

UNT TRANSPORTATION SERVICES

look good
sound right
become impossible
to ignore

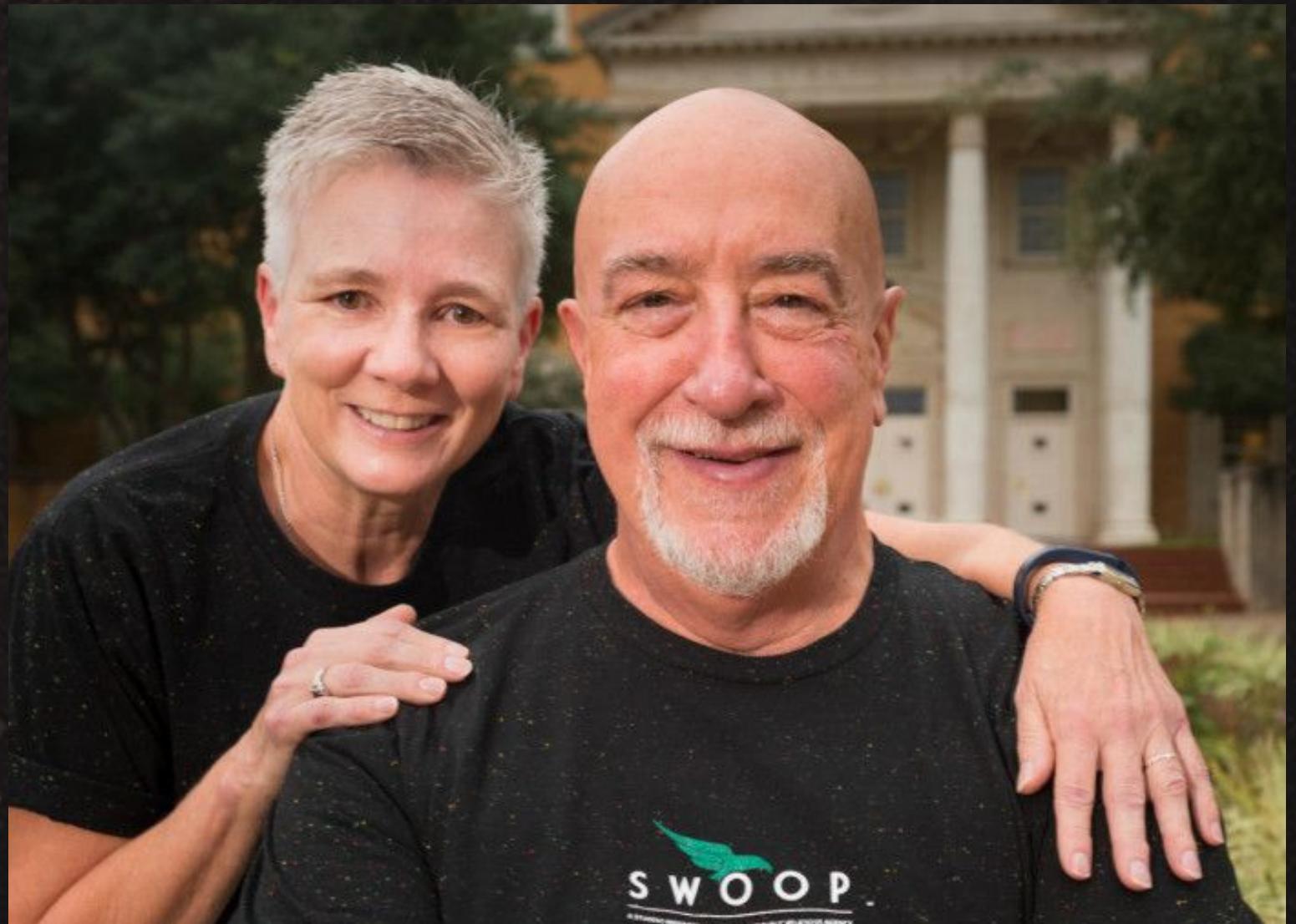
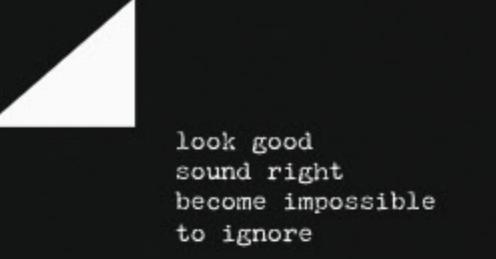


