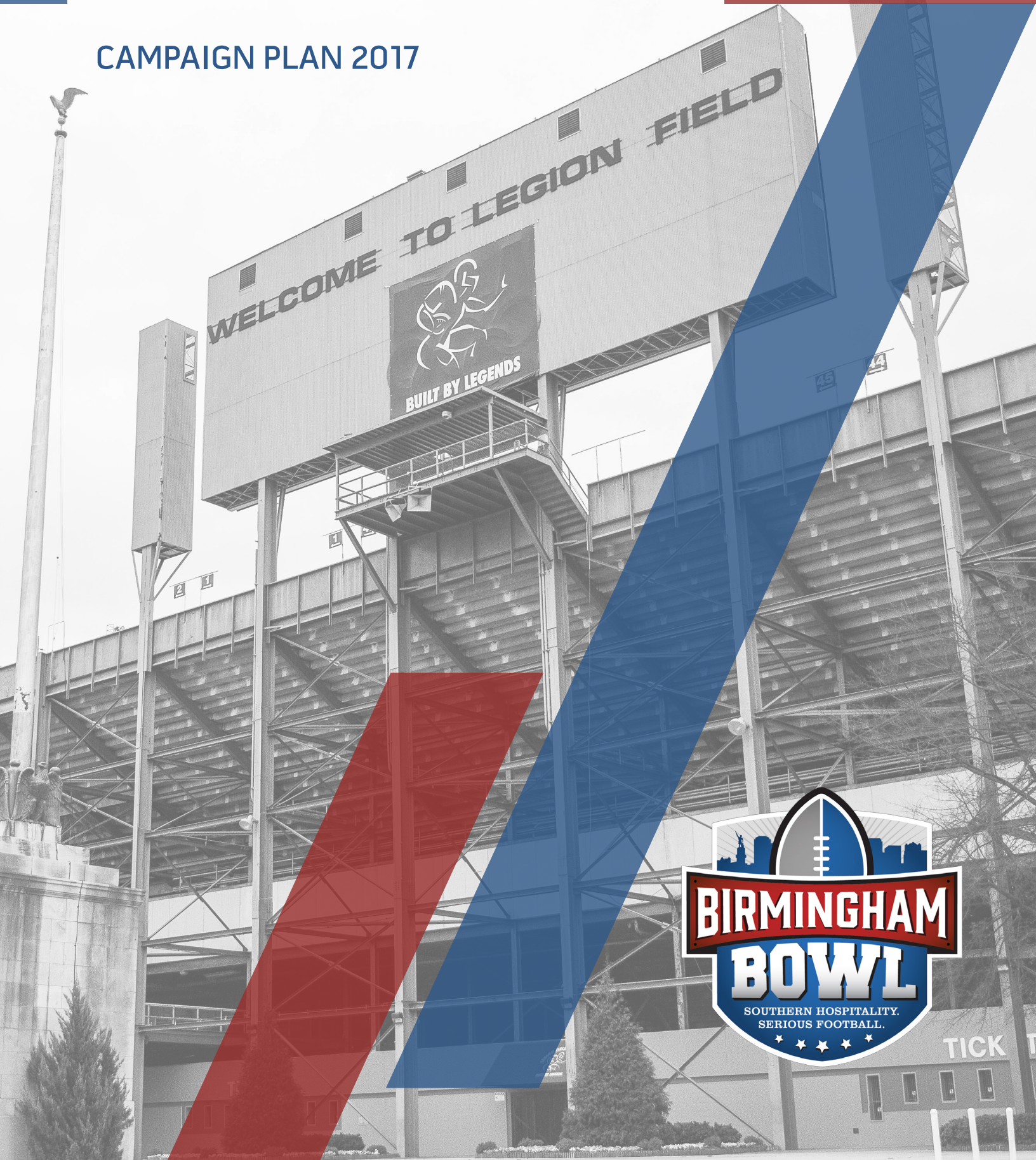


ESPN EVENTS BIRMINGHAM BOWL

CAMPAIGN PLAN 2017





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EXECUTIVE SUMMARY

Client: ESPN Events

Product: Birmingham Bowl

Period: March 1-December 27

Budget: \$112,500.00

Marketing Objective

For the months of March through October, this campaign will establish a period of stagnant advertising to start placing the Birmingham Bowl into consumers' minds. November and December will be characterized by heavy advertising across a variety of platforms, triggering top-of-the-mind awareness within the 90-mile radius of Birmingham, Alabama for male and female residents ages 25 to 54. This campaign will increase Birmingham Bowl website traffic by 30% and game attendance by 10% among consumers within the targeted demographic.

