



ADV 314, TEAM B. SMITH

BIG

PURDUE

SENIOR GUARD BRADEN SMITH



Presented by Taya Brown, Pat Farrell, Sara Kulesza, Kate Morris, and Rhia Thakkar

#3 WESTFIELD, IND.

FAMILY BACKGROUND

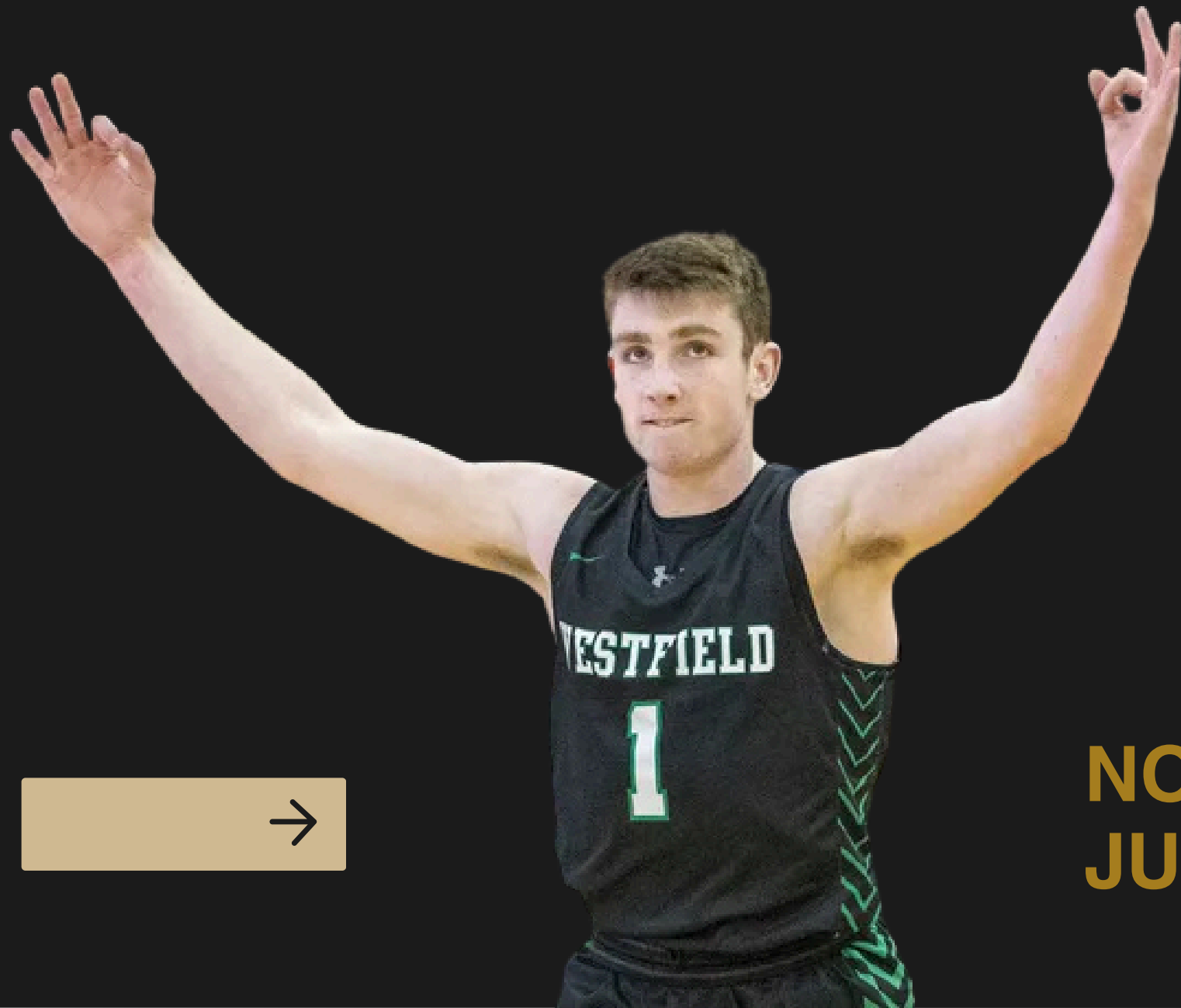


- Parents Dustin and Ginny Smith **both played basketball** at Arkansas Tech
- **Both** are still high school **coaches** in Indiana
- **Exposed** Braden to basketball at an **early age** with their background
- **Dustin Smith** coached his **AAU** team growing up



**EMPOWERING THE
NEXT GENERATION**





HIGH SCHOOL BACKGROUND

NO LIMITS.
JUST GOALS.



