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NCAA FINAL FOUR

The NCAA Final Four® really did have something for everyone.



BANNER ADS

CHALLENGE

Minneapolis is in the midst of a renaissance. With construction of the new U.S. Bank Stadium came an influx of development and interest in the city. In the span of a couple of years, Minneapolis hosted Super Bowl® III, The X Games® and the NCAA's 2019 Men's Final Four® championship games. For the Final Four host committee, it was important that this opportunity extend beyond the game. It had to spark statewide enthusiasm by showcasing the best Minnesota has to offer. A successful outcome could earn another hosting opportunity and realize \$50MM-\$100MM in local economic impact.

SOLUTION

We took a holistic approach to help the Final Four reach its goals. With sound insights gathered via primary and secondary research, we created strategic plans that led to a campaign direction, concept development, logo unveiling event, key messages and public relations management.

RESULTS

An overarching campaign designed to create excitement from the logo reveal event to the Final Four tournament. A buzz-worthy social media campaign to engage youth. An event plan built around youth, their families and the athletic community. A seamless logo unveiling event that catered to state, city and NCAA dignitaries. Public relations efforts that garnered \$143,000 in earned media placements and 167,431,860 impressions.

THE WORK

Brand Implementation

Marketing campaign

Event planning and management

Public relations management



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There's lots to love about basketball, especially with Minneapolis hosting the 2019 NCAA Final Four® tournament. In eager anticipation, we invite you to join us as we unveil the 2019 Minneapolis Final Four® Logo. With players from the Minnesota Lynx, Timberwolves, Gophers, it will be a day to remember.

2019 Minneapolis Final Four® Logo Launch

Date: December 8, 2017

Location: North Commons Park

Final Four Championship - U.S. Bank Stadium, April 6 - 8, 2019

Please RSVP by November 8, 2017 [here](#).



LOGO LAUNCH INVITATIONS



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BILLBOARDS



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LOGO LAUNCH EVENT