

Texas Christian University

Connecting fans on the road to game day

Region

North America

Client

Texas Christian University

Partners

JCDecaux North America, Vistar Media

THE CHALLENGE

TCU aimed to connect with students, alumni, and fans travelling from Dallas to Los Angeles for the College Football Playoff, ensuring strong visibility and engagement during game week.

THE OBJECTIVE

Build school pride and excitement among supporters through impactful digital OOH exposure at key travel touchpoints.

THE SOLUTION

Programmatic DOOH ran across Dallas Fort Worth and Los Angeles International Airports, reaching fans on 318 digital screens. Running from January 7th-11th, it aligned with peak travel to boost awareness and excitement ahead of game day.



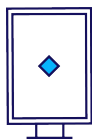
Target audience

- TCU Horned Frogs fans heading from Dallas to Los Angeles



Inventory

- Dallas and Los Angeles international airports full airport digital networks



Channels activated

- DOOH