- Westfield High School
- **First-team All-Hoosier**, Crossroads Conference selection multiple times and was named **Indiana Mr. Basketball** his senior year.
- Was **rated** as a **three-star recruit**
- Offers from Montana, Toledo, Appalachian State, and Purdue
- Committed to **Purdue**





- **Freshman season (2021-22):** Averaged 9.7 points, 4.4 assists, and 4.2 rebounds, earning a spot on the Big Ten All-Freshman team
- **Sophomore season (2023-24):** First Team All Big Ten Honors, Honorable mention All-American, and led the nation in assists
- **Junior season (2024-25):** Had a breakout year, leading Purdue to the national championship game and earning numerous accolades
- **Averages:** 15.8 points, 8.7 assists, 4.5 rebounds, and 2.2 steals per game
- Big Ten Player of the Year
- Consensus First-Team All-American
- Winner of the Bob Cousy Award as the top point guard in college basketball
- Became Purdue's all-time assist leader

EARNING MY
LEGACY



COLLEGE BACKGROUND





NOVEMBER & DECEMBER

- Highlight his prior season
- Begin building hype around a Player of the Year campaign

JANUARY & FEBRUARY

- Push his highlights after every game
- Launch his official Player of the Year campaign
- Make him available after every win to showcase his personality

MARCH

- Promote final push to NPOY
- Release a season highlight reel- mini documentary style



STRATEGIC TIMELINE





MEDIA CAMPAIGN

A BOOST FOR BODY AND MIND

CALL TO ACTION

VOTE BRADEN SMITH FOR
NATIONAL PLAYER OF THE YEAR

- #BRADENFORNPOY
- #BOILERUP
- #POINTGOD
- SHARE PROMPTS



CAMPAIGN GOALS

- P Best Point Guard in College Basketball
- P Leader of Purdue
- P National player of the Year Contender

CORE MESSAGES

LEADERSHIP

- Teammate-First Mentality, and Vocal Leadership

PERFORMANCE

- Elite Assist Numbers, Scoring Efficiency, and Big Game Performances

PERSONALITY

- Humble, Hard-working, and Family Driven

IMPACT

- Team Success, Cultural Influence, and Community Leadership

CONTENT PILLARS

HIGHLIGHT CULTURE

- Game-winning plays, fast breaks, and assists

MEDIA ACCESS

- Press interviews and locker-room moments

STAT STORYTELLING

- Infographics breaking down dominance

PERSONAL BRAND

- Family, training, and leadership moments

AWARDS PILLAR

- Comparison graphics





MEDIA SCHEDULE



PHASE 1: AWARENESS (NOV - JAN)

GOAL: BUILD NATIONAL AWARENESS OF BRADEN SMITH AS A NPOY CANDIDATE

- Send press releases out to national sports media outlets (FOX, ESPN, etc)
- Purdue Athletics social media channels produce highlight reels and stat graphics (2-3/ week)
- Paid ads on various social media platforms such as YouTube, TikTok, and Instagram (ongoing throughout campaign)

PHASE 2: ENGAGEMENT AND CREDIBILITY (JAN-FEB)