Communications Objective

This campaign will distinguish the Birmingham Bowl and the satellite events surrounding it as the ultimate holiday destination for those within the geographic target. It will also portray the Birmingham Bowl as an ideal family event for those looking to maintain tradition.

Target Audience

The primary target audience for this campaign will be male college football fans ages 25 to 54 who reside within

a 90-mile radius of Birmingham. The secondary target will be females ages 25 to 54 who also live within the 90-mile radius of Birmingham.

Creative Strategy

Through its creative strategy, this campaign will reinvent the Birmingham Bowl as a holiday event for the whole family rather than just a football game. Though the campaign will not ignore the fact that the Birmingham Bowl is indeed a football game, it will communicate through creative positioning that the game, as well as the events leading up to it, serve as a form of amusement for all college football fans in the area, not just those who are partial to the teams playing in the game. The advertising and promotions seek to attract not only college football fans but also their family's designated decision-makers when it comes to choosing family-oriented activities to partake in.

Media Strategy

A promotional burst schedule will characterize this campaign. It will rely mostly on promotions, social media posts, and social media sponsored ads from March through October. During this rather stagnant advertising period, 2.8% of the budget will be allocated toward social media advertising. The majority of the advertising will occur during the two months leading up to the bowl game in order fit the holiday

theme of the campaign and generate interest at the appropriate time. The proposed media strategy will establish top-of-the-mind awareness and position the Birmingham Bowl as the perfect holiday celebration. Since television is the highest concentrated advertising medium used within the campaign's primary and secondary audiences, 28.5% of the total budget will go towards cable TV advertising. 17.8% of the budget will be devoted to outdoor advertising and 16.2% will be allotted for radio — both vital components that consumers will be exposed to during the drive to and from work. Print, which will be displayed in shopping malls and newspapers during the holiday season, will receive 12.6% of the budget. Since the primary target audience favors social media least when it comes to advertising, 4.2% of the budget will go toward social media sponsored ads during the last two months of the campaign. The remaining 17.3% of the budget will go toward website maintenance, contingency, graphic design, public relations, and promotional expenditures, all necessary components that will assist in conveying the campaign's core message.

SITUATION ANALYSIS

Below is an overview of the research that was conducted during the assembly of this campaign. To summarize the findings, the following situation analysis is separated by examination of the company, consumer, market, product, and competition. The information obtained through secondary research assisted with the development of the creative ideas and strategies that are essential to this campaign. Primary research was also gathered in order to generate a sufficient amount of qualitative data to inspire some of the campaign's messaging and creative tactics. The following section represents information gathered during the research process and emphasizes crucial data that was collected.

COMPANY ANALYSIS



13 College Bowl Games
9 College Basketball Events
2 College Award Shows

ESPN Events is headquartered in Charlotte, North Carolina with small regional offices located in its bowl markets. The company launched in 1994 as ESPN Regional Television. Before it was purchased by ESPN, Inc., ESPN Events was known as Creative Sports, which eventually coalesced with Don Ohlmeyer's Ohlmeyer Communications Corporation Sports (OCC Sports). It officially became known as ESPN Events in 2013. Its major stakeholders include participating teams, sponsors, and fans.

As a subsidiary of ESPN, Inc., of which the Disney-ABC Television Group owns 80% and the Hearst Corporation owns 20%, ESPN Events owns and operates 28 collegiate football and basketball teams. The company oversees the business aspects of its events, including tasks related to promotions and what goes on behind the scenes. As of now, ESPN Events handles three Labor Day weekend football games, 13 college bowl games, nine college basketball events, and two college award shows. This accounts for over 250 hours of programming, reaches nearly 64 million viewers, and attracts more than 700,000 attendees each year. With offices in Boca Raton, Boise, Dallas-Fort Worth, Albuquerque, St. Petersburg, Las Vegas, and Birmingham, the company builds strong relationships with conferences, schools, and local communities. It also provides unique experiences for teams and fans. It is often looking to take on new endeavors that will produce prosperous income. Its

most recent acquisition is the Popeye's Bahamas Bowl, which kicked off about two years ago.

ESPN Events generates revenue from sponsorship sales (national and local), ticket sales (contractual/schools, corporate, and local), the television rights fee, and merchandise sales. ESPN Events' main mission is selling tickets to its events as well as engaging the local market. Convincing locals to fill the stands has proved to be a challenge due to a lack of interest in the teams playing. ESPN Events accounts for a tangible risk that is ever present throughout the preparation process. Since participating teams are not decided until three weeks before kickoff, pushing tickets can become extremely difficult.

