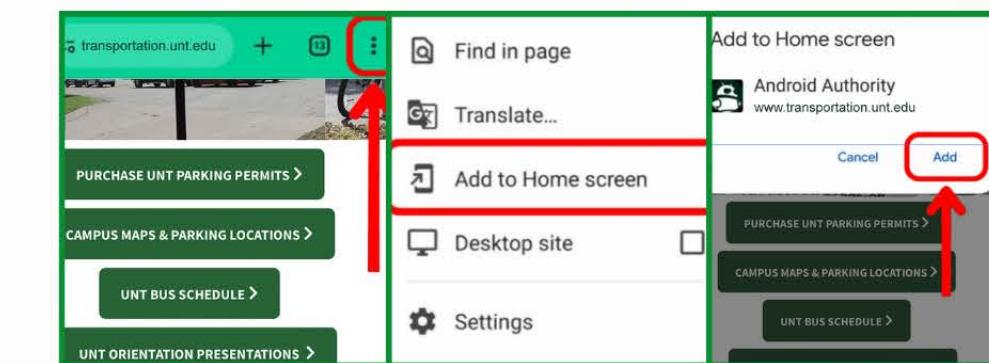
SCAN QR



IPHONE



ANDROID



PARENTS & VISITORS

DOWNLOAD THE PREMIUM
PARKING APP NOW!

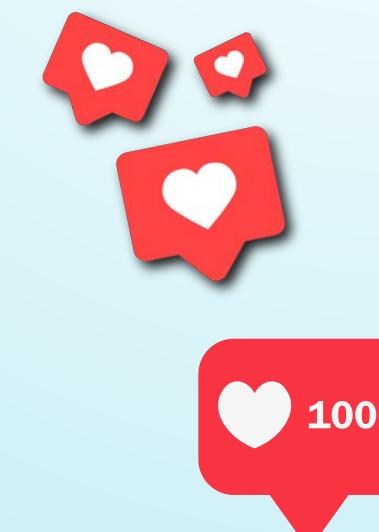
ARRIVE READY TO PARK –
Avoid tickets and confusion.

P PREMIUM
PARKING



CHEAP

ORIENTATION VIDEO



Short Format Animated Video

- Less than 3 minutes
- Covers the same content as the mailer & comic
- Optimized for mobile format 9:16
- Can be shared as an Instagram Reel

Media Rationale:

A short, engaging orientation video introducing new students (and their families) to UNT Transportation Services. The video would explain parking basics, smart commuting tips (like Lot 20 and Remote options), and promote UNT TS as a helpful, student-first service, not just about enforcement.

Why it Works:

This orientation video helps UNT Transportation Services achieve its goals because:

- **Educes Early:** New students are most open to learning about campus logistics at orientation. Capturing their attention early helps set positive habits and expectations for smarter parking.
- **Supports the Rebrand:** A friendly, upbeat tone positions UNT TS as approachable and service-driven, key to moving away from its old “policing” reputation.
- **Increases Awareness and Compliance:** Visual, easy-to-follow instructions make complicated parking systems feel less intimidating, reducing confusion and ticket frustration.
- **Appeals to Students and Parents:** Orientation videos are a touchpoint both students and their parents will watch, increasing trust and transparency from the very first interaction.



PAID

NFC KEYCHAIN

Phone Tap ➔ Opens Website



Front



Back

OR



Ready to go
\$1.74 per keychain
Preprogrammed (UNT PDS)
that are Laser etched.

Some assembly required

\$0.43 per keychain

DIY (Amazon) unprogrammed

1.5 minutes per keychain for full assembly
and programming (program using the free
NFC Tools app on iPhone).

Media Rationale:

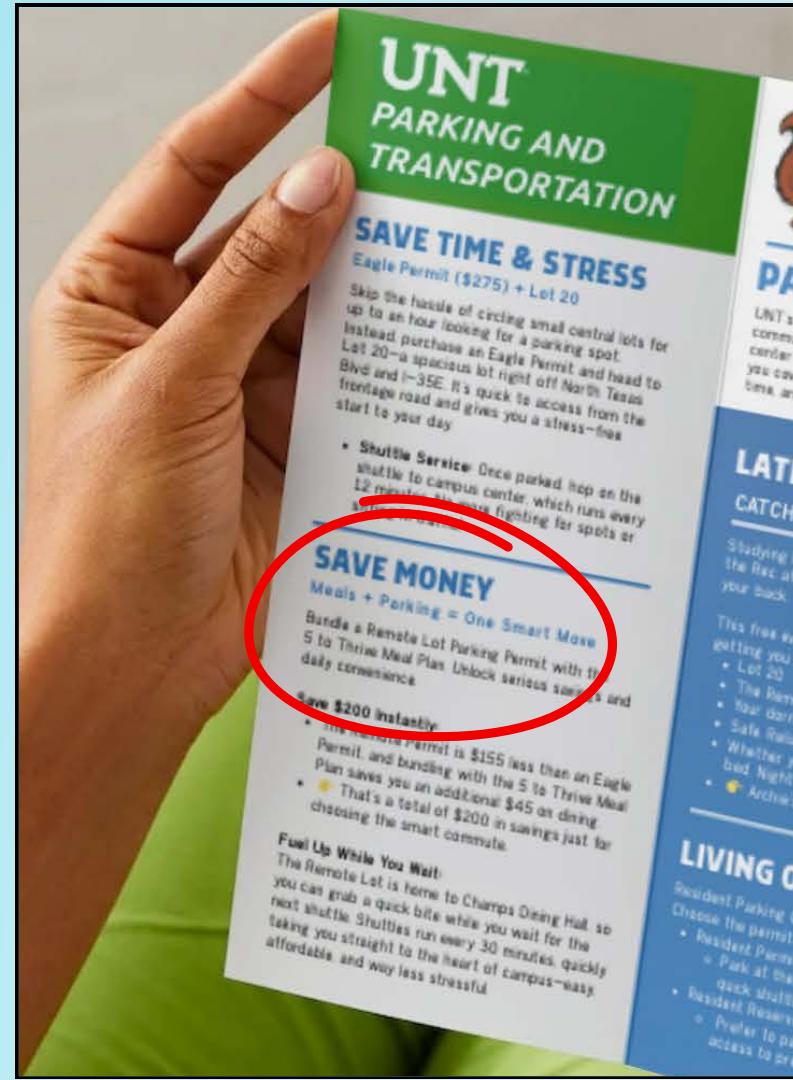
Archie on an NFC keychain ensures that UNT **Transportation Services is always just a tap away.** The NFC keychain featuring Archie drives student engagement, boosts awareness of UNT Transportation Services, and simplifies education on parking and transit options. By offering instant access to maps, permits, and updates, Archie creates a seamless, interactive experience that supports UNT's goals of building trust, enhancing communication, and making campus navigation easier for every student.

A dark, close-up photograph of a spiral-bound notebook, showing the spiral binding and the textured cover.

FREE

UNT DINING CROSS PROMOTION

SWOOP
YOUNG. MULTICULTURAL. ALWAYS CONNECTED
TEAM LUCKY



SAVE MONEY

Meals + Parking = One Smart Move

Bundle a Remote Lot Parking Permit with the 5 to Thrive Meal Plan. Unlock serious savings and daily convenience.

Save \$200 Instantly:

- The Remote Permit is \$155 less than an Eagle Permit, and bundling with the 5 to Thrive Meal Plan saves you an additional \$45 on dining.
- 👉 That's a total of \$200 in savings just for choosing the smart commute.

Fuel Up While You Wait:

The Remote Lot is home to Champs Dining Hall, so you can grab a quick bite while you wait for the next shuttle. Shuttles run every 30 minutes, quickly taking you straight to the heart of campus—easy, affordable, and way less stressful.

Media Rationale:

Meals + Parking = One Smart Move

This cross-promotion places ads for UNT Transportation Services directly on UNT Dining receipts—space that's automatically printed with every campus food transaction. Both items are sold together as a bundle. It's a cost-effective partnership: Transportation Services funds the mailer promotion, while Dining Services covers the receipt paper costs. Dining promotes a discounted rate of its 5 to Thrive commuter-friendly meal plan, and Transportation Services drives awareness of discounted remote lot permits.

More students parking in remote lots helps reduce on-campus congestion, supporting a smoother, more efficient parking experience for the entire UNT community.



Eagle Landing Market	University of North Texas
4/3/2025 11:44	
Check Number:	233081
Regular Check	
1 Brewed Coffee	2.95
-----	-----
Subtotal	2.95
Tax	0.24
Total	3.19
-----	-----
Master Card	3.19
XXXXXXXXXX	
MASTERCARD	
IAD:	14A14003020000007000000000000000
ARC:	00
GRAND TOTAL	3.19
-----	-----
Live off campus and love to eat?	

