



Triple A Baseball Advertising Plan

SITUATION

You are an advertising consultant who was just hired by Triple A baseball to help determine which products and services would gain the most from advertising to Triple A baseball fans. The league has given you some key demographic information detailing their fan base. The league would like for you to provide a report on which product and service categories, companies and brands they should approach about advertising with Triple A baseball.

League demographics:

1. 40% of the fan base earns \$46-75K per year
2. 42% of the fan base has an undergraduate degree
3. 91% of the fan base has a major credit card
4. 69% of the fan base owns their own home

INSTRUCTIONS

Develop a plan to present to Triple A baseball league executives. In the plan, describe the types of products and merchandise, and specific brands where possible, that you would target as ideal advertisers who would benefit most from advertising during Triple A baseball games. Also provide ideas for which forms of media you would use to advertise. Be sure to support your recommendations with market segmentation strategies and target marketing identification.

Your plan can be written and submitted to your teacher or presented to the class through a role play.

GUIDE / CONSIDERATIONS

1. What types of products, services or brands fit Triple A baseball's fan base?
2. How else can Triple A baseball segment the market?
3. Will the current economic conditions impact Triple A baseball's demographics?

EVALUATION STANDARDS

1. Understand the concept of market segmentation.
2. Understand the concept of target markets.
3. Successfully identify various forms of media and how each can help an advertiser reach a target audience.