



UNIVERSITY OF FLORIDA

**BEST TARGETED GROUP PROMOTION
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The Milk Challenge Presented by Blockbuster Video (Women's Basketball)

The University of Florida held its third annual Milk Challenge Presented by Blockbuster Video on Sun., Feb. 11, 2001, with a goal of breaking its women's basketball single game home attendance record. Not only did the promotional effort help the Lady Gators break the old mark of 5,031, it shattered the record when a standing-room-only crowd of 12,222 packed the O'Connell Center to see Florida battle Tennessee.

With the sponsorship support of Dairy Farmers, Inc., Blockbuster Video, and Gator Computers, the UF marketing department was able to successfully reach thousands of youth and parents in the Gainesville/Ocala market. The key elements of the promotion were as follows:

- ◆ First 2,000 kids (8th grade and under) at game received replica Lady Gator jerseys
- ◆ Free admission coupons distributed through Blockbuster Video in Gainesville, Ocala, Lake City and select Jacksonville locations
- ◆ Post-game ice cream and milk party with the Lady Gator team for kids in attendance
- ◆ The area elementary or middle school which brought the largest percentage of fans (as compared to their school populations) won \$5,000 in computer hardware/software.

An aggressive advertising campaign utilized television, radio, newspaper and internet outlets to blitz the Gainesville market for four weeks leading up to the game. Response to the promotion was overwhelmingly positive, and work has already begun on the 2002 event.