Meals + Parking
=One Smart Move
Bundle and Save \$200
Scan QR - get smarter





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FAKE PARKING TICKET ACTIVATION



Media Rationale: The Fake Parking Ticket activation is a one-time event designed to take place during peak parking congestion on campus. Internal lots experiencing maximum crowding will be blanketed with fake parking tickets placed on every car. **The goal: directly target and motivate parkers in these congested lots** by debunking parking myths and encouraging them **to park smarter – in Lot 20** and remote lots.

Why it works:

- **Disrupts Attention at the Right Moment:** Students already frustrated by congestion will receive a surprising, memorable interaction, delivered when parking frustrations are highest.
- **Myth-Busting, Not Policing:** The fake ticket flips expectations, using humor and quick facts (like garage costs and land limitations) to challenge misconceptions about parking at UNT.
- **Drives Behavior Change:** It offers students immediate, practical alternatives (Lot 20 and remote lots), helping reduce congestion and promote smarter parking habits.
- **Supports UNT Transportation's Brand Goals:** Reframes UNT Transportation Services as approachable, student-focused, and solutions-driven – part of the broader mission to rebuild trust.

This is NOT a PARKING TICKET

You're Right. There isn't enough space for all 11,000 Eagle Permit holders to park in this lot at the same time.

You know what's nuts?

- Building one more parking garage would raise your annual Eagle Permit to \$800.
- Land is locked from development, creating more lots is not possible.
- There is space for everyone to park at UNT—try Lot 20.



SAVE STRESS (and time too!)

There's always space to park in Lot 20—at N. Texas Blvd and I-35E.

No more circling crowded lots —just park and hop on a shuttle that runs every 12 minutes straight the campus center.

Skip the traffic. Skip the stress. Start your day smoother.

SAVE MONEY

Bundle and save \$200 a year with the Remote Lot + 5 to Thrive Meal Plan combo.

It's the best value combo for students looking to cut costs and save on annual parking. Shuttles run every 30 minutes to campus center. Fuel up while you wait at the Champs Dining Hall.

AMNESTY PROGRAM

Got a parking ticket? We've got options.

Pay it off by helping a good cause through our ticket amnesty program. It's a chance to give back to the community and save money—now that's what we call a win-win.

SCAN QR
LEARN MORE



PAID

UPDATED LOT SIGNAGE



- Lot 20 Eagle
- Lot 20 Resident
- Elevated Parking Banner
- = 2 Banners in Total



Media Rationale – With one of our core campaign objectives being to drive more commuters to Lot 20, visibility isn't just important, it's critical.

These updated banner graphics increase the lot number to a size that's easier to spot and navigate from far away, to strengthen wayfinding, boost permit compliance, and deliver a better parking experience on campus.

This tactic elevates and updates parking lot signage with 22 new pole signs (44 banners total) strategically placed in key parking areas. The primary objective is to establish a clear and unmistakable distinction between Lot 20 Eagle and Lot 20 Resident parking to minimize confusion and enhance traffic flow. A simple, clean map of Lot 20 will highlight exactly where each elevated banner will be installed for maximum visibility. This upgrade addresses one of the biggest obstacles with the old signage; the print was too small to be seen from a distance.



CHEAP

STICKERS



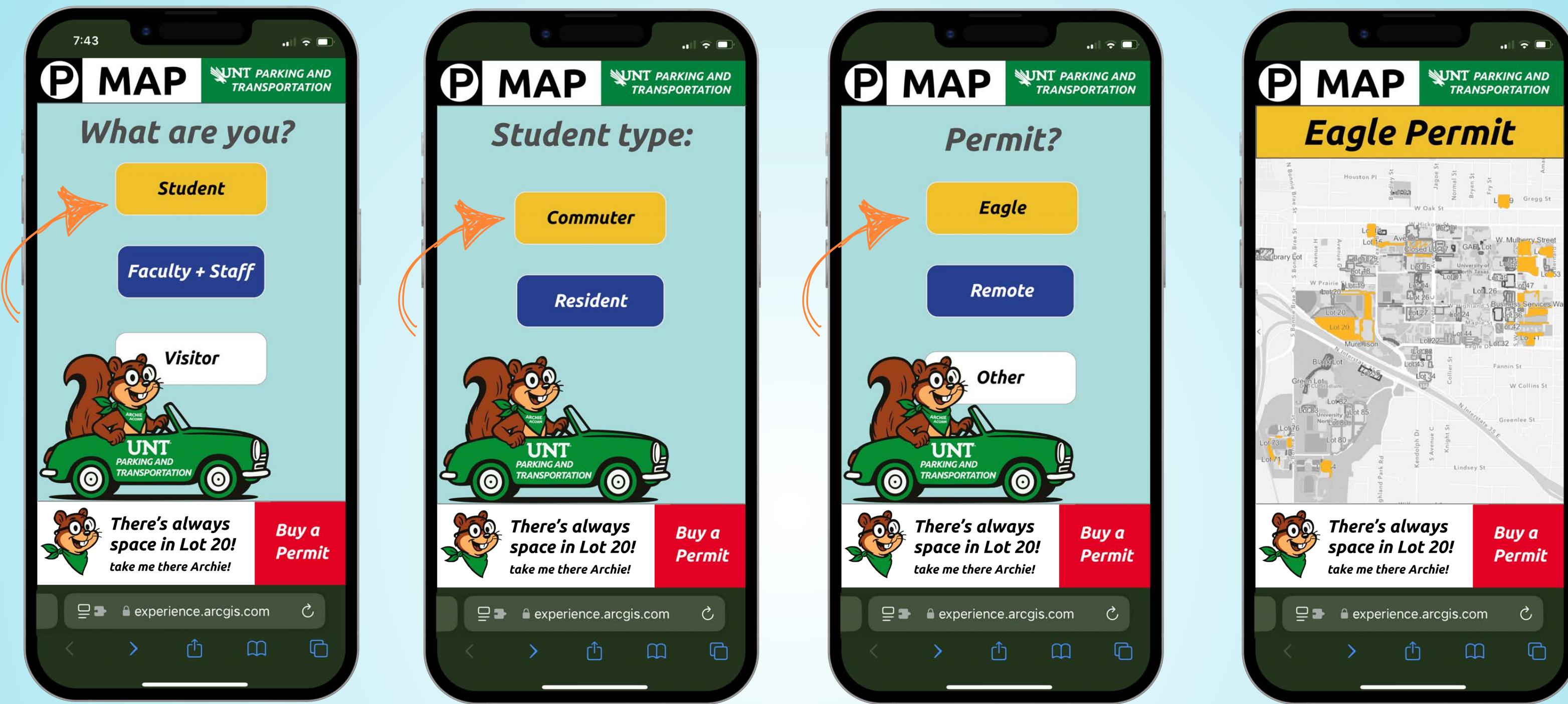
Media Rationale:

Stickers will be distributed during Parking Orientation, tabling events, and other high-traffic promotional touchpoints across campus. Featuring fun UNT Transportation Services designs, clever “park smarter” slogans, or familiar faces like Archie, these stickers offer a casual, no-pressure way to spark curiosity and build brand familiarity.

Why it works:

- **Boosts Brand Visibility:** Stickers naturally travel, showing up on laptops, water bottles, skateboards, and car bumpers. They're ideally suited to the YMCA audience, helping UNT Transportation Services stay visible in daily student life.
- **Drives In-Person Interaction:** Free, collectible stickers give students a reason to stop by event tables, ask questions, and engage face-to-face with staff, turning quick moments into meaningful conversations.
- **Creates a Positive Emotional Anchor:** Playful and approachable, stickers soften the “enforcement” perception of the department, helping to rebrand UNT Transportation Services as supportive, student-first, and part of the campus community.

WEBSITE UPDATE



Media Rationale – Website UX Update (Mobile App Simulation)

This website redesign turns UNT Transportation's site into a mobile-first experience that mimics an app, without the high cost of developing one. By using conditional logic, it asks users a few quick questions (e.g., student or faculty, permit type) and then displays only the lots for which they are eligible.

This update helps solve a key issue: students parking in faculty lots, often out of confusion or frustration when they can't find available spaces. By guiding parkers through a step-by-step process and displaying only the lots for which they are eligible, the platform reduces misparking, stress, and citations. It filters out irrelevant information, streamlines decision-making, and addresses violations caused by both ignorance and desperation. At the same time, it builds trust in UNT Transportation Services by offering clearer, more personalized guidance — all while spotlighting underutilized spaces like Lot 20. This smart, cost-effective update ultimately helps students park legally, confidently, and with less hassle.