**DREW
WHEELER**
Art Director, Designer

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What's
SWOOP?



SWOOP is the student-staffed, faculty directed
ad agency at **UNT**, founded by Dr. Sheri Broyles
and Bill Ford in 2011.



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SWOOP's current director is Larry Powell

Powell brings 30+ years of experience across advertising, business ownership, and academia—leading campaigns for national brands like AT&T, Blue Cross Blue Shield of Texas, and the American Heart Association.

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SWOOP

YOUNG, MULTICULTURAL, ALWAYS CONNECTED

STANDS
FOR



Students
Working
On
Our
Professions



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SWOOP helps brands reach the YM**AC** audience.



Young 18-24. Multicultural. Always Connected to emerging media.



SWOOP has a 15-year history working with local,
national, and nonprofit clients





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Each semester, SWOOP takes on a new client.

Students work on real briefs with real expectations.



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Clients pay SWOOP for agency work.

This isn't spec work or class exercises—it's professional engagement.



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SWOOP teams are built from multiple **UNT** majors.

Advertising, marketing, business, journalism, design, and media arts students work together
—just like an agency.



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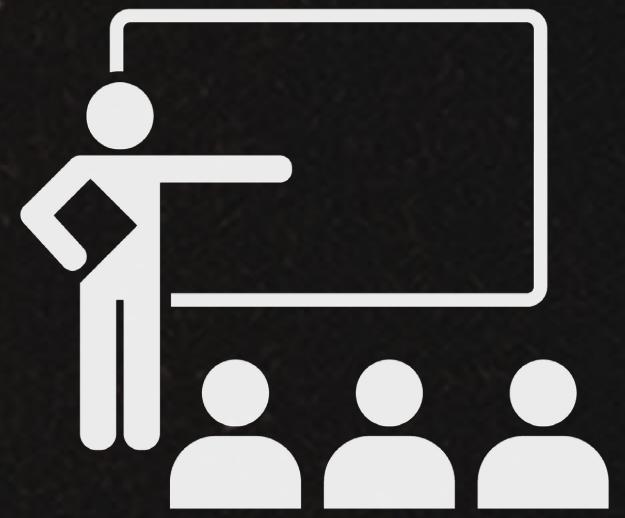


Each team develops its own campaign solution.

Different research. Different strategies. Different creative approaches.



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Teams pitch their campaigns to the client.

Ideas compete. Feedback is real. Stakes are clear.

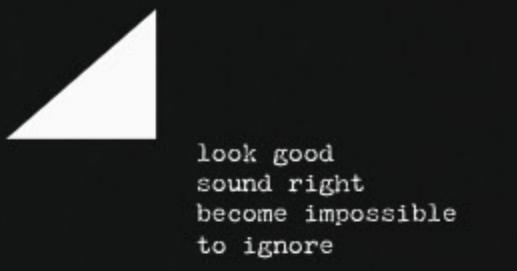


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The client selects a winning campaign.

One campaign is chosen by the client to implement.



SWOOP profits fund **UNT** student scholarships.

Client work directly supports the student community.

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WHEELER**
Art Director, Designer



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In January  ,  | UNT DIVISION OF FINANCE & ADMINISTRATION
TRANSPORTATION SERVICES

came to  with a challenge.



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Parking at **UNT** was ranked among the most disliked campus services.



