

FROM ROCKETS TO RACECARS:

The power of STRATEGIC BRAND PARTNERSHIPS

TOTAL SOLAR ECLIPSE

PURDUE UNIVERSITY X INDIANAPOLIS MOTOR SPEEDWAY



BACKGROUND



GOALS

CREATE STRATEGIC ALIGNMENT with relevant cultural events

ENHANCE VISIBILITY for Purdue University on a national and international scale

SHOWCASE IMPACT of Purdue's commitment to STEM education and scientific leadership

CREATE LONG-TERM BRAND EQUITY that fosters brand loyalty, positive associations, goodwill and future engagement

EXECUTION



EXECUTIVE SUMMARY

EARNED MEDIA

Total Impressions: **3B+**

Total media placements: **2,341**

Interviews with **every major national broadcast outlet** in the country

The **largest single-event** earned media performance in Purdue history



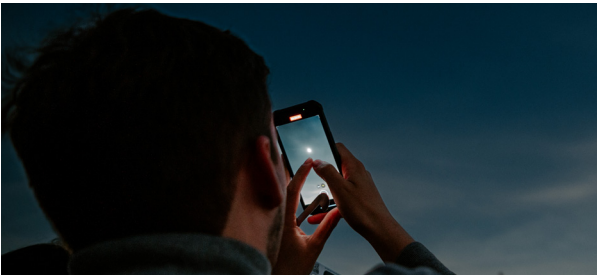
SOCIAL MEDIA

Total Impressions: **21.6M**

Total owned impressions: **2.6M**

Total reach impressions: **19M**

Engagement on owned channel: **11.7%**
(**98% increase** from FY24 average)

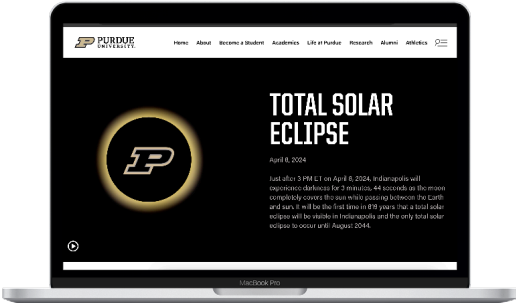


PAID MEDIA

Total Impressions: **1.67M**

Nearly **13K** clicks to the eclipse landing page

Our primary commercial for the event had a **57% view rate**, which surpassed Google benchmarks



TIMELINE

2023

APRIL - SEPTEMBER

Ideation & Negotiations

OCTOBER

Contract signed

NOVEMBER

Promotion started



2024

APRIL 8

Total solar eclipse day



APRIL - MAY

Follow up and promotion of podcast recorded at event



CONTENT STRATEGY: PRE-EVENT

Content strategy before the event focused on ticket sales, building hype and building credibility.

- **Earned media**
- **Social media**
- **Paid media**
 - Total Solar Eclipse video
 - 'This Is Purdue' Astronaut panel livestream
 - IMS Eclipse SEM campaign
 - Angela Buchman weather forecast video
- **Custom apparel in partnership with The Shop Indy**
- **Supporting content strategy reinforcing our expertise in space exploration**
 - Storytelling, landing page, etc.



CONTENT STRATEGY: DAY-OF

Content strategy on the day of the total solar eclipse focused on positioning Purdue as an expert in aerospace engineering and motorsports engineering and reinforcing Purdue as a presenting sponsor of the event.

- **Earned media**
 - This was the **largest single-event** earned media opportunity Purdue has ever had
 - **1,252** placements day-of
 - **28** interviews (16 live interviews) day-of
 - Interviews with every major national broadcast outlet (NBC, ABC, CBS, Fox, CNN, Telemundo)
- **Social media**
 - **34** posts day-of
 - **700K+** impressions day-of
 - **88K+** engagements day-of
- **Sprinklr: live sentiment tracking on social media**
 - **95%** of social mentions were of positive or neutral sentiment
- **In-venue displays**

CONTENT STRATEGY: POST-EVENT

Content strategy in the weeks following the eclipse focused on recapping the event, showing how successful the day's events were and continuing to capitalize on the hype of the event.

Recap reel



Recap video



**'This Is Purdue'
Podcast episode**



**Supporting social
content**



WHY DID IT WORK?

The success of this brand partnership lies in its strategic approach, which combines the strengths and resources of each partner:

Purdue University provided:

- Excellent educational content and activities focused on solar eclipses
- Expertise in STEM education
- Connection to NASA through the Cradle of Astronauts™, adding credibility

Indianapolis Motor Speedway provided:

- A dynamic and iconic venue for the event
- Expansive grounds with ample space for viewing areas, interactive exhibits, and entertainment



BRING IT ALL TO LIFE, **TOGETHER**

The event title, "Total Solar Eclipse Viewing Event at IMS, presented by Purdue University," highlights Purdue's prominent role as the presenting sponsor while leveraging the brand equity of the Indianapolis Motor Speedway.

This integrated branding strategy ensures maximum exposure and recognition for all partners involved.

TOGETHER, Purdue and the IMS built upon a long-standing relationship and history to create an unforgettable experience that lifted both brands to new heights.

A dark blue sphere is centered in the frame, containing the text "THANK YOU" in a bold, gold, sans-serif font. The sphere is set against a bright, glowing circular background that fades into a dark, almost black, outer space. The overall effect is one of a bright light source behind a dark object.

THANK YOU