



University of Missouri

8-BIT TRUMAN

Utilizing the power of its animation and design team — plus a healthy dose of nostalgia — the University of Missouri’s marketing team created an eye-catching commercial featuring a retro-graphic version of Mizzou and our lovable mascot, Truman the Tiger.

Designed to appeal to audiences on Twitch, we soon discovered that 8-Bit Truman struck a chord with alumni and family audiences, so Mizzou Marketing pivoted our strategy — partnering with a placement vendor and the Mizzou Alumni Association to identify and target zip codes with a healthy Mizzou alumni presence and used the commercial on digital screens in entertainment venues across Chicago, Dallas, Denver, Kansas City and St. Louis.

8-Bit Truman is a fun, creative and playful commercial. Its appeal has generated hundreds of thousands of positive impressions for Mizzou in multiple key designated market areas as part of our out of home and brand awareness campaigns.



[Click to watch the animations.](#)