



# CORE INSIGHT

UNIVERSITY OF NORTH TEXAS

## SINGLE MOST IMPORTANT THING

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66

Frustrated commuters stick to  
what they know because they don't  
see a smarter option.

99



TARGET AUDIENCE

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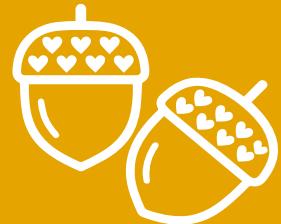
Gen Z craves efficiency and minimal disruption in daily routines.

99



# TARGET AUDIENCE





## Demographics:

- **Primary Audience: Students**
  - Make up a large portion of UNT's daily traffic and are most affected by internal parking congestion and wrong-lot citations. By focusing on student behavior and improving their understanding of campus parking systems, we can create a ripple effect that also improves the parking experience for others.
- **Secondary Audience: UNT Faculty and Staff**
- Both drive to UNT two to five times a week.
- Permit-holders
  - Eagle Permit holders (students) specifically.



## Psychographics:

- Tend to **assign blame to others** rather than individual behaviors or systemic factors.
- **Prone to frustration**, which often clouds decision-making and reduces patience with alternative solutions.
- **Crave efficiency** and minimal disruption in daily routines.
  - Value short walking distance and travel time.
- **Prioritize convenience and immediacy**, especially **during** peak times or **stressful situations**.
  - Running late due to road congestion, etc.