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**It wasn't just a logistics issue,
it was a trust, clarity, and behavior problem.**





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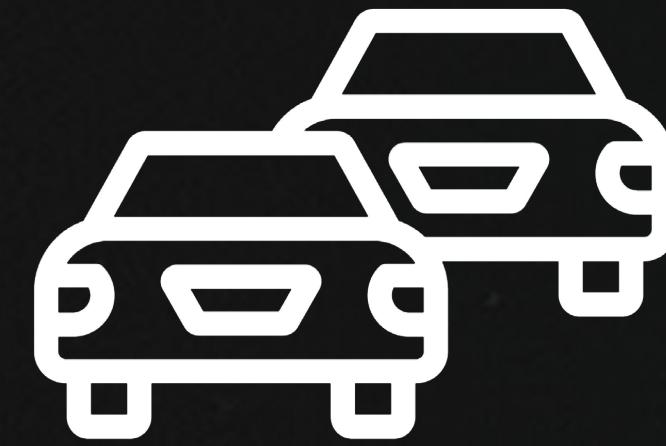


Students didn't understand how **UNT** parking worked.





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And they defaulted to the same crowded behaviors—every semester.





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Our mandate wasn't to redesign parking.

It was to change how students understand and use it.



SWOOP WAS BROUGHT IN TO:

- CONDUCT PRIMARY RESEARCH
- IDENTIFY THE ROOT BEHAVIORAL PROBLEM
- CREATE A STRATEGIC FRAMEWORK FOR LONG-TERM MESSAGING



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The goal wasn't a one-semester campaign.



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**It was a messaging system that could reach 10,000+
new **UNT** students—every year.**



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Without clear, repeatable messaging,
the problem resets every semester.



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As an **Account Manager, Art Director and Designer**,
I led a team of six **to success**.



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Here's our winning campaign.



PARK SMARTER

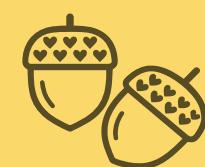
Integrated Marketing & Communications Plan
Spring 2025



This document was produced by SWOOP Agency Team Lucky at the Mayborn School of Journalism, University of North Texas.

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PARK SMARTER

LET'S FACE IT: Parking at UNT is absolutely nuts!



Students, faculty, and staff all agree — navigating campus parking is a major source of daily stress. It's a rite of passage to complain about it, laugh about it, and sometimes, maybe even cry about it.

But it doesn't have to stay that way.

Through deep research, sharp strategy, and genuine insights, SWOOP Team Lucky set out to crack one of UNT's hardest challenges: *transforming the parking experience from frustration... to appreciation.*

Buckle up. Let's take the wheel.





MEET TEAM LUCKY



Drew Wheeler
Account Manager /
Art Director, Designer



Analisa Garcia
Researcher



Anisah Collazo
Strategist



AJ Faulhaber
Copywriter



Anna Gelaude
Media Planner /
Social Media Manager



Ana Moreno
PR Specialist (AgenZ)

EXECUTIVE SUMMARY

Our findings



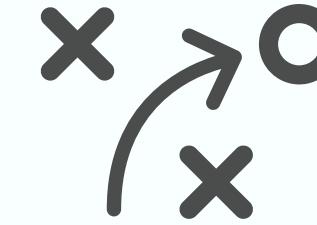
Team Lucky's Integrated Marketing & Communications (IMC) Plan for UNT Transportation Services aims to reshape how students and staff perceive and interact with campus transportation. Rooted in deep primary research and strategic insight, this plan addresses a long-standing disconnect between the department and its core audience—UNT's Young, Multicultural, Always Connected (YMAC) community.

UNT Transportation Services has a history of being misunderstood, often viewed as punitive due to its origins under the local police department. Leadership turnover and inconsistent communication have left students with limited trust and understanding. Through a fresh Integrated Marketing & Communication (IMC) approach, our goal is to change that.

