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4 Creative Marketing Tactics Spotted at Ole Miss

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4 Creative Marketing Tactics Spotted at Ole Miss

MAY 2, 2014 BY LINDSEY ABERNATHY

FaTvLiErCoSMPrSt

Working on a college campus almost guarantees that you're surrounded by creativity. I've been at Ole Miss PR for three years, and in that time I've seen some pretty cool promotions around campus. I thought I'd share some of my favorites here. Check them out below!

1. Smoke-Free Campus Promo: Giant Cigarette



This light pole, wrapped with Fathead material and designed to look like a cigarette, promoted the university's announcement of its new smoke-free campus policy in 2012. It didn't last long (note: ask permission before doing things like this) but it definitely made a statement.

2. Green Week Cube O' Trash



It has recently been brought to my attention that I spend too much time talking about the awesomeness that was the Office of Sustainability's eight-foot cube of trash, but I can't write this post without mentioning it. The cube, which sat outside of the Lyceum for the entirety of Green Week in late April, represented three tons of waste—the amount of trash generated on the Ole Miss campus before noon on any given day. Turns out, most of that waste is recyclable. Volunteers sorted the trash for the cube by hand, so that estimate is pretty accurate.

3. Sidewalk Chalk Art

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Campus Briefs

Students Learn 'Real Politics' in Washington, D.C., Winter Session

OXFORD, Miss. — Eleven University of Mississippi students spent their winter break learning about the people who work behind the scenes of the American government in Washington, D.C. Lead by Jonathan Klingler, assistant professor of political science, the students of Pol 391: Applied Politics met not with candidates, but with the people who make candidates'

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Young Alumna Gives Back to School of Accountancy

OXFORD, Miss. — Stephanie Jennings Teague, of Chicago, sees her commitment of \$100,000 to the Patterson School of Accountancy's new building at the University of Mississippi as a means of saying "thank you." "It is a way to show a small token of my appreciation to Ole Miss, the faculty and staff, and the accounting

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Ole Miss In the News

Reuters: Keep an Eye on the Money Supply

U.S. inflation roller coaster prompts fresh look at long-ignored money supply By Michael S. Derby NEW YORK — The amount of money sloshing around the U.S. economy shrank last year for the first time on record, a development that some economists believe bolsters the case for U.S. inflation pressures continuing to abate. The Federal Reserve's



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Ok, so this one isn't a marketing tactic, but it is a really cool valentine. Looking past the bad Instagram filter (looks like I might have applied some blurring there too) and overly artsy camera angle, the real life sidewalk chalk art was really big and colorful and a bunch of people stopped to look at it.

4. Wooden Chalkboard Earth



The Office of Sustainability (**those guys are on a roll!**), with the help of the Center for Manufacturing Excellence, created a wooden Earth painted with chalkboard paint, so that UM students, faculty and staff could pledge their commitment to climate neutrality at the annual Sustainability Fair on April 22. The fair occurred the day after Ole Miss Chancellor Dan Jones signed the American College and University Presidents' Climate Commitment on Earth Day.

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