AMBIENT



Media Rationale: Ambient Ads – Super Pit, I-35 Billboard, UNT Union screens.

These ambient placements strategically position high-visibility messaging in UNT's most trafficked locations: the Super Pit, I-35 corridor, and the Union. Messaging highlights the benefits of Lot 20 and remote parking, using bold visuals and language from the transportation brochure to communicate two key value propositions – "Stop Circling, Park Lot 20" and "Bundle & Save".

This campaign supports UNT Transportation Services' operational goal to reduce central campus traffic by:

Redirecting student drivers to underutilized lots like Lot 20 and Remote, which are clearly positioned as smart, low-stress options.

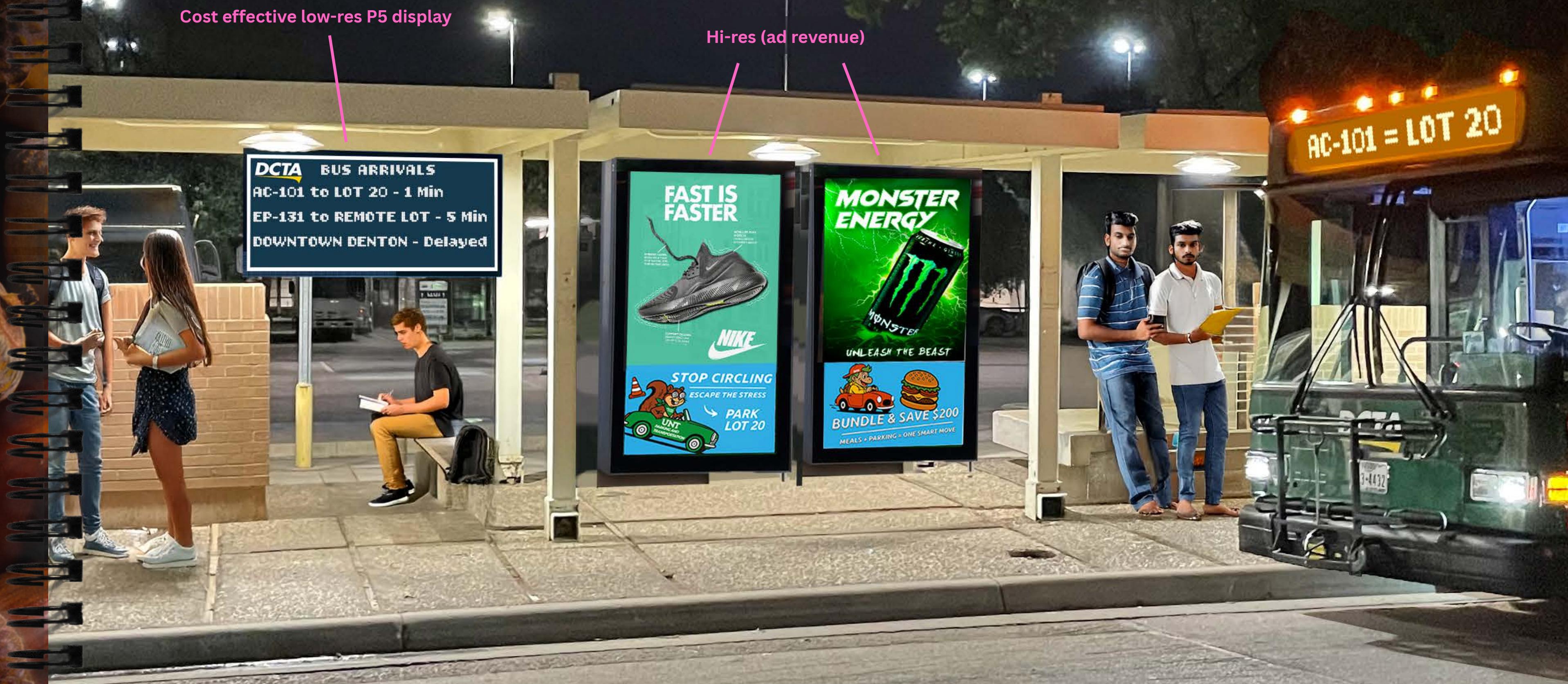
Reinforcing brochure messaging that Eagle + Lot 20 saves time and Remote + Meal Plan saves \$200 – both framed as “one smart move.”

Capturing student attention during game days, commutes, and campus transitions, when transportation frustration is highest.

By amplifying brochure themes across physical and digital touchpoints, this ambient strategy not only drives awareness but also action – steering parking behavior in a direction that improves flow, reduces congestion, and increases satisfaction.

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DIGITAL SIGNAGE & AD REVENUE



This paid tactic introduces two types of digital signage to UNT's Union Transit Hub: a cost-effective P5 display for live DCTA bus arrival updates and two high-resolution 3x5 ft screens for promoting Lot 20 + Remote Permit bundles alongside paid advertisements. The live updates build commuter confidence by showing that shuttles are actively running to Lot 20 and remote lots. Meanwhile, the large-format screen drives bundle adoption and opens a new ad revenue stream. **Together, these displays help UNT Transportation Services improve transparency, boost ridership, and fund future improvements.** The City of Dallas estimates profiting an average of \$20,000 per year in ad revenue per 55" digital kiosk (2024, December). Our media plan budgets to install two similar kiosks at the main UNT transit hub.

A dark, close-up photograph of several acorns scattered on a surface, serving as the background for the entire page.

CHEAP

UNT CARS / LOT 20 / MAGNET GIVEAWAY



"UNT Cars" Activation

UNT Cars is a community-centered activation that brings back the popular student-led car meetup series, formerly held in Lot 07, and relocates it to the underutilized Lot 20. By taking the initiative to officially support and schedule these weekend events, UNT Transportation Services revives a student-loved tradition and repositions Lot 20 as a vibrant, social space – not just a parking lot.

At the event, students can receive free limited-edition car magnets – including an “Archie Acorn” badge and a die-cut squirrel tail – designed to bring a playful, expressive touch to their vehicles. These magnets act as conversation starters and souvenirs, creating an immediate visual connection to the Lot 20 community and giving students a reason to take pride in where they park.

