



# SPORTSBIZ MADNESS 2020: CASE STUDY TOURNAMENT

## CASE STUDY #1: MINOR LEAGUE BASEBALL PROMOTIONS PLAN

### INSTRUCTIONS

- 1) Read/review the case study with your team (student group or class)
- 2) Review the evaluation criteria
- 3) Create a response to case study
- 4) Submit your response
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**GOOD LUCK!**

### BACKGROUND

Minor League Baseball teams have historically implemented some of the most creative promotions in the history of sports marketing. From wild concessions offerings to wacky mascots and bobblehead giveaways, teams have run the gamut with their promotions. The latest promotional trend that has taken minor league baseball by storm is food-themed name changes for one game. As an example, last year the Midwest League's Wisconsin Timber Rattlers announced they would become the "Wisconsin Brats" for a home game in June. The team is also hosted a "fan's choice food fight", where a fan vote will determine a new concession item on the ballpark menu.

### SCENARIO

You have just been hired as the General Manager for a brand-new minor league baseball team in Madison, Wisconsin. This is the team's first year in the area and capturing fan interest will be paramount to the franchise's financial success. The team's stadium (not yet named) is located near downtown, right next to beautiful Lake Mendota. The stadium holds a maximum of 4,500 fans per game. The team is so new that it does not yet have a name so it will be the responsibility of your staff to identify and promote the team's name.

The team is a member of the "Great Lakes Baseball League" and the season is four months long, beginning in May and ending in August. There are nine other teams in the league, including a "rival" franchise in Illinois. The league has teams in five other states, including Illinois, Iowa, Minnesota, Ohio and Michigan. The team also stars a Major League prospect, Tim Givens, who will likely be called up by the Milwaukee Brewers at some point during the season.

The team's owner has also asked that you and your front office team establish ticket prices for the upcoming season, keeping in mind that ownership already set a goal of playing to crowds of at least 85% capacity on average throughout the year.



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## **YOUR CHALLENGE:**

The team owner has given you one week to create a promotions plan that will energize your new fan base and help the team to reach its attendance goal. Your plan must include, at a minimum, the following information:

- \* Identify a team name and name for your stadium
- \* Explain how promotions benefit a minor league sports franchise
- \* Create a promotional schedule by highlighting at least 8 specific promotional events, two for each month of the season
- \* Establish ticket prices for various stadium seating areas

## **BEFORE YOU BEGIN:**

We would recommend a brief review of units 6, 7, 9, 10 and 11 in SCC's textbook to make sure you have a firm grasp on the sports business concepts most applicable to this case study. This will also help with your explanation of how promotions benefit minor league sports teams. You will also want to do some research online to see what other teams are doing to promote their games this season and see some examples of promotional calendars.



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## CASE STUDY #2: OLYMPIC GAMES SPONSORSHIP

### INSTRUCTIONS

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### BACKGROUND

Sponsorship can be one of the most effective ways for brands to connect with sports and entertainment fans. With the visibility the platform provides, brands can boost levels of awareness and engagement. The most successful sponsorships can even help build meaningful relationships with consumers.

What makes for successful sponsorship? Several factors influence the effectiveness of a sponsorship, all discussed in unit eight of your textbook. For example, if a sponsor wants to encourage consumers to visit their place of business, they might create sales promotions surrounding the event or property they are sponsoring. To boost brand awareness, on-site signage at venues along with media promotion would be key. And perhaps the most critical component to any successful sponsorship campaign is an effective activation strategy.

For some creative inspiration, check out this story from [Chief Marketer](#) discussing some of the unique activations at the 2019 Super Bowl (click [here](#)). Click [here](#) to see a list of all the official partners of the 2020 Tokyo Games.

### SCENARIO

You are the head of the sports marketing team at Coca-Cola, an official partner of the Tokyo Games. With Summer Games right around the corner, you are tasked with the development of an activation plan that will maximize the brand's investment as an official sponsor of the Olympics.

With the recent [launch](#) of a new flavor (Orange Vanilla Coke), the company hopes to leverage the excitement surrounding the Olympics to boost awareness for not only the new product, but also its full portfolio of brands. The company's position as official sponsor presents a great opportunity to build brand recognition for all its products with a sound sponsorship activation strategy.



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## **YOUR CHALLENGE:**

The company president has given you one week to create a sponsorship strategy for the tournament that will provide the brand with a return on its sponsorship investment. You are to create an activation plan that addresses the following:

- \* Explain what sponsorship is and why brands invest in sponsorship strategies
- \* Describe activation strategies that will maximize awareness of the new flavor
- \* Describe activation strategies that will create opportunities for fans to try the new product
- \* Describe activation strategies that will engage fans through social media
- \* Explain how this sponsorship strategy will, ultimately, boost sales of Coke products (and Orange Vanilla Coke in particular)

## **BEFORE YOU BEGIN:**

We would recommend a brief review of unit eight in SCC's textbook to make sure you have a firm grasp on the sports business concepts most applicable to this case study. This will also help with your explanation of why brands invest in sponsorship strategies. You will also want to do some research online to see what other teams are doing to promote their games this season and see some examples of promotional calendars.



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## CASE STUDY #3: ADVERTISING CAMPAIGN – NEW BALANCE BASKETBALL

### INSTRUCTIONS

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### BACKGROUND

You own an advertising agency that has just been awarded a contract from a major brand. New Balance, the footwear and apparel company, hopes to gain market share by signing a sponsorship deal with the NBA and an endorsement deal with last year's NBA Finals MVP, Kawhi Leonard. Nike and adidas have dominated the market for years, but New Balance is gaining ground. Your agency will be responsible for creating an advertising campaign surrounding the launch.