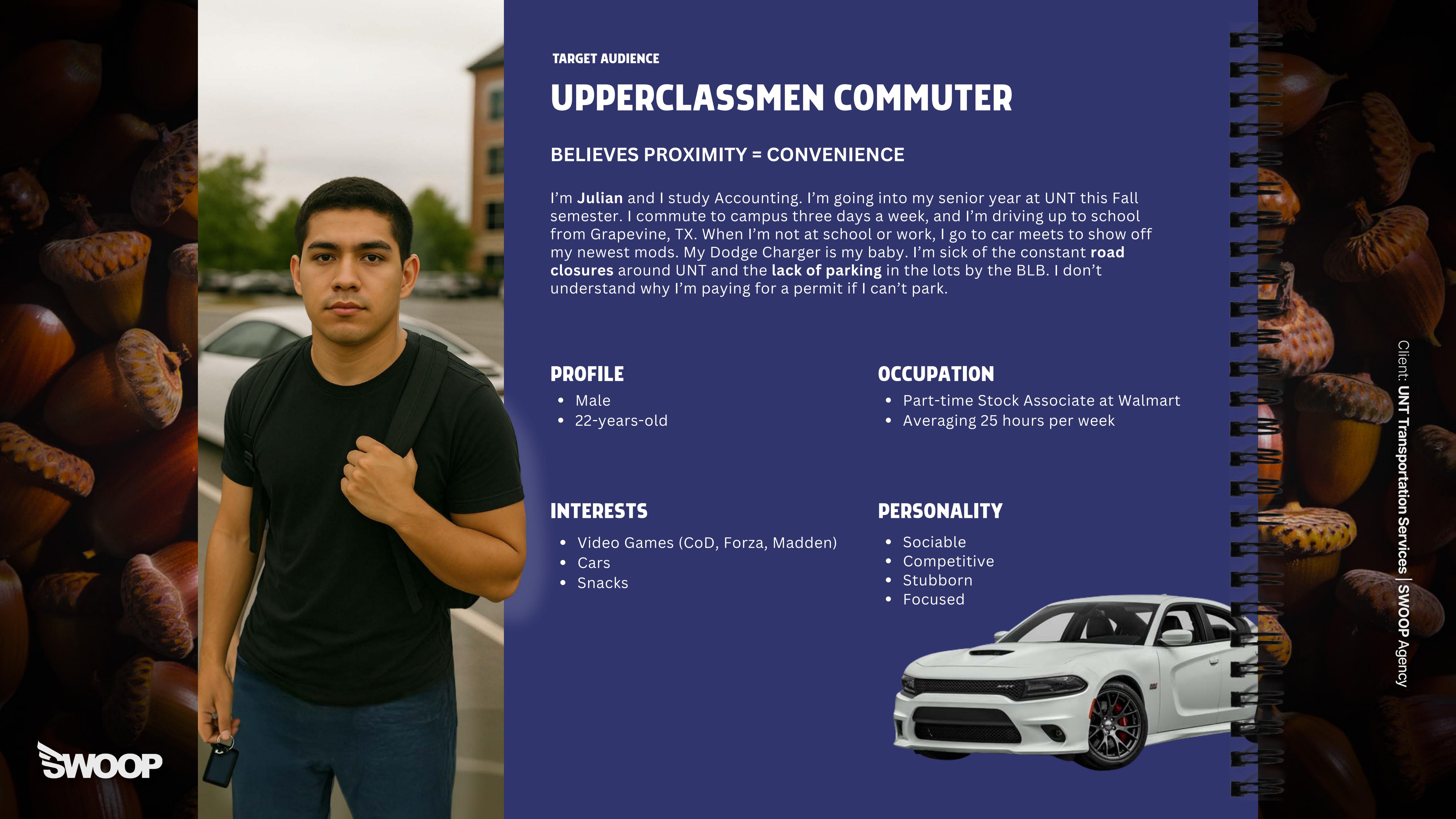
TARGET AUDIENCE

# PERSONAS

Unlike typical audience segmentation that may present a spectrum of attitudes, **our data showed polarization, not variation.** We didn't see a continuum of indifference or mixed opinions.

From a strategic standpoint, using more than two personas would dilute the clarity of our messaging and complicate the execution of a campaign aimed at driving behavioral change.

**By anchoring our strategy in just two personas,** we ensure our communications remain focused, empathetic, and actionable for the audiences who need it most.



## TARGET AUDIENCE

# UPPERCLASSMEN COMMUTER

## BELIEVES PROXIMITY = CONVENIENCE

I'm Julian and I study Accounting. I'm going into my senior year at UNT this Fall semester. I commute to campus three days a week, and I'm driving up to school from Grapevine, TX. When I'm not at school or work, I go to car meets to show off my newest mods. My Dodge Charger is my baby. I'm sick of the constant **road closures** around UNT and the **lack of parking** in the lots by the BLB. I don't understand why I'm paying for a permit if I can't park.



### PROFILE

- Male
- 22-years-old

### INTERESTS

- Video Games (CoD, Forza, Madden)
- Cars
- Snacks

### OCCUPATION

- Part-time Stock Associate at Walmart
- Averaging 25 hours per week

### PERSONALITY

- Sociable
- Competitive
- Stubborn
- Focused



## TARGET AUDIENCE

# NEWBIE COMMUTER

## SEEKING GUIDANCE

I'm Jessica and I'm transferring to UNT this fall semester from a local community college. I'm majoring in Urban Policy and Planning, but I'm not too sure if I'll stick with it. I want to attend all the campus events I can, even though I'll be commuting from McKinney, TX. It's looking like I'll have to drive over to Denton four times a week, so I just want to be able to have a smooth commute and parking experience. I don't really want to hunt for a parking spot like I've been hearing from other students.

