

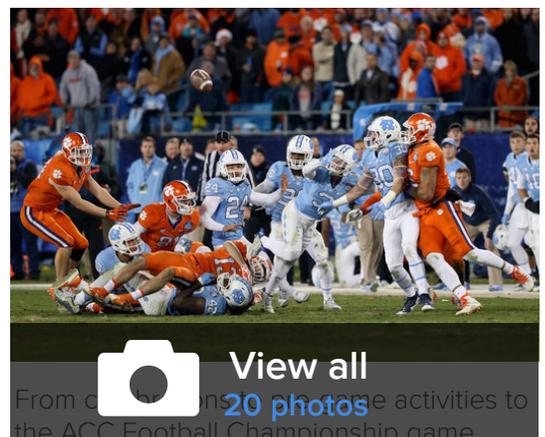
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# Sports: Learning from 11th Annual Dr Pepper 2015 ACC Championship Game

**December 7, 2015**

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The bottom line is Clemson Tigers won and UNC Tar Heels lost. Yet, the moment each punched their ticket to the Dr Pepper 2015 ACC Championship in Charlotte, NC, on December 5, 2015, at the Bank of America Stadium, the schools, supporters, and media alike, set in motion dramatic claims, what-ifs, and celebrations. Essentially the trilogy of competition, entertainment, and business. As for the contest itself, both teams had winning seasons, UNC only one loss and Clemson none; had high power offenses; had national rankings in the top 10. So the stage was set where someone was going to taste defeat in multiple ways. The final score was 45 to 37; Clemson retains their national ranking of No. 1 in College Football. The game lived up to the offensive hype, 15 total possessions for UNC; and 16 for Clemson, who ran out the clock; though ending amidst a bit of controversy. UNC scored a touchdown, with little over a minute left and favorable momentum; they recovered their ensuing onside kick, which a penalty negated. Following a redo and another mad scramble, Clemson hung on to the ball, solidifying victory. Analysis of replay does not appear to support the penalty.

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From cheerleaders to game activities to the ACC Football Championship game, fans came, players played, and we all enjoyed.

*Photo by Streeter Lecka/Getty Images*



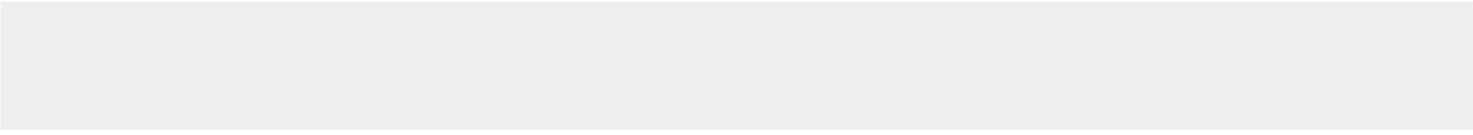
Photo by Streeter Lecka/Getty Images

The opening salvo of both teams ended in field goal attempts. First blood struck by UNC, after Clemson had missed. Like all poised teams, Clemson responded in next two possessions, scoring touchdowns. UNC, not folding, immediately followed with a touchdown of its own. Over the next six series by Clemson versus UNC five, each managed mostly punts and one touchdown; no turnovers. The halftime results had Clemson leading 21 to 16. The flow of game at this point was good. UNC got the ball first at start of third quarter; drove deep down the field; but off a deflected pass suffered an interception. This proved huge. Clemson made them pay, putting together a 96 yard touchdown drive. UNC in their very next offensive effort, while still in their own territory, went for it on fourth down. They failed; within thirty-eight seconds Clemson scored another touchdown. UNC then went three and out, but caught a break. They got an interception off a deflected pass, after punting to Clemson. And as offensive minded teams do, they capitalized with a touchdown. The next and last three opportunities of each team resulted in touchdown, punt, and touchdown by UNC, touchdown, punt, and field goal by Clemson. Setting that stage for the controversial call related to the onside kick. Make no mistake though it was a great game and Clemson won. The most valuable player was Deshaun Watson, of Clemson. The game was a sellout, setting an attendance record at 74,517. Consequently, the sea of orange wearers vastly outnumbered the powder blue. This was an ideal complement to last year's Georgia Tech and Florida State match-up, and established several new ACC title game records. Appropriately, with any major event, there is no shortage of fun things surrounding them. Such fan favorites of music, dancing, drinking, and chanting, make for good reasons to get involved, whether business or individual enjoyment. Note, mother nature was quite cooperative.



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