

Join the OU Gaylord Rt. 66 Centennial PR Campaigns Class Fall 2024



Unlock Powerful Promotion for Your Town!

As part of the Oklahoma Rt. 66 Centennial Commission initiative, we invite you to partner with the talented and professional PR Campaigns students from Gaylord College of Journalism and Mass Communication during the Fall 2024 semester. For just \$5,000, your town can receive a fully integrated promotional campaign to generate awareness and tourism for your community in preparation of the Oklahoma Rt. 66 Centennial in 2026.



Key Deliverables:

- **Proprietary Research:** In-depth analysis tailored to your town.
- **Strategic Positioning:** Clear and effective strategies to make your town's attractions/events/unique qualities stand out as a must-see Oklahoma Rt. 66 travel destination.
- **Creative Ideation:** Innovative ideas to capture attention.
- **Media Planning:** Optimal media mix for maximum reach.
- **Measurement & Analytics:** Detailed tracking and insights.
- **Execution Recommendations:** Actionable plans across various touch points and media platforms.
- **Complete Plan Book:** Comprehensive documentation of the campaign.
- **Primary Research:** Valuable data collected during the process.

Exclusive Benefits:

- **Social Media Content Ready to Post:** Engaging posts to enhance your online presence, generate traffic and encourage call to action.
- **Professional High-Quality Video Production:** Captivating, professional high-quality videos showcasing your town's unique charm and promote opportunities to support local economic development.

How It Works:

- **Target Audiences:** Identified and confirmed through thorough research.
- **Campaign Goals, Objectives, & Strategies:** Formulated by students for impactful results.
- **Creative Assets:** Developed and presented to meet your town's needs.
- **Final Pitch:** Students will present a comprehensive campaign plan to your community and the Rt. 66 Centennial Commission.

Outcome:

- **Complete Transfer of Rights:** All course-created deliverables will be transferred to your town's designees and the Rt. 66 Centennial Commission.
- **Flexible Utilization:** Choose to use some or all deliverables for the Centennial Celebration or further marketing efforts.

Get Involved:

Sign up now and be a part of this exciting opportunity to boost your town's visibility and celebrate its unique heritage on historic Route 66!

Value Demonstration:

Partnering with the OU Gaylord Rt. 66 Centennial PR Campaigns Class offers your town a comprehensive promotional package at an unbeatable price. Let's break down the cost comparison for similar services in the industry:

- Proprietary Research: \$10,000
- Access to Secondary Route 66 Research: \$20,000
- Strategic Positioning: \$7,500
- Creative Ideation: \$8,000
- Media Planning: \$6,500
- Measurement & Analytics: \$5,000
- Execution Recommendations: \$4,000
- Complete Plan Book: \$3,500
- Primary Research: \$6,000
- Social Media Content: \$10,000
- Professional High-Quality Video Production: \$25,000

Total Estimated Industry Cost: \$105,500

Your Cost with Gaylord College: ONLY \$5,000

Sign up now! Don't miss this opportunity to leverage top-tier PR services for a fraction of the cost!

Secure your spot now and ensure your town shines during the Oklahoma Rt. 66 Centennial celebration.

We have eight spots available to help eight communities in the Fall 24 semester.

Email: sherry.kast@ou.edu or carla.holmes@ou.edu by August 1.