



SPORTSBIZ MADNESS 2020: CASE STUDY TOURNAMENT

CASE STUDY #3: ADVERTISING CAMPAIGN – NEW BALANCE BASKETBALL

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
- 5) Be sure to include a team name, the names of team members and class period
- 6) Reminder: Your entries are limited to no more than two pages!

IMPORTANT: If you send something via Google Docs, please remember to make sure you turn on permission to review/edit the document!

GOOD LUCK!

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		
	(Your own name for your fictitious ad agency)		
School:	Sports Career Consulting High School		
Student Name(s):	John Smith		
Platform	Cost	# of buys	Total cost
:30 Super Bowl	\$5,000,000	1	\$5,000,000
ESPN print ad	\$50,000	6	\$300,000
SI tablet ad	\$50,000	6	\$300,000
Snap lens	\$175,000	10	\$1,750,000
Billboard - Milwaukee	\$5,000	10	\$50,000
Sirius XM radio ads	\$20,000	50	\$1,000,000
NBA player endorsement deal	\$250,000	2	\$500,000
NBA player #1 Instagram posts	\$100,000	3	\$300,000
NBA player #2 Instagram posts	\$100,000	4	\$400,000
NFL player #1 Instagram posts	\$100,000	4	\$400,000
Total			\$10,000,000

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.