Our research, including a survey of qualitative and quantitative data (n=373), interviews, ethnography, and a university parking audit revealed four core challenges:

1. **Low trust and negative sentiment toward parking services**, 80.5% responded negatively to “I love UNT Parking”.
2. **Poor brand clarity**, with only 33% correctly identifying the department’s name.
3. **Underutilized parking lots**, only 19% of Eagle Commuters park in Lot 20 compared to 55% parking in internal Eagle lots.
4. **Unmet student expectations** around parking availability, fairness, and transparency.

EXECUTIVE SUMMARY



Our plan

Our plan introduces “Park Smarter,” a campaign grounded in honest, student-centered messaging. It aims to streamline parking at UNT by making the brand more approachable and building lasting relationships through transparency and student-focused education.

Adoption of novel technology, such as NFC keychains and smartphone shortcuts that allow the UNT community to instantly connect to the department's website with ease.

Gamified learning experiences like digital scavenger hunts.

Emotional rebranding, through original mascots Archie Acorn and Quin the Armadillo, designed to build approachability and reliability.

Improved physical and digital wayfinding systems to enhance clarity and support better parking navigation and behavior.

Community-driven programs, including the UNT Cars initiative and “Night Flight Party Bus,” which blend practicality with campus culture.

Proactive student onboarding, establishing early connections with incoming students to educate them on parking policies, transportation tools, and best practices from day one.

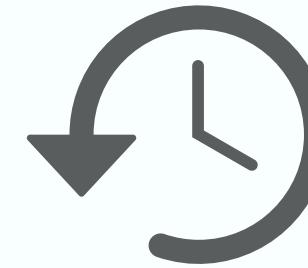
SITUATION ANALYSIS



Client: UNT Transportation Services | SWOOP Agency

A BRIEF HISTORY

Situation Analysis



UNT Transportation Services manages parking operations and provides transportation to and from the UNT Denton campus.

Originally part of the UNT Police Department, Transportation Services became an independent department in 2015. Since 2013, the department has experienced high staff turnover, with eight different directors in that time span—leading to inconsistent branding and limited student engagement.

Transportation Services operates as a self-funded department. Parking is supported primarily through revenue from parking permits, with a small portion from parking citations (16%). Meanwhile, student transportation is funded through a compulsory student service fee, established in 2003, which has remained unchanged since its inception. This fee is restricted to transportation-related services and facilities and cannot be used for unrelated expenses.

In 2018, UNT signed a 10-year contract with the Denton County Transportation Authority (DCTA), funded by the transportation fee. This partnership allows DCTA to operate shuttle routes that serve the campus and surrounding student housing areas.



SITUATION ANALYSIS

Client: UNT Transportation Services | SWOOP Agency

WHY AN IMC PLAN?

Situation Analysis

SWOOP Team Lucky has agreed to help UNT Transportation Services
develop communication strategies and tactics that improve its ability to:

Educate the public

- Clearly explain how and why UNT Transportation Services works (who they are and what they do).

Enhance trust & engagement

- Rebuild trust with parkers by fostering open, friendly and transparent communication (introduce what's to come).

