

Creative Brief: ENMU Track & Field – Championship Campaign

WHO

ENMU students and the campus community. These publics play an essential role in encouraging attendance and promoting school spirit. A secondary audience includes prospective student-athletes and local community members, who support recruitment initiatives and broaden program exposure.

WHAT

ENMU Track & Field is concluding its outdoor season with its final meet at the Lone Star Conference Outdoor Championship on May 7–9 in Canyon, Texas.

WHEN

Promotional efforts will begin before the final meet on April 18 and continue through the championship dates of May 7–9. Content will be shared consistently during this period, with increased activity during competition days to encourage audience engagement.

WHERE

Promotion will be disseminated across multiple platforms, including ENMU campus radio, local radio stations, social media channels, email communications, flyers, and local newspapers. These outlets will guarantee effective outreach to both campus and community audiences.

WHY

The primary objective is to increase recognition of ENMU Track & Field. Increased recognition is expected to boost attendance, support recruitment initiatives, and elevate overall program exposure.

HOW

The campaign will incorporate athlete-centered promotional videos that highlight individual stories and create a stronger emotional connection with the audience. Additionally, propose a pre-meet send-off or tailgate event that will generate enthusiasm, encourage attendance, and strengthen community involvement.