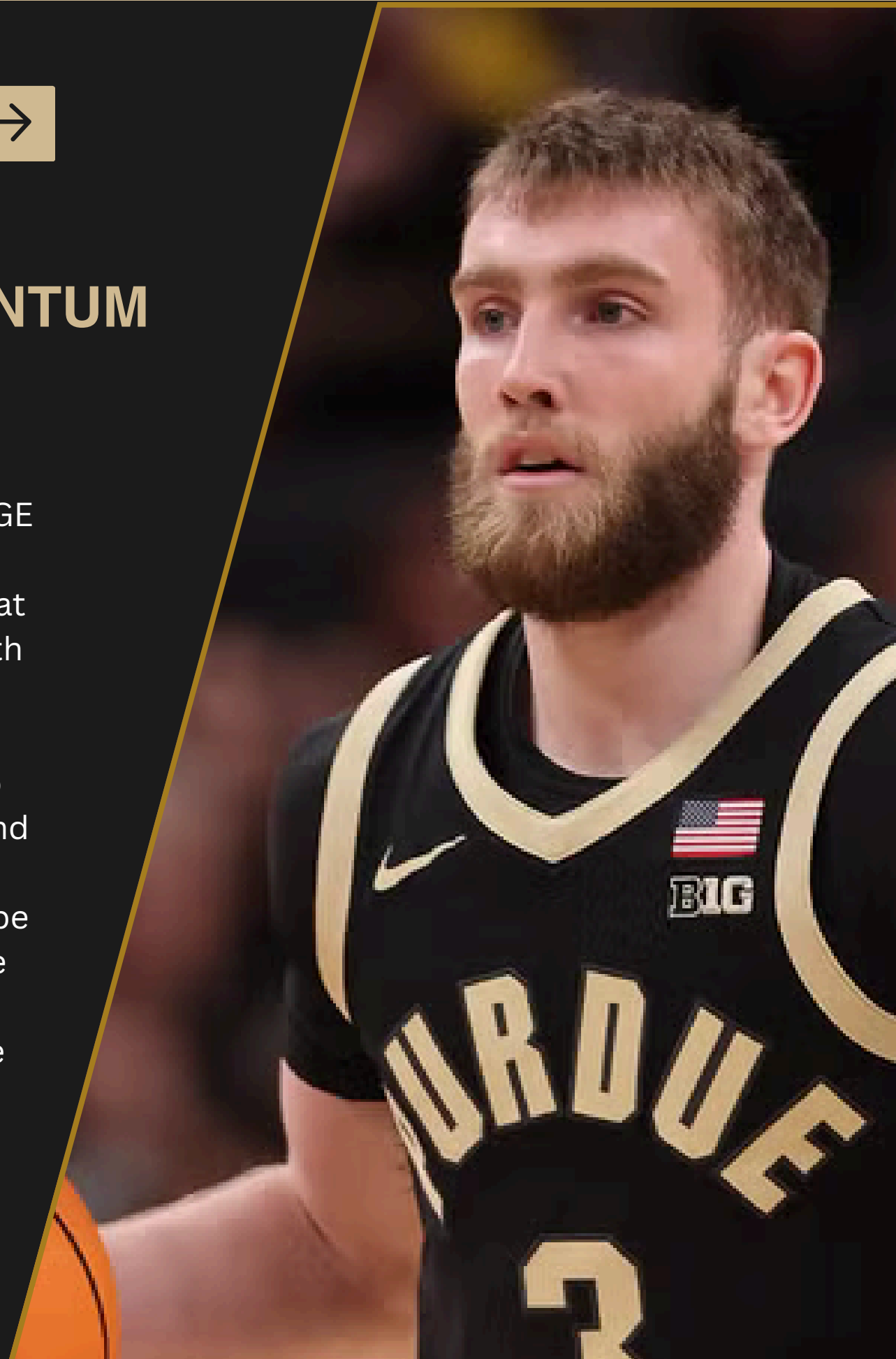
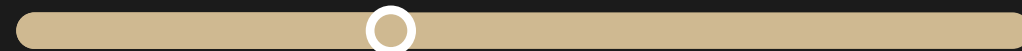
GOAL: REINFORCE CREDIBILITY THROUGH DATA EXPERT ENDORSEMENT AND FAN ENGAGEMENT

- Using interactive methods such as polls and question boxes on social media for fans to interact directly with Braden (1-2 times)
- Weekly graphics breaking down stats in comparison to other candidates to convey elite skill level
- Appearances on podcasts, interviews, and post-game press conferences after big wins to show personality and charisma

PHASE 3: MOMENTUM (FEB-MAR)

GOAL: DRIVE FINAL VOTING MOMENTUM AND ENCOURAGE NATIONAL CONVERSATION

- Get a hashtag trending that becomes synonymous with the campaign
- Countdown posts during the final week of voting to keep Smith top of mind and in the conversation
- Promote dynamic and hype highlight reels to continue showcasing talent
- Release a final mini-movie or documentary showcasing his journey to make a last emotional appeal to fans and sports experts (also within last week of voting)

