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ALL IN! is new slogan for 2008 football Campaign will kickoff July 7

MT Media Relations

MURFREESBORO, Tenn. - Middle Tennessee's award-winning Marketing Department has unveiled its 2008 campaign slogan for football. The phrase, which was created by head coach Rick Stockstill and marketing director Brad Smith, is "ALL IN!"



Campaign will utilize wallscapes around Murfreesboro, along with TV, radio, and print. ()

The slogan is a phrase used by the football players as a rallying cry and the coaching staff also utilizes it as a motivational tool. The Blue Raiders want all fans, alums, friends, and BRAA members to purchase season tickets and support the program by being ALL IN!

The campaign, which is aimed at increasing season ticket sales, will kickoff on July 7. The marketing department will utilize outdoor wallscapes, television commercials, radio spots, print ads, and a variety of avenues on GoBlueRaiders.com to publicize the campaign.

"We elected to be more aggressive in our advertising this season by starting our campaign earlier than every before and by doing something very unique in terms of the wallscapes," said Smith. "In the market and the times we are in now, we need to be unique and stand out from everyone else. It will be tough to live in Murfreesboro and not notice this campaign."

The wallscapes will feature various football action shots depicting the ALL IN! theme and will be strategically placed around the city of Murfreesboro. Wallscapes will begin popping up around Murfreesboro in July in frequently traveled locations like Memorial Boulevard, NW Broad Street, downtown Murfreesboro, and around the square.

"The ALL IN! is a perfect slogan because in football if just one of the 11 guys on the field fail to do their job then we are going to have a breakdown," said Stockstill. "Everyone has to do their job for us to be successful and the same thing goes with our program. We have to have everybody believing in Blue Raider football and backing this program if we want to take it to the highest level."

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