

QUICK HITS



Utah State Promotes Operation Hat Trick and Honors Local Veterans

In an effort to grow its Operation Hat Trick (OHT) program on campus and within the local community, Utah State University worked with its Campus Store and IMG College Licensing to highlight merchandise in store and at events during the fall.

The Campus Store designated a space within its store that highlighted OHT product and educated consumers on the mission behind OHT. The Campus Store, who had not previously carried OHT product, allocated an 8 x 8 space in the center of the store leading up to and following Utah State's Salute to Service Military Appreciation game that took place on November 10, 2018. To support Campus Store's efforts, Utah State and IMGCL worked together to create a merchandise display and supporting marketing elements.

Utilizing the USU Campus Store's current fixtures, IMG College Licensing designed a unique 360°-cylinder display to call attention to the OHT merchandise. In addition, IMGCL's creative team also developed an exterior window display that highlighted OHT.

Heidi Adams, Trademark Licensing Director and Account Manager for Utah State University's Public Relations and Marketing department, worked alongside University president Noelle E. Cockett to expand the OHT campaign by calling for submissions from the local community to honor a veteran. These honored veterans were highlighted through the University's social channels and were also featured as part of the Campus Store's OHT window display.

OHT product was also featured through product placement at the Salute to Service game. The USU cheerleaders were outfitted with OHT t-shirts, and the image on the shirts matched the helmet decals the players were wearing. Those t-shirts were also available for purchase in the Campus Store. At half-time of the game, a \$3,500 check was presented as a grant from OHT to the Cache Valley Veterans Association, which is located in the campus community of Logan.