### SCENARIO

New Balance has an advertising budget of \$10,000,000. They have suggested that they would prefer a variety of advertising channels to help amplify the message surrounding the new product launch. Below, you will find a "rate card" which provides advertising costs through several different platforms. You must prepare a report describing your advertising plan for your client (New Balance). Use the spreadsheet template provided by your teacher to track your ad spend and be sure to submit an excel file (see example below) with your report.

Your plan must include, at a minimum, the following information:

- Name of your advertising agency
- Description of why your strategy will effectively help New Balance to boost sales and increase market share
- Copy of an excel spreadsheet showing your budget and how you will spend the \$10M on media / advertising
- Explanation of why you selected the various advertising channels to help maximize the campaign's reach (the # of consumers who are exposed to the ads)
- At least one ad sample (what will your ads look / sound like?) which could include:
  - o Print
  - o Radio
  - o TV
  - o Radio
  - o Social media



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## RATE CARD:

30 Second Super Bowl commercial	\$5 million per :30 spot
30 Second Academy Awards (Oscars)	\$2.5 million per :30 spot
30 Second Grammys	\$1 million per :30 spot
30 Second FIFA World Cup	\$5 million (bundle of five :30 spots)
30 second NCAA MBB Championship Game	\$1.5 million per :30 spot
30 second NCAA CFB Championship Game	\$1.5 million per :30 spot
30 second ESPN Sports Center	\$30,000 per :30 spot
Local sports radio in NYC, CHI, LA	\$25,000 for <u>one month</u> of ads
30 second Sirius XM Sports Radio Programs	\$20,000 <u>per week</u> across multiple channels including NFL Radio, Bleacher Report Radio, Mad Dog Sports Radio, Fox Sports Radio
Full color print ad (digital) <i>Sports Illustrated</i>	\$50,000 one-page <u>tablet</u> ad
Billboard advertisement in Milwaukee, WI	\$5,000 per month
Billboard advertisement in San Diego, CA	\$10,000 per month
Billboard advertisement in Boston, MA	\$20,000 per month
Giant painted wall in NYC, Chicago or LA	\$150,000 per month
30 Second Top-rated TV program (ie The Voice)	\$300,000 per :30 spot
Snapchat lens	\$175,000 per day
Instagram post from Selena Gomez (200 M followers)	\$600,000 per post
Instagram post, global soccer star with 150 M followers)	\$450,000 per post
Instagram post from pro athlete who currently does not have a footwear or apparel brand deal in place	\$100,000 per post per player
Endorsement deal with NBA player who currently does not have a footwear or apparel brand deal in place	\$250,000 per player

## SPREADSHEET EXAMPLE:

Agency Name:	Agency X		
	<i>(Your own name for your fictitious ad agency)</i>		
School:	Sports Career Consulting High School		
Student Name(s):	John Smith		
	<b>Platform</b>	<b>Cost</b>	<b># of buys</b>
			<b>Total cost</b>
	:30 Super Bowl	\$5,000,000	1
	ESPN print ad	\$50,000	6
	SI tablet ad	\$50,000	6
	Snap lens	\$175,000	10
	Billboard - Milwaukee	\$5,000	10
	Sirius XM radio ads	\$20,000	50
	NBA player endorsement deal	\$250,000	2
	NBA player #1 Instagram posts	\$100,000	3
	NBA player #2 Instagram posts	\$100,000	4
	NFL player #1 Instagram posts	\$100,000	4
	<b>Total</b>		
			<b>\$10,000,000</b>

## EVALUATION:

The winner of this case study challenge will be determined by which team submits the advertising campaign that puts New Balance in the best position to reach consumers. Careful identification of which advertising channels that will effectively reach the most consumers (and not exceeding at \$10 million media spend) will be critical. A thorough description of how the ad campaign will be successful is important. The submission of at least one creative sample advertisement will also be part of the evaluation process.



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## CASE STUDY #4: TARGET MARKETING - PGA TOUR

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### BACKGROUND

The PGA Tour has an aging fan base. For the Tour to continue to grow, marketing executives must find ways to reach a younger audience. Fortunately, several of the most popular players on today's PGA Tour are young athletes, presenting an excellent opportunity for marketers to connect with a younger generation of golf fans. It also doesn't hurt that Tiger Woods has become relevant again, generating more excitement surrounding PGA Tour events and creating a platform to implement strategies that younger target fans outside of its traditional audience.

### SCENARIO

You are part of the PGA Tour's marketing staff. The Tour's CEO has asked your team to create a strategy for building a larger audience in a younger age group. You must provide a report detailing your recommendations for growing the sport by targeting a more youthful demographic. Your report must include, at a minimum, the following information:

- Identification of target market
- Description of consumer behaviors within that target market (what do they like, dislike, how do they consume the product, etc.)
- Development of a specific plan for reaching and engaging with that target market in a way that will help the PGA Tour to become more popular with a younger demographic
- As you develop a response to this case study, think about whether your strategy addresses the following (and think about why each might be important to the overall success and potential growth of the PGA Tour):
  - Will more fans follow individual players on the tour on social media?
  - Will more sponsors want to support the tour?
  - Will more spectators come out to watch Tour events?
  - Will more fans tune in to watch on television?
  - Will more fans be engaged with your various digital platforms (streaming video, website, social channels, PGA Tour app etc)?
  - Will more people want to play the game of golf?



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## **BEFORE YOU BEGIN:**

Some suggestions for the sports business concepts most applicable to this case study and corresponding lesson from SCC's digital textbook:

- Lesson 1.3 – Media
- Lesson 2.5 – Understanding the Product
- Lesson 4.9 – Digital Marketing
- Lesson 7.6 – Promotion
- Lesson 8.3 – Sponsorship Decisions
- Lesson 11.2 – Publicity