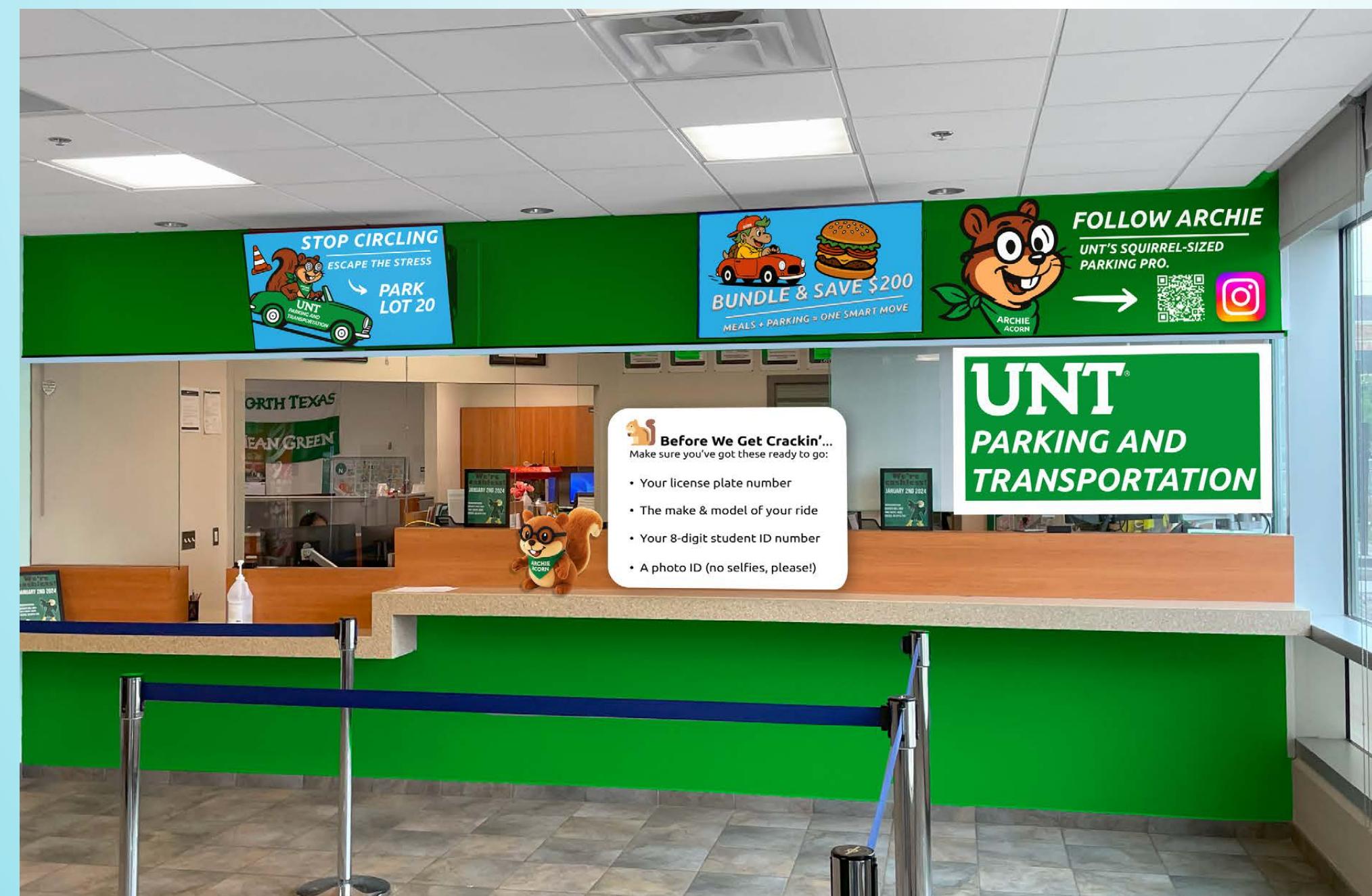
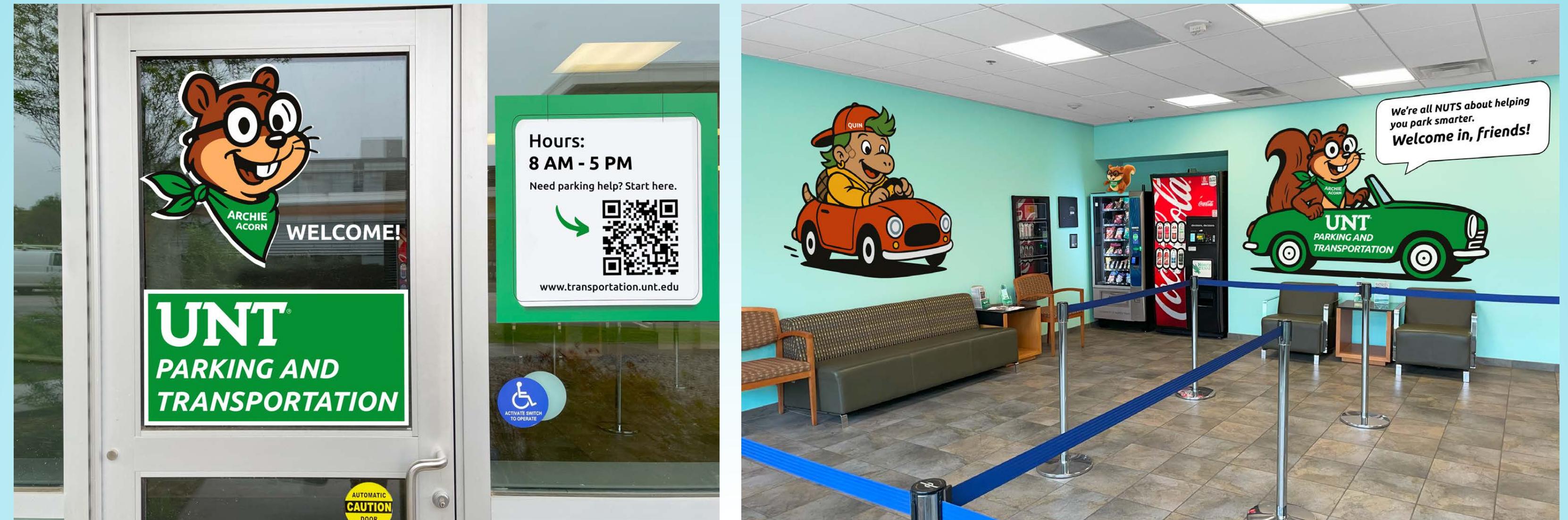
This approach increases awareness of Lot 20’s availability, drives attendance through a fun and shareable incentive, and gives UNT Transportation Services a positive presence in student culture – as more than just a rule-enforcing entity.

Bottom line: Supporting UNT Cars allows Transportation Services to drive Lot 20 awareness, elevate its brand image, and reconnect with students in a meaningful, memorable way

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OFFICE UPDATE

SWOOP
YOUNG. MULTICULTURAL. ALWAYS CONNECTED
TEAM LUCKY



This office update increases visibility and brand recognition by placing mascot Archie on the entrance door, making the office easier to spot from a distance.

Inside, friendly graphics, QR codes, and clear messaging promote Lot 20, permit bundles, and @unttransit Instagram, guiding students to resources and boosting social media engagement.

This improves the customer experience, reduces confusion, and helps UNT Transportation Services meet goals through better outreach, efficiency, and student connection.



BUDGET

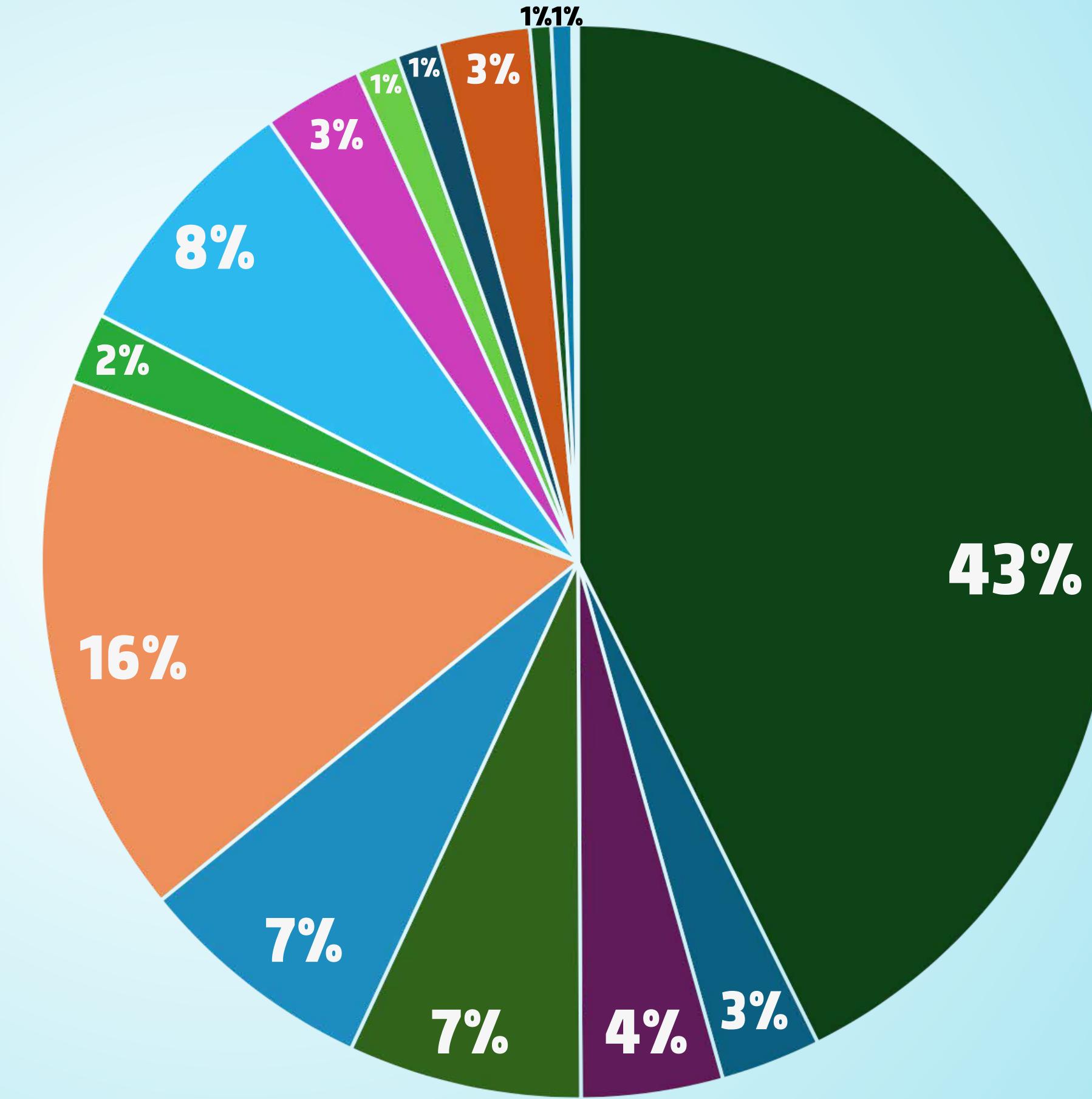


BUDGET
BUDGET BREAKDOWN %

- Billboard 2 I-35 E
- Instagram
- Outdoor Digital Display Signage (Ad revenue)
- Lot Entrance Signage
- Website
- Office Update
- UNT Digital Signage Union
- Archie Cardboard Cutout

