

ICLA



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Amplifying Your Ring Program

With commencement right around the corner, now is a great time to review your licensed graduation product assortment. At LSU, our primary graduation product royalty driver is the LSU ring and we have focused on amplifying the ring program for many years.

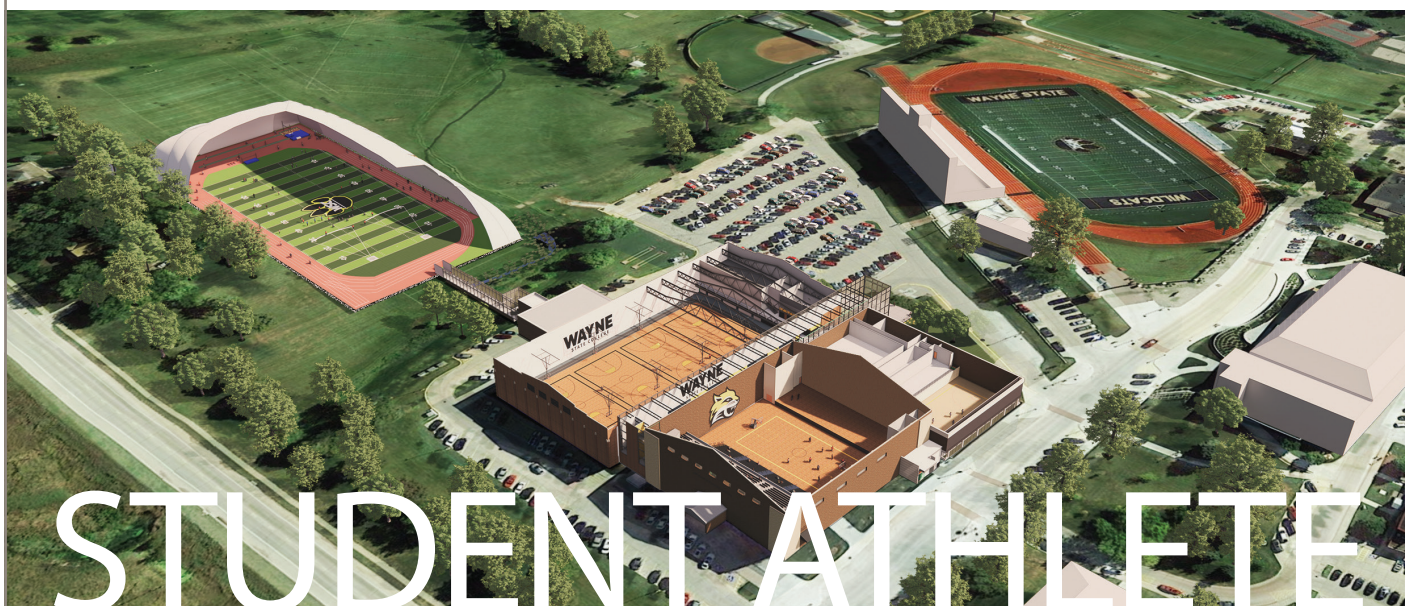
The LSU ring program started with a variety of ring companies producing different rings with inconsistent designs. In 2005, LSU thoroughly reviewed the ring program and decided to partner exclusively with Balfour to create the official ring collection that allowed us to have consistent ring designs and appearances. Over the next several years, we worked towards increasing the awareness of the program and building the brand with updated brochure designs, advertising measures and ceremony programming. While these changes did increase growth and awareness, something was still

missing to entice students to want to be part of the LSU ring tradition.

After several focus groups with students, it was determined that they wanted something to make them feel connected to the campus and created excitement for their outstanding academic achievement and purchase of the LSU ring. With the guidance from the focus groups, the Overnight with Mike tradition was born in the fall of 2012, along with Mike the Mascot being added to the LSU ring ceremonies. Overnight with Mike is where the LSU rings are loaded into our live tiger's habitat the night before the ceremony so Mike the Tiger can watch over and protect them. This unique tradition allows for something highly exclusive and personal if students chose to buy an LSU ring and participate in the program. These traditions increased participation and excitement immediately, but we wanted to spread it over into the ring ceremony. With that in mind, our costumed mascot, Mike the Tiger, was added to the ceremony. Students now receive their LSU ring from Mike and get a picture with him. Adding these two special traditions amplified the engagement from the students and the growth of the program. Additional enhancements were made at the same time, but the impact was minimal compared to Overnight with Mike and Mike the Tiger at the ceremony.

LSU is constantly striving to create, enhance and build on the ring program tradition. Ultimately, the students want to feel connected and engaged, and the LSU ring program allows for that connection. A diploma is proudly displayed on a wall, but the LSU ring goes with students into the world as a symbol of their achievement. As you evaluate your graduation product assortment, continuing to amplify your ring program is a great way to grow student/future alumni affinity, brand awareness and royalty revenue for your institution.

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