



THAT FOOTBALL FEELING
2021 STEVE E AWARD SUBMISSION

CHALLENGE & OBJECTIVE

Our challenge was low fan morale coming off a losing season and COVID-19. Our primary objective is to re-engage fans with the nostalgia of the game and build excitement for the 2021 season regardless of on-field performance.

SEASON KICK OFF TOUR

**43 DAYS +
30 STOPS**



INFLUENCER GIFTS



THAT FOOTBALL FEELING

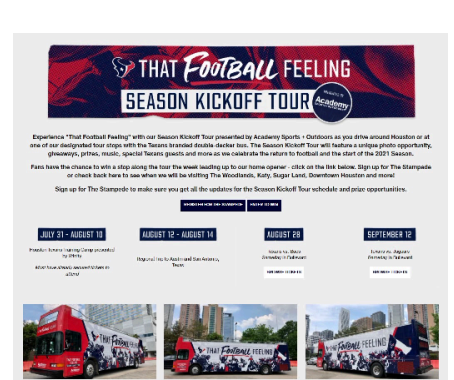
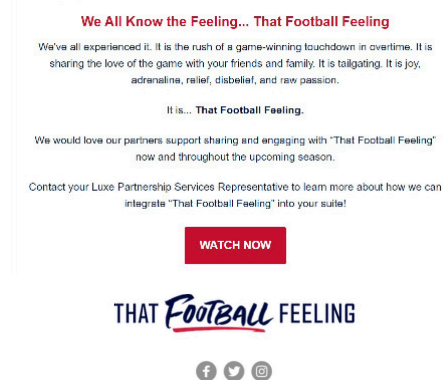


CAMPAIGN

SIGNAGE



DIGITAL ASSETS



GIVEAWAY



T-SHIRT



RESULTS

**60,000+
ENGAGEMENTS**

**5 MILLION
IMPRESSIONS**

FROM **1,700**
CAMPAIGN POSTS ACROSS
TEXANS SOCIAL PLATFORMS

**6,995
ENTRIES**

SEASON KICKOFF BUS TOUR
PRESENTED BY ACADEMY
SPORTS + OUTDOORS