- Billboard 1 I-35 W
- NTDaily Comic/Article
- Twitter/X
- Coliseum JumboTron
- Merch (Buttons, Stickers, NFC Chains)
- Fake Parking TIcket
- Social Media (Sprout Social)
- Magnets large (where's archie/car meet)

- UNT Cars
- Cross-Promo UNT Dining receipts
- Facebook
- Outdoor Digital Signage (DCTA comm)
- Mail
- Social Media Paid Ads
- Video Budget
- Night Flight Bus



BUDGET

MEDIA BUDGET AUGUST–JANUARY

	Q1		Q2			
	August	September	October	November	December	January
UNT Cars						
Billboard 1 I-35 W						
Billboard 2 I-35 E						
Cross-Promo UNT Dining receipts						
NTDaily Comic/Article						
Instagram	2 Posts	2 Posts	2 Posts	2 Posts	2 Posts	2 Posts
Facebook	2 Posts	2 Posts	2 Posts	2 Posts	2 Posts	2 Posts
Twitter/X	2 Posts	2 Posts	2 Posts	2 Posts	2 Posts	2 Posts
Outdoor Digital Display Signage (Ad revenue)	\$50,000.00					
Outdoor Digital Signage (DCTA comm)	\$3,538.00					
Coliseum JumboTron				\$1,000.00	\$1,000.00	\$1,000.00
Lot Entrance Signage	\$8,250.00					
Mail		\$4,225 quotes PDS				
Merch (Buttons, Stickers, NFC Chains)	\$5,780.00		\$1,890.00			\$1,890.00
Website	\$2,500.00					
Social Media Paid Ads	\$1,500.00	\$1,500.00				\$1,500.00
Fake Parking Ticket	\$1,750.00					
Office Update	\$1,500.00					
Video Budget	\$1,500.00					
Social Media (Sprout Social)	\$249.00	\$249.00	\$249.00	\$249.00	\$249.00	\$249.00
UNT Digital Signage Union	\$150.00	\$150.00				\$150.00
Night Flight Bus	\$250.00		\$120.00		\$120.00	
Magnets large (where's archie/car meet)	\$130.00					
Archie Cardboard Cutout	\$75.00					

Free
Cheapest
Expensive

BUDGET

MEDIA BUDGET FEBRUARY-AUGUST

Q3				Q4				Spending
February	March	April	May	June	July	August		
								\$0.00
								\$0.00
								\$0.00
								\$0.00
								\$0.00
2 Posts	2 Posts	2 Posts	2 Posts	2 Posts	2 Posts	2 Posts		
2 Posts	2 Posts	2 Posts	2 Posts	2 Posts	2 Posts	2 Posts		
2 Posts	2 Posts	2 Posts	2 Posts	2 Posts	2 Posts	2 Posts		
								\$50,000.00
								\$3,538.00
\$1,000.00	\$1,000.00							\$5,000.00
								\$8,250.00
			\$4,225 quotes PDS					\$8,450.00
	\$1,890.00			\$1,890.00			\$5,780.00	\$19,120.00
								\$2,500.00
\$1,500.00					\$1,500.00	\$1,500.00		\$9,000.00
							\$1,750.00	\$3,500.00
								\$1,500.00
								\$1,500.00
\$249.00	\$249.00	\$249.00	\$249.00	\$249.00	\$249.00	\$249.00		\$3,237.00
\$150.00							\$150.00	\$750.00
			\$120.00				\$120.00	\$730.00
								\$130.00
								\$75.00
								\$117,280.00



PR STRATEGY



PR STRATEGIC DIRECTION

OBJECTIVE

To **increase positive perception** of UNT Transportation Services by 25% among students, faculty, staff and visitors by Spring 2026 through a campaign focused on safety, access and community engagement.

STRATEGY

Establish a **connection** with its audience **to create timeless messaging** to **change the public image** in the mind of its target audience.

TACTICS

1. **Create new collaborations for amnesty programs** to keep its target audience engaged and increase donations.
2. **Create informative blog posts/articles** for UNT Transportation Services, highlighting partners, debunking myths, and environmental sustainability.
3. **Run different social media campaigns** to increase social media engagement online.

AMNESTY PROGRAM COLLABORATIONS



OUR DAILY BREAD

Our Daily Bread is a nonprofit organization that offers comprehensive support to help individuals experiencing homelessness rebuild their lives. They do this through personalized care and programs, fostering independence to strengthen both the individual and the Denton County community.

Mission Statement:

“Our Daily Bread feeds shelters, and cares for the homelessness and at-risk in our community while maintaining the dignity of our guests and offering opportunities for a new start.”

How UNT Transportation Services can donate:

Donate hygiene items, clothing, shelter items, kitchen supplies, cleaning supplies and pet supplies.



DENTON ANIMAL SUPPORT FOUNDATION

The Denton Animal Support Foundation is a nonprofit organization whose mission is to save more Denton area animals through adoption and prevention of abandonment. It raises funds for Linda McNatt Animal Care & Adoption Center.

Mission Statement:

“To save more Denton area animals through adoption and prevention of abandonment.”

How UNT Transportation Services can donate:

Donate pet foods of all brands to the Emergency Pet Food Pantry. Donations can include unopened cat/kitten and dog/puppy wet or dry food.

AMNESTY PROGRAM COLLABORATIONS

CASA OF DENTON COUNTY

Court Appointed Special Advocates (CASA) of Denton County is a volunteer-based nonprofit organization where volunteers are appointed by the court to serve as advocates for children removed from homes by CPS. The volunteers are intended to a constant presence on the lives of the children.

Mission Statement:

“The mission of CASA of Denton County, Inc. is to advocate for the best interests of children who have experienced abuse and neglect. Our trained and supported community volunteers build a strong consistent relationship with each child and their family, promote community resources, and make informed recommendations to the court.”

How UNT Transportation Services can donate:

Possible donations that CASA accepts include back to school clothes, toiletry items, and birthday presents. All donations are distributed directly to children as needs are identified.





FREE

PR STRATEGY

SWOOP
YOUNG. MULTICULTURAL. ALWAYS CONNECTED
TEAM LUCKY

Cover Page

VOL. 129 No. 11 • THURSDAY.

 North Texas Daily  @NTDaily  @NTDaily [NTDAILY.COM](#)

North Texas Daily

Serving the University of North Texas & Denton since 1916

News

UNT's New Squirrel-Sized Parking Pro is Helping 'Crack' Myths and Make Parking Smarter.

Hello, Mean Green Fam it's Archie Acorn here, the new face of UNT Transportation Services and I've heard that you all have had a difficult time navigating the parking and transportation services here at UNT. Like many of you I have also done my fair share of circling those crowded parking lots surrounded by construction and still somehow gotten one or three parking tickets, but I'll save that for another day. However, that was before I knew all that goes on behind the scenes at UNT Transportation Services that I wanted to share with all of you to make parking safe, accessible and keep you informed.