### PROFILE

- Female
- 19-years-old

### INTERESTS

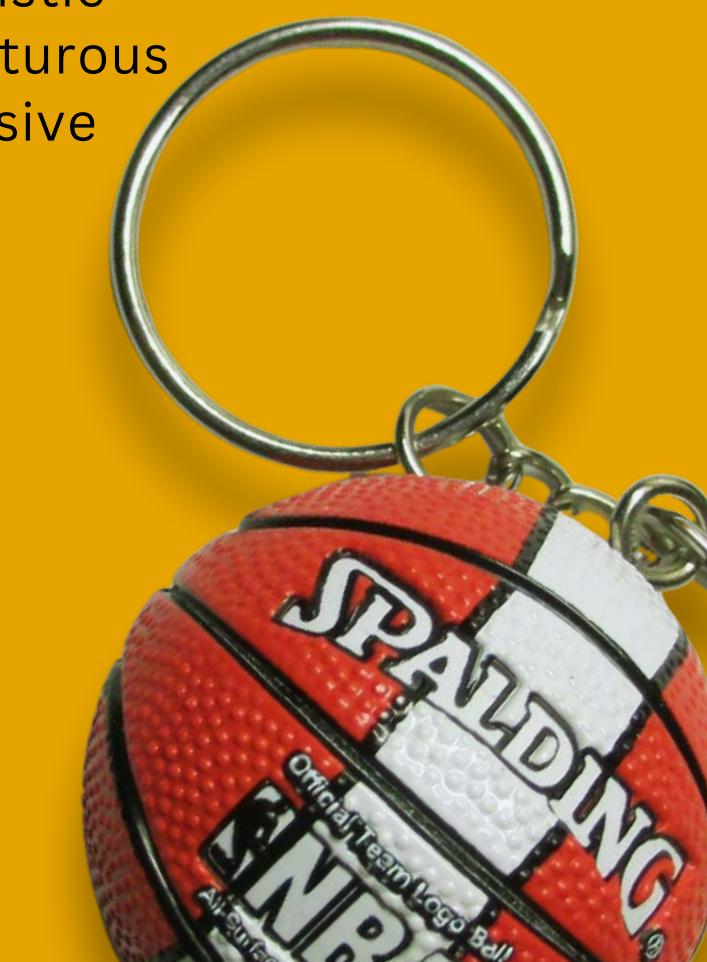
- Trinkets
- Basketball
- Meeting New People