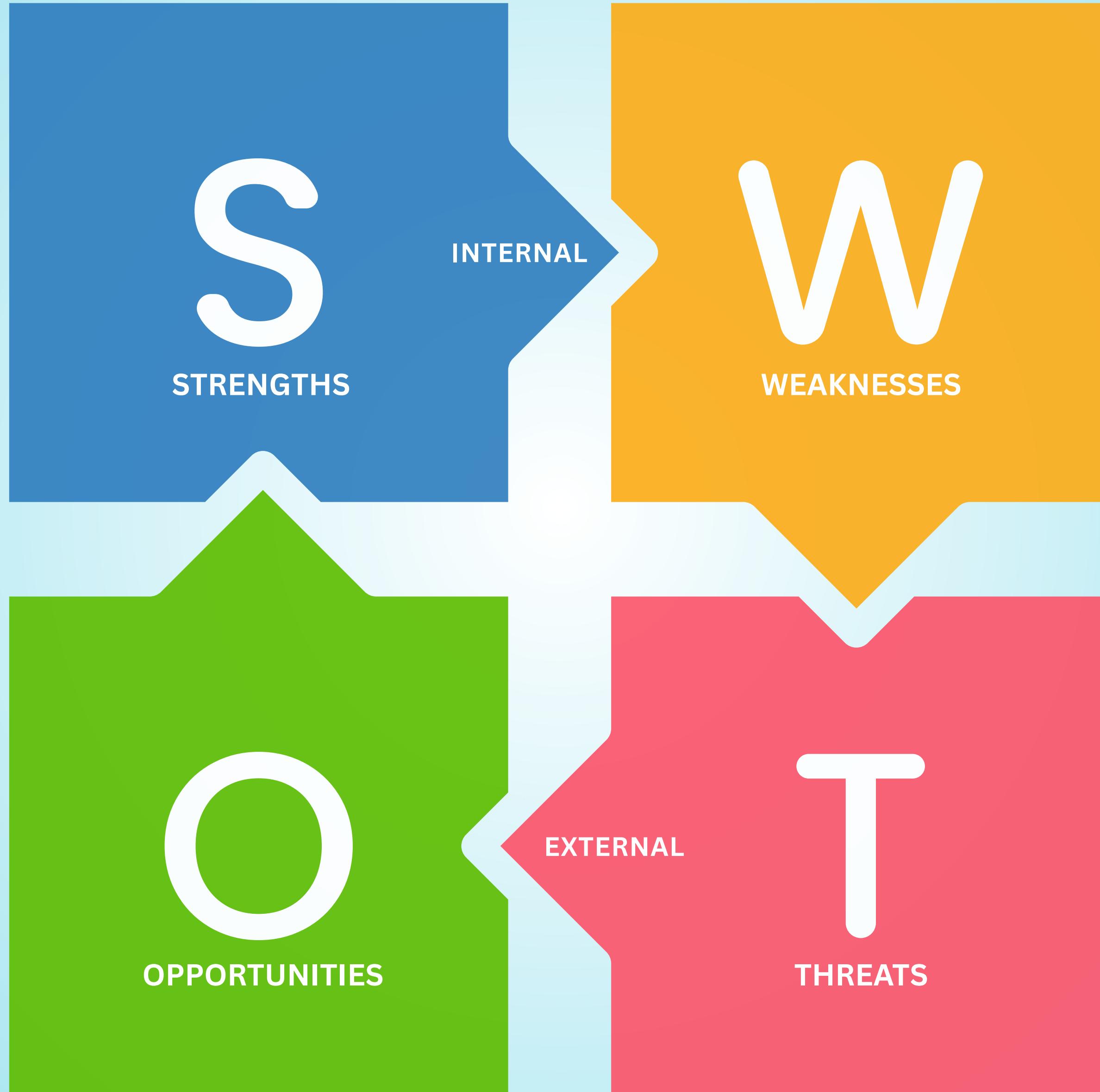
Share timeless & clear messaging

- Create messaging that stands the test of time.





SWOT ANALYSIS





SITUATION ANALYSIS

STRENGTHS:

UNT Transportation Services has a competitive edge in the following areas:

- Amnesty programs
- Affordable pricing
- Direct access to audience

OPPORTUNITIES:

UNT Transportation Services has the chance to reposition itself in the current market by:

- Leveraging existing consumers
- Innovation
- Brand revamp

WEAKNESSES:

UNT Transportation Services
is underdeveloped in the
following areas:

- Brand perception
- Unclear branding
- Communication

THREATS:

Leading threats that affect
UNT Transportation Service's goals:

- Communication with DCTA and the City of Denton
- Unclear messaging
- Low trust among the public

“

Team Lucky conducted wide research to learn what our target audience is thinking.

”