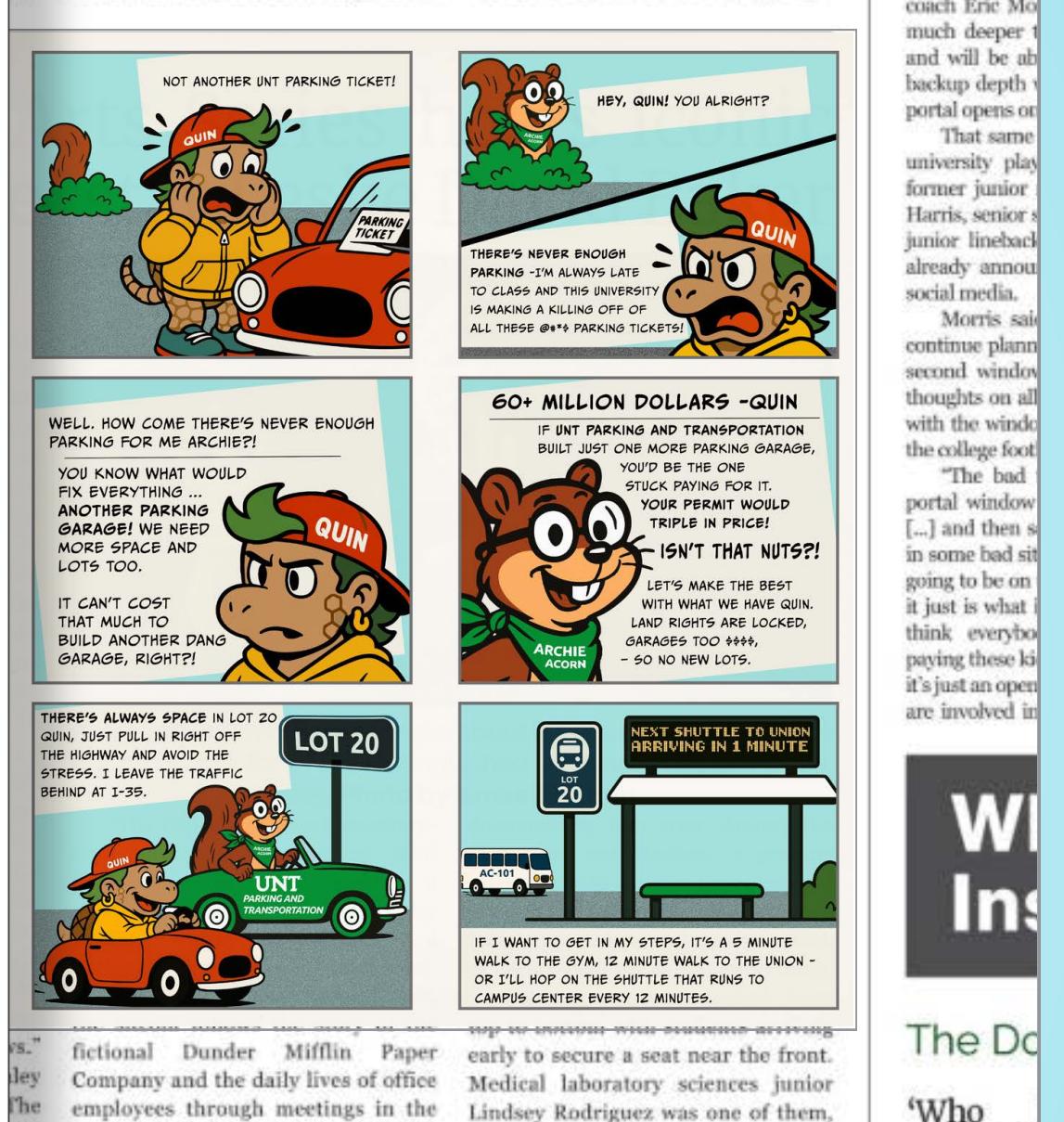


SEE COMIC ON PAGE 4

Over the past few years, the rise of enrollment at UNT has continued to increase. While it is common knowledge to any UNT student that freshman are required to live on campus, it only accounts for less than half of total student population at UNT. In 2023, there were a total of 82% of students who lived off-campus alone. Leaving only 18% of students who lived in on campus housing. From that 82% approximately 81% of students live within the City of Denton and 19% of students commute from another city. This rise enrollment has created uneasiness in upperclassmen commuters.

Arts & Life

Comic



... fictional Dunder Mifflin Paper Company and the daily lives of office employees through meetings in the early to secure a seat near the front. Medical laboratory sciences junior Lindsey Rodriguez was one of them,

Sports

This NT Daily article introduces Archie Acorn, UNT Parking and Transportation's new squirrel-sized mascot, to the student body. Through a feature story and a lighthearted comic strip, the article busts common parking myths, educates students about real parking options like Lot 20, and promotes smarter commuting habits in a fun, engaging way.

Why it works / How it helps UNT Transportation Services achieve its goals:

Using a friendly mascot and comic storytelling makes important parking information more approachable, memorable, and less intimidating. Archie Acorn's debut builds positive brand awareness for UNT Transportation Services, reshaping perceptions by showing the department as helpful, student-centered, and trustworthy. The myth-busting format also directly addresses common misconceptions, encouraging students to park smarter and increasing adoption of Lot 20 – a key goal for easing campus congestion and improving the overall commuter experience.

Client: UNT Transportation Services | SWOOP Agency

ARCHIE'S 'NUT CRACKERS' OPINION PIECE BLOG POSTS

Highlighting safety, access and community in 3 categories:

DEBUNKING MYTHS

Parking Myths Busted: What Students Need to Know

Story Angle: Many students believe UNT controls city streets or that parking fees go into tuition—this story will debunk these myths and educate students on how parking is funded and why garages are expensive.

Why It Works: Addresses common student frustrations while providing transparent information.

ENVIRONMENTAL SUSTAINABILITY

Eco-Friendly Commuting Made Easy: UNT's Guide To Sustainable Travel

Story Angle: A digital campaign featuring an interactive guide showing students bike lanes, shuttle stops, and walking paths to make sustainable commuting easier.

Why It Works: Gives students direct resources while making UNT's eco-friendly efforts feel accessible.

HIGHLIGHTING PARTNERS

Food for Fines: UNT & local food banks turn parking tickets into meals

Story Angle: UNT Transportation Services is collaborating with Denton-area food banks for a semesterly Food for Fines initiative, allowing students to pay parking citations with canned food donations.

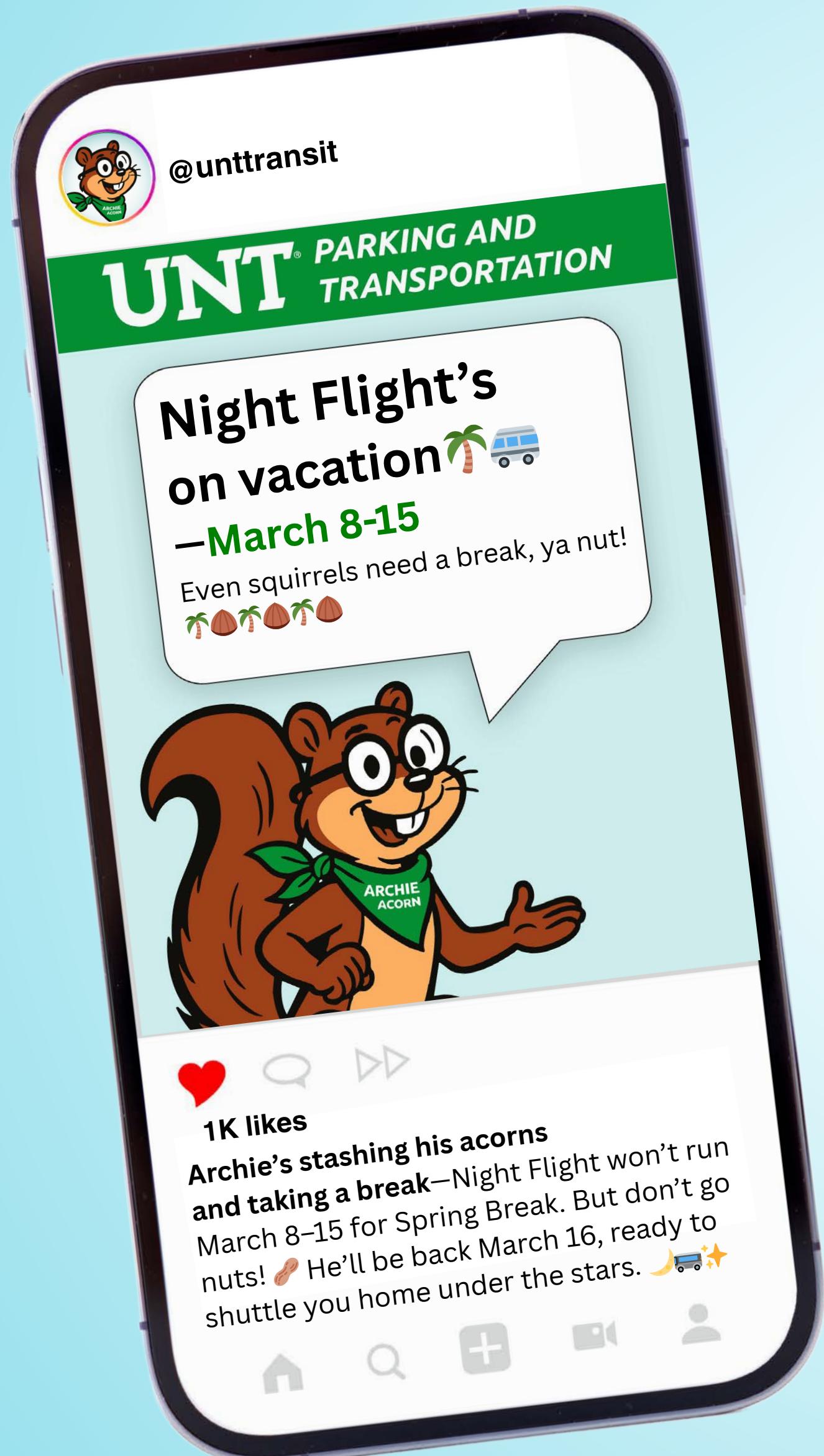
Why It Works: Blends community service with student needs, turning parking enforcement into a positive, feel-good story.