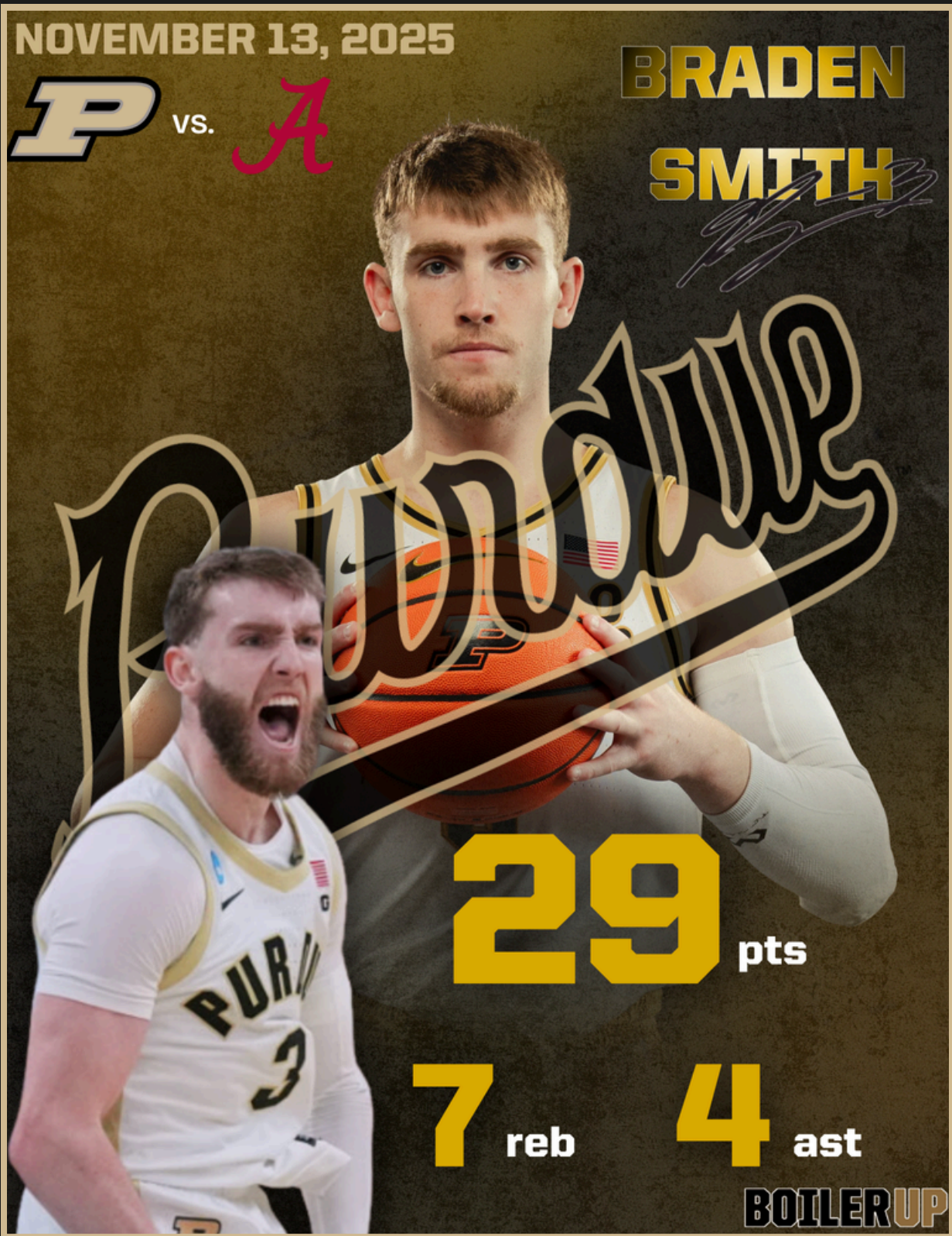


CAMPAIGN SOCIAL EXAMPLES

NOVEMBER 13, 2025

P vs. **A**

BRADEN SMITH



29 pts

7 reb **4** ast

BOILERUP

P **NAISMITH**
MEN'S COLLEGE PLAYER OF THE YEAR

TROPHY

Watch List

BRADEN SMITH



BOILERUP

BRADEN SMITH

2024 - 2025 STATS

15.8 PTS

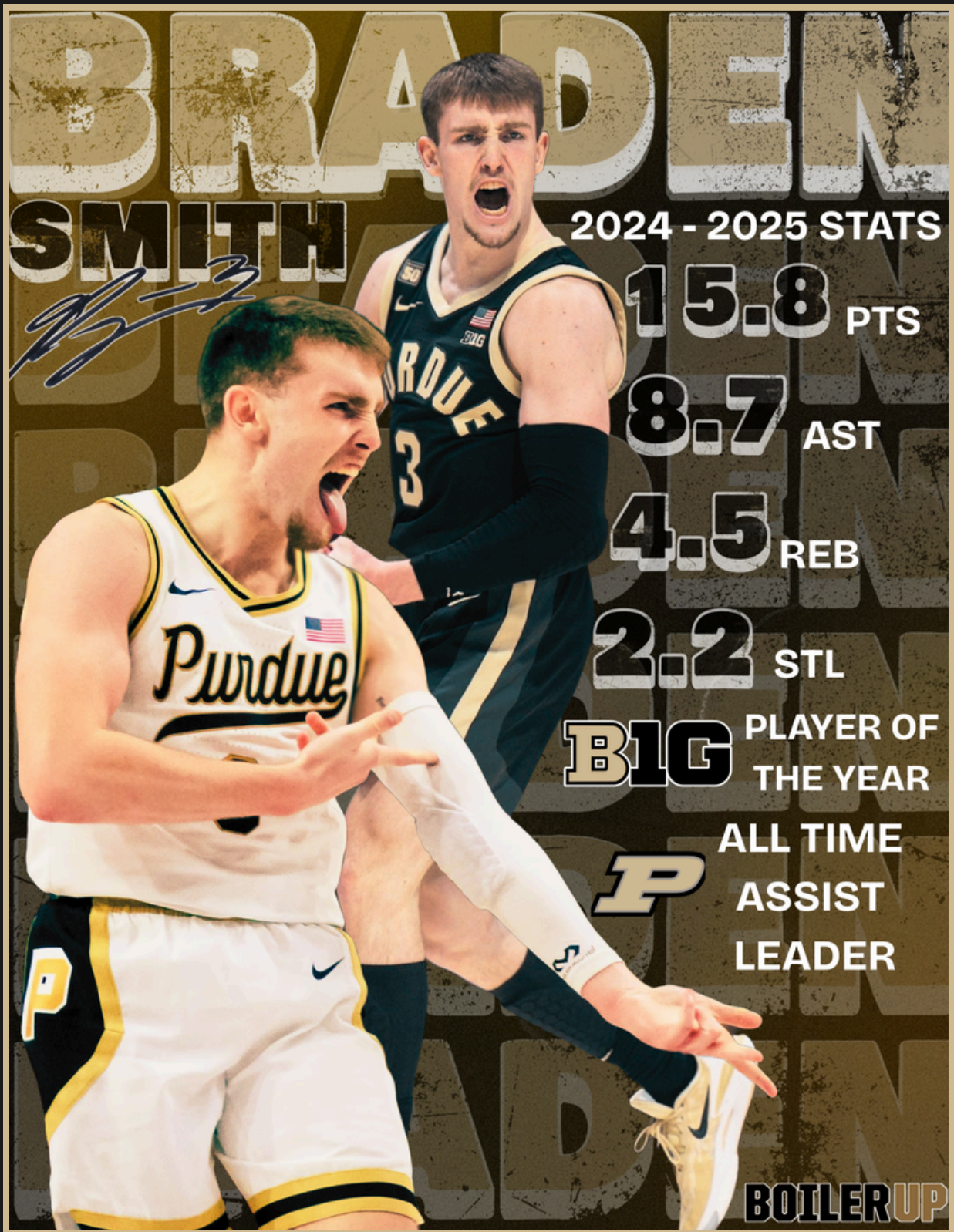
8.7 AST

4.5 REB

2.2 STL

BIG PLAYER OF THE YEAR

P ALL TIME ASSIST LEADER



BOILERUP

PRESS RELEASE

Key Strengths

- Mature leader
- Unselfish player
- Clutch under pressure
- Makes teammates better
- Strong work ethic

Why It Matters for NPOY

- Leadership stands out to voters
- Boosts overall team performance
- Trusted in big moments
- Creates a strong, positive campaign story



[LINK TO SMITH PRESS RELEASE](#)

FOR IMMEDIATE RELEASE
December 2025

Purdue's Braden Smith Begins 2025–26 National Player of the Year Campaign

Junior point guard looks to lead the Boilermakers during a big season ahead.