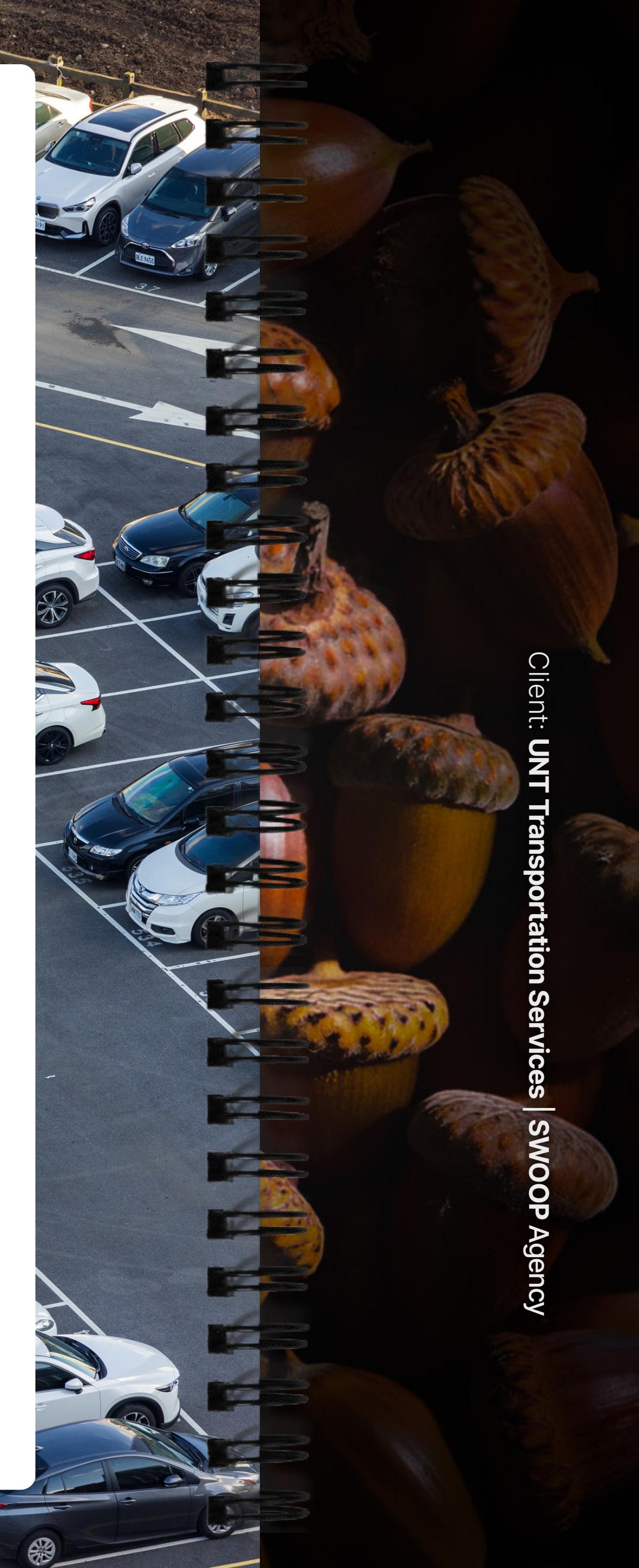
### OCCUPATION

- Crewmember at Canes
- Averaging 15 hours a week

### PERSONALITY

- Optimistic
- Adventurous
- Indecisive





# CAMPAIGN STRATEGY

## THE PROBLEM

UNT Transportation Services is seen as the source of parking frustration and confusion for the UNT community. Consumers are miseducated, have no trust in UNT Transportation Services, and no clear messaging is established.

## THE INSIGHT

Commuters believe there are too few parking spots, leading them to circle the same crowded lots in frustration. However, frustrated commuters stick to what they know because they don't see an easier option.

## THE STRATEGY

Show commuters that smarter, less stressful parking options do exist and they're easier to access than they think.

## THE OUTCOME

By helping students save time, avoid frustration, and make informed parking decisions, we'll shift perceptions of UNT Transportation Services from confusing to a clear and trusted partner. **This campaign isn't just about parking spaces—it's about changing habits, setting expectations, and helping the UNT community feel more confident in how and where they park.** It's our way of helping people park smarter and with confidence.



STRATEGY

SWOOP  
TEAM LUCKY

## THE CAMPAIGN GOAL

Reduce **internal lot congestion** by showing commuters that smarter, less stressful parking options exist and they're easier to access than they think.

SWOOP

## Strategy

## Objectives

**Increase social media engagement across channels by 175% by the campaign's end.**

This includes **likes, shares, comments, follows and story interactions** by posting consistent, high-value content and encouraging two-way interaction.

- Utilize **interactive and gamified content** tailored to UNT students to drive engagement and awareness around transportation services.
- Launch the “Where’s Archie?” **social media scavenger hunt**, a recurring Instagram series where students guess the location of Archie (our custom mascot for UNT Transportation) hidden in various parking lots or transit hotspots.
- The first to comment the right lot number will be **awarded a prize such as a gift card or merch item**.

**Increase website traffic by 100% by the campaign's end.**

This includes **tracking total clicks, pageviews and time spent on the website**. Transition confused commuters and frustrated citation-holders into self-sufficient users of UNT Transportation Services.

- Redesign the current website for an **easier UX**
- **Clear and concise copy** to avoid confusion; rewritten to reflect a **welcoming** and emotionally intelligent tone.
- **Homepage will act as a central dashboard** featuring: live bus tracking (Transit App), parking lot status updates (ParkZen/TripShot\*), construction alerts, reroute notifications, and a searchable FAQ chatbot.

**Increase utilization of underused parking resources by 50% by the campaign's end.**

This includes **increasing daily usage of Lot 20 and boosting remote lot permit purchases** among commuter students, faculty and staff.

- **Reach** the target audience during daily **commutes** and **campus routines**.
- **Billboards** along I-35E&W will promote convenient parking alternatives.
- **Partner with UNT Dining Services** to feature campaign messages and QR codes on all dining receipts.
- Place playful **“fake citations”** on vehicles in congested lots to promote smarter parking alternatives.

# TACTICS

## WHAT'S FREE

- Billboard Space
- Social Media Posts (non-promoted)
- UNT Dining Receipts
- NTDaily Comic



FREE

## WHAT'S CHEAP

- UNT Union Digital Signage
- Night Flight Party Bus
- "Where's Archie?" Scavenger Hunt
- Partnering with UNT Cars
- Orientation Video



CHEAP

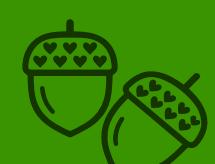
## WHAT'S PAID

- Coliseum Jumbotron
- Mailer/Brochure
- Digital Display
- Updated Lot Signage
- Fake Parking Tickets
- Website Revamp
- Office Revamp
- Merch



PAID

“  
Branded mascots increase  
marketing effectiveness, brand  
recognition, customer loyalty  
and trust.  
”



# CREATIVE STRATEGY