SOCIAL MEDIA



SOCIAL MEDIA



Tone:

Always friendly, nutty, and informative.

Posts use light-hearted humor, acorn puns, and Archie's signature line—"You know what's nuts?"—to make parking updates feel approachable. Even when delivering inconvenient news, the tone stays upbeat and supportive. After all, how could you stay mad at a helpful, wide-eyed squirrel trying his best?

Rationale:

This tone makes transportation content not just bearable, but engaging. By using a cheerful mascot and playful language, UNT Transportation Services **transforms routine updates and rule reminders into relatable, feel-good moments**. The consistency of Archie's voice helps build trust and recognition, while the humor boosts shares, saves, and overall reach—ultimately improving compliance, awareness, and campus connection.

UNT PARKING AND TRANSPORTATION

@UNTTRANSIT

If you park in Lot 54 when you should've been in Lot 20, Archie weeps a single acorn.
Don't make him cry.

#AskArchie#UNTParking
#ArchieSaysParkHere

3:57 PM · Apr 25, 2025 · 12.8K Views

13 Retweets 26 Quotes 377 Likes 2 Bookmarks



SOCIAL MEDIA CAMPAIGNS

POST & PARDON

A UNT social media campaign that **rewards the UNT community for getting involved in campus amnesty programs, like Toys for Tickets or Food for Fines, by encouraging them to post about their donation.** When students donate to clear a parking citation, they can share their good deed on Instagram, X or Facebook, helping spread positivity, support community causes, and show that Transportation Services is about more than just enforcement. It turns paying off fines into something social, fun, and community-driven.

EMERALD TICKETS

Emerald Tickets is a UNT social media campaign where **Archie hides special 'tickets' around different parking lots on campus. Archie posts clues and updates on social media, encouraging the UNT community to explore, learn about parking areas, and interact online.** Any permit holder that finds an Emerald Ticket can win prizes like UNT merchandise or gift cards. It's a fun way to teach students about parking while rewarding their engagement and school spirit.

PARKING SECRETS

These short-format videos are filmed by students, for students – showing, not just telling, the smartest ways to park at UNT. Students demonstrate real tips, like pulling straight off the frontage road into the back of Lot 20 to beat campus traffic, or using savings from the Meals + Parking bundle to buy a scooter and zip from remote lots to class. Optimized for Instagram Reels, TikTok, and YouTube Shorts, Parking Secrets meets students where they are, blending authentic advice with relatable storytelling to drive engagement, awareness, and smarter parking choices.

CHEAP

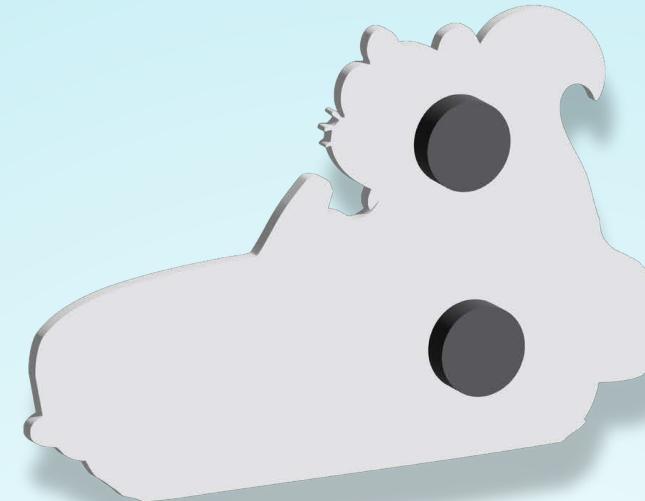
SOCIAL MEDIA

SWOOP
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TEAM LUCKY

WHERE'S ARCHIE? SCAVENGER HUNT



Front

Back
(Magnets)

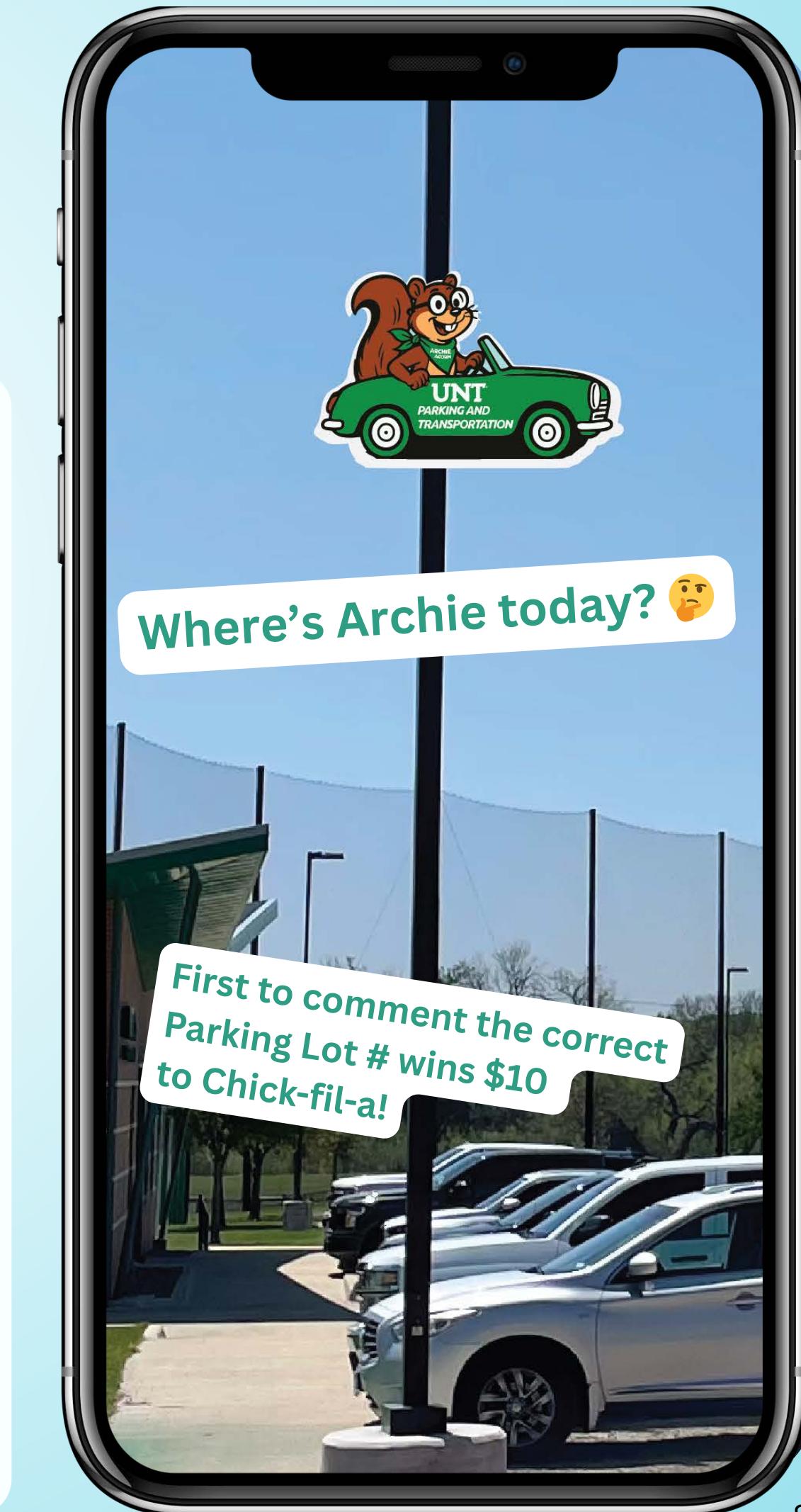
The "Where's Archie?" scavenger hunt is a weekly Instagram activation designed to boost student engagement, brand positivity, and parking literacy at UNT. Each week, a magnetic sign featuring Archie Acorn, UNT's squirrel-sized parking pro, will be hidden in a campus parking lot. Students compete by commenting the correct lot number for a chance to win prizes like meal swipes or Chick-fil-A gift cards.