WEST LAFAYETTE, Ind. — Purdue Athletics is proud to announce the start of the 2025–26 National Player of the Year campaign for junior point guard Braden Smith, one of the most steady and exciting players in college basketball today.

Smith is coming off a strong sophomore season where he averaged 12.0 points, 7.5 assists, and 5.8 rebounds per game. He became the first player in Purdue history to record more than 200 assists in back-to-back seasons, proving his leadership and consistency on the court. His ability to make his teammates better helped Purdue stay at the top of the Big Ten and remain a national contender.

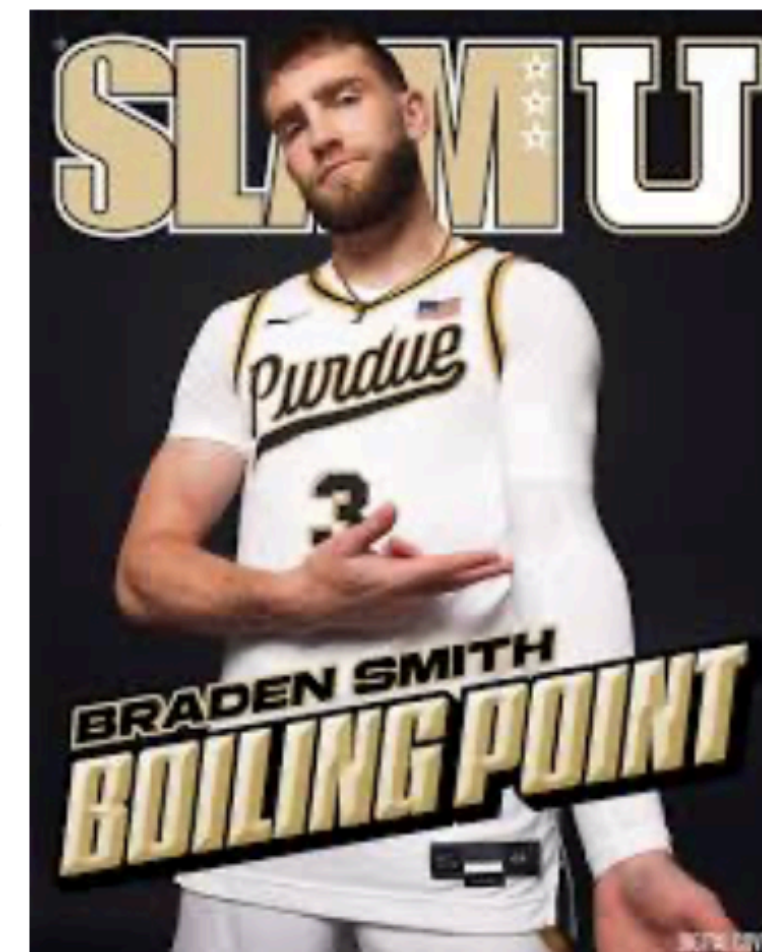
"Braden impacts our team in every way," said Purdue head coach, Matt Painter. "He leads with maturity, he communicates, and he always puts the team first. He's the type of player any coach would want running their program."

With national expectations growing, Braden Smith enters the season as a top candidate for major honors, including the Wooden Award, Naismith Trophy, and Bob Cousy Award. His unselfish style and steady presence make him a standout player to watch this year.

For interview requests or media information, please contact:
Purdue Athletics Communications

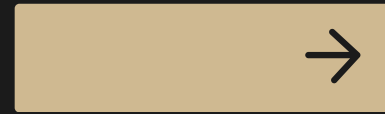
Email: imacdoug@purdue.edu
Phone: (765) 494-3194

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LEADING UP



GOALS

- P* Create urgency (“vote now/soon!”) and build momentum
- P* Remind and mobilize your audience to take action (share, vote, support)
- P* Amplify social proof (others voting, fans backing, national reach)

TWO WEEKS OUT

TACTICAL CONSIDERATIONS

EMPHASIZE URGENCY/TIME-SENSITIVITY

- “Only X days left,” - That sense of urgency motivates users to act rather than delay

