

# Case Study: University of Nebraska at Omaha Men's Basketball Turns a Viral Moment Into \$5M

Using TVeyes to Quantify Impact, Drive Revenue, and Elevate Fan Engagement

## SUMMARY

Media tracking was a new concept for Omaha's Athletics Team. The TVeyes platform had been introduced to the department by Jordan Sarnoff, who brought it with him from a previous role. TVeyes quickly proved to be more than just useful—it was literally game-changing for the team.

### GOAL

The team wanted to prove the value of the campaign to internal leadership, sponsors, and partners. They needed to quantify the reach, track the coverage, and report on performance without overloading an already busy staff.



**1400%**

increase in ticket revenue



**\$5M**

in media value nationwide

## THE VIRAL VIDEO THAT STARTED IT ALL

A video showing a member of the coaching staff launching a trash can across the locker room in celebration after a win went viral. Jordan Sarnoff, a member of the Athletics Communications team, caught the clip thanks to TVeyes' platform monitoring capabilities. It was unexpected, raw, and wildly entertaining, the kind of clip that doesn't just get shared but talked about, and it sparked an idea.

## THE IDEA: BRING YOUR OWN CAN NIGHT

Fans were invited to bring clean, plastic trash cans (up to five gallons) and use them as popcorn containers during the game. The event also featured appearances from AEW (All Elite Wrestling) talent, adding star power and drawing even more attention to what had become one of the season's most anticipated matchups.

## THE RESULTS

Using TVeyes, the team was able to monitor mentions of the event across TV, radio, podcasts, and online video. They tracked national pickup in major markets like New York, Los Angeles, and Atlanta, and captured clips from ESPN, CBS Sports Network, and KETV's morning and primetime broadcasts. Best of all, TVeyes generated a polished report complete with transcripts, links, video clips, and performance metrics — ready to share with stakeholders.



### Ticket Sales Skyrocketed

Ticket revenue increased by 1400% following the promotion announcement. Over 94% of game-day tickets were sold in the five days leading up to the event.



### Sponsorship & Merch Sales Increased

Themed t-shirts and promotional gear flew off the shelves and Papillion Sanitation, which branded trash cans around the arena, became an associate sponsor.



### Millions in Media Value

The campaign generated over \$5 million in media value and firmly placed the Mavericks at the center of a national conversation.

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**Nebraska**  
Omaha

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