This tactic taps into gamification and nostalgia, two major engagement drivers for the YMCA (Young, Multicultural, Always Connected) audience. It helps UNT Transportation Services rebuild trust, addressing prior perceptions of being "matter-of-fact, rude, and devoid of emotion" by creating fun, approachable interactions.

"Where's Archie?" directly supports key goals by:

- **Educating students on parking lot numbers** to reduce confusion and improve campus navigation.
- **Encouraging exploration of underutilized lots**, helping to balance parking usage.
- Building **lasting positive impressions** through consistent, student-centered engagement.

In short, Archie Acorn transforms parking into play – making parking easier, building trust, and delivering memorable moments that support UNT Transportation Services' brand and operational goals.





CHEAP

SOCIAL MEDIA

NIGHT FLIGHT PARTY BUS

Social Media Opportunity & Live Event Activation

The Night Flight Party Bus transforms UNT's late-night shuttle into a fun, shareable experience by adding string lights, a karaoke machine, and bold visual branding.

By targeting students who stay late on campus, this activation creates a live event designed for organic social media buzz – students are encouraged to post their karaoke moments, fun rides, and party vibes directly to Instagram, TikTok, and Snapchat.



Why It Works:

- **Creates Shareable Moments:** The party bus is a built-in "Instagrammable" experience, turning every ride into free word-of-mouth marketing and authentic peer-to-peer promotion.
- **Boosts Awareness, Ridership, and Trust:** Promoting the Night Flight as fun and safe encourages more students to use the service – not just as a backup, but as a reliable part of campus life. Greater Night Flight adoption also builds confidence in parking farther from campus (Lot 20 and remote lots), knowing a free, safe late-night ride to their car is available.
- **Reshapes Brand Perception:** Positions UNT Transportation Services as approachable, student-centered, and supportive – helping break away from the outdated association with Denton Police.



SOCIAL MEDIA CALENDAR

Social Media Content Calendar

MEASUREMENTS

IMPRESSIONS GOAL

9,803,300

PER SEMESTER



KPI'S & MEASUREMENTS

Social Media Ads - Instagram & Reddit

KPIs

- Reach (monthly)
- Engagement rate:
=Likes + comments + shares ÷ reach
- Click-through rate (CTR) on links
- Follower growth
- Reddit post karma/comments
Measurement Tools
- Instagram Insights
- Reddit post analytics with Sprout

Night Flight Party Bus

KPIs

- Riders per event
- Social media mentions/stories tagged
- Post-event feedback or survey results

Billboard Advertisements

KPIs

- Estimated impressions: Based on TXDOT traffic data
- Brand recall lift (survey or QR code scanning)
Measurement Tools
- QR code analytics

JumboTron Advertisements

KPIs

- Estimated in-person views per event
- Social mentions or tags during events
Measurement Tools
- Social listening
- QR scans



ADDITIONAL RECOMMENDATIONS



A vertical strip on the left edge of the slide shows a spiral-bound notebook with several acorns resting on its pages.

PAID

ADDITIONAL RECOMMENDATIONS

SWOOP
YOUNG. MULTICULTURAL. ALWAYS CONNECTED
TEAM LUCKY



Professional Custom Mascot Outfit

~\$4,000



While some activation costs are good for one event only, **the custom-branded Archie Acorn mascot outfit is the investment that keeps on giving.**

The mascot outfit is a long-term investment in brand visibility and community engagement. This custom-fabricated outfit, offers a stronger visual likeness to Archie, internal ventilation for warm weather, and high-quality construction built to last for decades with proper care. It elevates Archie's presence at events, boosts student connection, and **creates endless social media and promotional content opportunities**—helping UNT Transportation Services build long-term brand recognition.

A vertical column on the left side of the page features a dark, close-up background image of several acorns of different sizes and colors, ranging from light tan to dark brown.

CHEAP

ADDITIONAL RECOMMENDATIONS

INTERACTIVE: MASCOT ACTIVATION



Event Concept:

Imagine this: During a highly visible campus event, Archie the Acorn's physical mascot dramatically emerges from an oversized cardboard acorn sculpture created by the UNT Sculpture Department and UNT Recycling. This launch moment becomes an instant photo-op, helping shift perceptions from enforcement to connection.

Strategic Value:

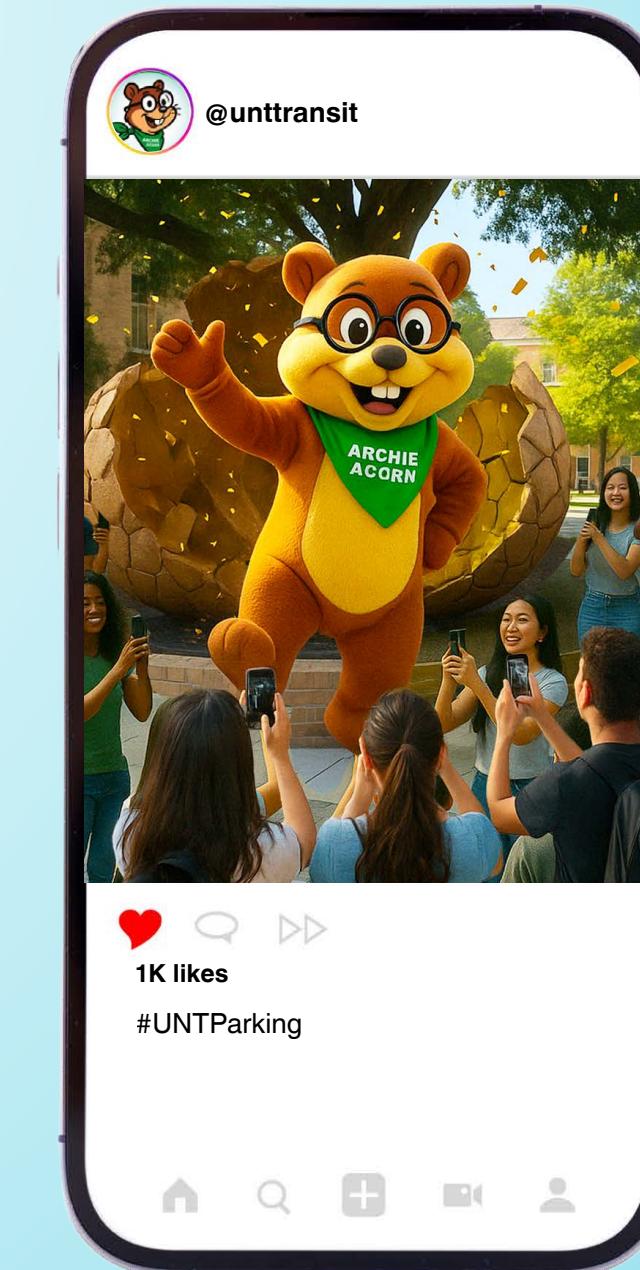
Rebrands With Heart: Archie helps UNT Transportation distance itself from its legacy under police oversight by showing up as a friendly, accessible, and unforgettable face – especially important for YMCA audiences who value emotional authenticity and visual storytelling.

Crowd-Sourced Engagement: Archie isn't just a mascot. He's a student recruitment tool for Transportation Ambassadors – empowering students, faculty, and staff to co-create viral content and become part of the story.

Platform Power:

TikTok- and Instagram-friendly moments like Archie "hatching" create high-ROI social engagement opportunities. These visuals support UNT's most engaged platforms with Gen Z.

Future-Forward Flexibility: This mascot becomes a long-term communications asset, usable across orientation events, citations amnesty drives, shuttle promotions, and more – maximizing ROI far beyond the initial launch.



ADDITIONAL BUDGET

Additional Items	August	September	October	November	December	January	February	March	April	May	June	July	August
Archie Costume	\$4,000.00												
Wooden Keychains	\$870.00					\$870.00							\$870.00

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Have a YM**A**C challenge?

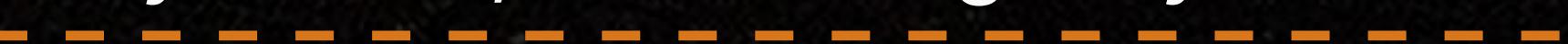


partners with **brands** and **agencies** to help connect with
Young (18-24), **Multicultural**, and **Always-Connected** audiences.

Connect on LinkedIn:



🔗 Larry Powell, SWOOP Agency Director



🔗 UNT Mayborn School of Journalism