MAKE SHARING EASY

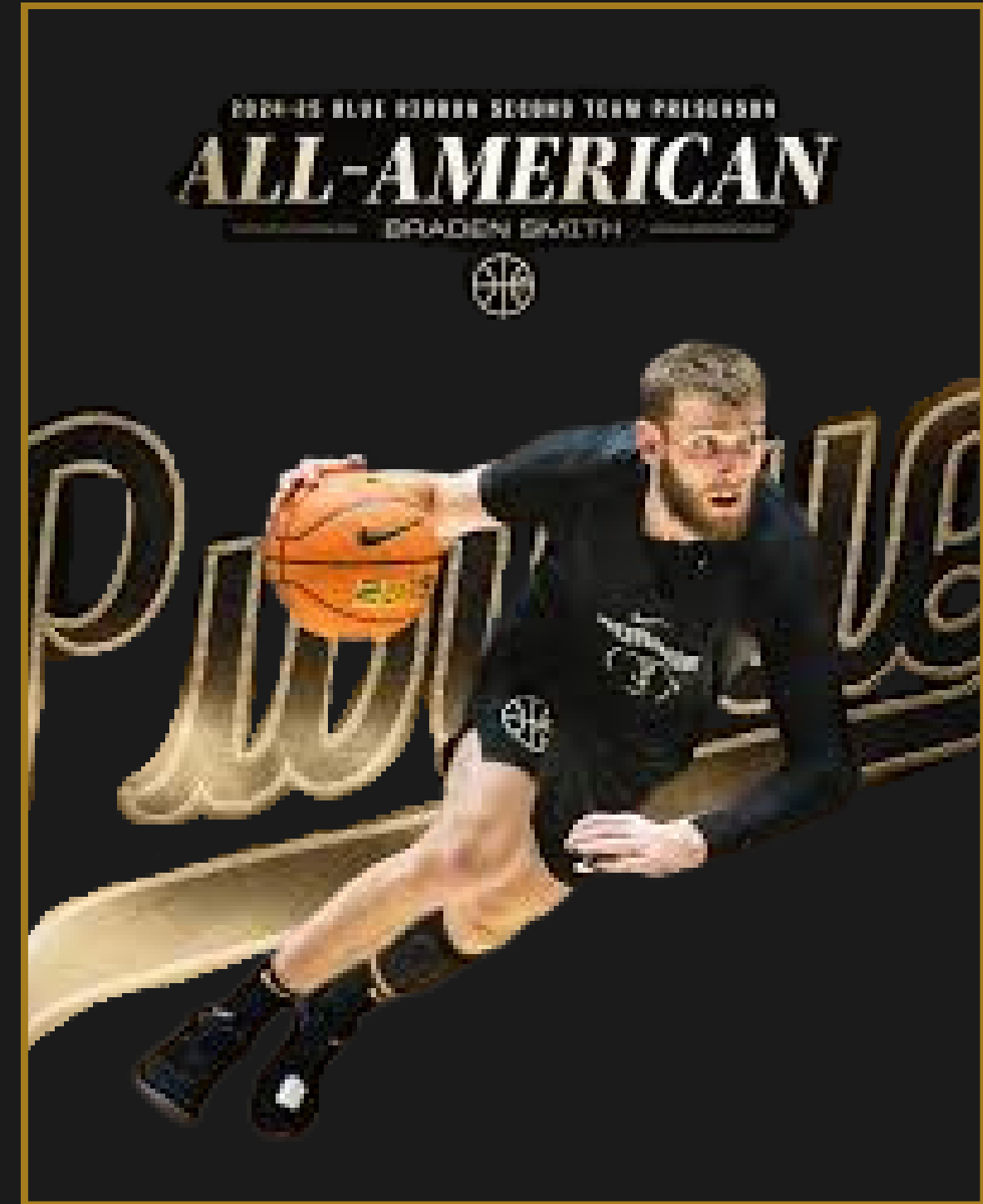
- Providing shareable graphics, prewritten messages, hashtags (e.g. #BradenForPOY), to encourage fans to spread the word

LEVERAGE DIFFERENT FORMATS & PLATFORMS

- A mix of videos (Stories, Reels, TikTok), static graphics, polls, and interactive content

MOBILIZE SUPPORTERS TO AMPLIFY

- Encouraging fans to repost, share, tag friends





ADV 314, TEAM B. SMITH

BIG

THANK YOU

Thank you for listening and considering
voting for Braden Smith

