Cowgirls
CALL THE SHOTS

A Social Campaign Highlighting OSU’s Women’s Sports
2024 Honors Thesis Presentation – Leah Bwolf
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The Case for Women’s Sports

• Economic value
  • $1B industry in 2024 (Deloitte)
  • Attendance and Viewership is increasing industry-wide

• Social value
  • Increased awareness of women’s sports provides more opportunities to female athletes at a younger level
Overview and Goals

- Non-traditional branding
- Title IX Implications for collegiate athletics marketing
  - Women’s History Month
- OSU Athletics is as an organization that *wants* to highlight women’s sports, not one that *has* to.
Creative Process

• Mixed Media Animation
Total Impressions Across X, Instagram, and Facebook

As of 4/5/24
Engagement Rate per Video (X)

As of 4/5/24
Social Media Analysis Takeaways

• The first video of the series had higher performance (EQ)
• All but one video had high engagement rates
• "Olympic" Sports’ videos had lower performance
Thank You!

Resources to stay informed on the growth of women's sports:

GOALS

THE Gist

JUST WOMEN'S SPORTS