The company's expenses include team stipends, facility costs (rent, security ushers, etc.), team gifts, ancillary events, signage, marketing/advertising, food and beverage for VIPs/sponsors, entertainment, website design/upkeep, sponsorship recaps, and other miscellaneous things such as the winning team's trophy, officials, ticket stocks, etc.

ESPN Events is culturally progressive and is attempting to expand its horizons and increase the efficiency of its products. The company is willing to achieve this task by implementing new strategies that will slingshot it into the upper echelon of the market.



MORE THAN 700,000 PEOPLE
ATTEND EVENTS EACH YEAR.

CONSUMER ANALYSIS



82%

of parents with children under the age of 18 indicated that following sports is a good way to bond with friends and family members.

Since the product this campaign will advertise is a college football game, it is fundamental to target people who like watching sports. That being said, one of the major aspects that this campaign will focus on is not only consumers habits in terms of watching sports but also in terms of family life. Targeted consumers will consist largely of family men and women. For this reason, the Birmingham Bowl will be positioned to represent the values that these people hold close. In this case, these values will mostly be related to the holidays and the sense of tradition that these consumers desire to uphold within their families.

significant other or with their children. The majority of sports fans say that following a team helps them bond with others and connect with their community. 82% of parents with children under the age of 18 indicated that following sports is a good way to connect with friends and family members. Watching sports is far more than just a personal experience — it's an opportunity to relate with others.

College Football Fans

College football is a large part of American culture. As measured by Scarborough Sports Marketing, college football is the third most popular sport in America to the National Football League (NFL) and the Olympics. There are several reasons behind Americans' love for college football. First of all, many people watch because of the "up-and-comers," or college football players who have the potential to play in the NFL. Because the NFL does not draft players until they have been out of high school for three or four years, virtually all of the players who eventually get drafted by the NFL have played on college teams. This places college football players in a more normal light since even top-notch players must attend and pass classes just as typical students should. Another reason people like to follow college football is because of local pride. While only 22 states have NFL teams, there are over 100 college football teams. This gives people the chance to cheer for a local team when they do not have a local professional team to cheer for. College athletics tend to have more intense rivalries and, in turn, intense "fandom." The dedication found in college football fans most likely stems from the fact that many of them favor their alma mater. Since the college experience usually holds a special place in a person's heart, so do the sports teams that represent whatever institution said

Overall Sports Fans

Sports fans in general are more likely to be men, millennials, and overall affluent. A sports fan is defined as someone who watches at least half of his or her team's games throughout the year. 80% of men identify as sports fans and only 56% of women consider themselves to be sports fans.

Sometimes, watching a sporting event is not all about what is happening on the field. Nearly all sports fans drink beverages while watching games, and about half drink water, soda, and beer. This shows that watching a game is a time for fans to relax and unwind. Though many fans drink alcohol while watching games, few are "drinking to get drunk." Fans tend to lean towards beer and wine over hard alcohol. Fans also tend to indulge in snacks while watching games. Because of the convenience of food delivery, many fans like to watch games from home or restaurants. In terms of company, sports fans are likely to watch games with whoever is around. This could mean that they end up watching the game alone, which many do, but most say that they like to watch games with their

1



2



3

COLLEGE FOOTBALL

Most popular sports in America



experience took place at. In addition to sentimentality, the tradition that comes with college football is a factor that draws fans. The first college football game ever took place nearly 150 years ago in 1869. This means that college football has an even deeper history than the NFL, which was not formed until 1922. The final reason that people love supporting college football is because of the authenticity that it represents. Unlike the NFL, college players are not paid for their participation if you don't count scholarships. A lot of football fans feel that the NFL has become too commercial and is based off of "showmanship" rather than skill and pure love for the game.

Understanding the college football fan is instrumental in promoting such a culturally driven event. Male sports fans are much more likely than female fans to keep up with player and game statistics, team details, and national sports analysts' commentaries. Although women are beginning to take more of an interest in college football, the main supporters tend to be males aged 25 to 54. When it comes to college football, 45% of males "almost never miss a game" and only 26% of females say the same. Though they may not be the most interested in sports, women are essential in making sporting events a family affair instead of a pastime, which proves that there is opportunity to target women as a secondary audience.

The "Fanatic Family Man":

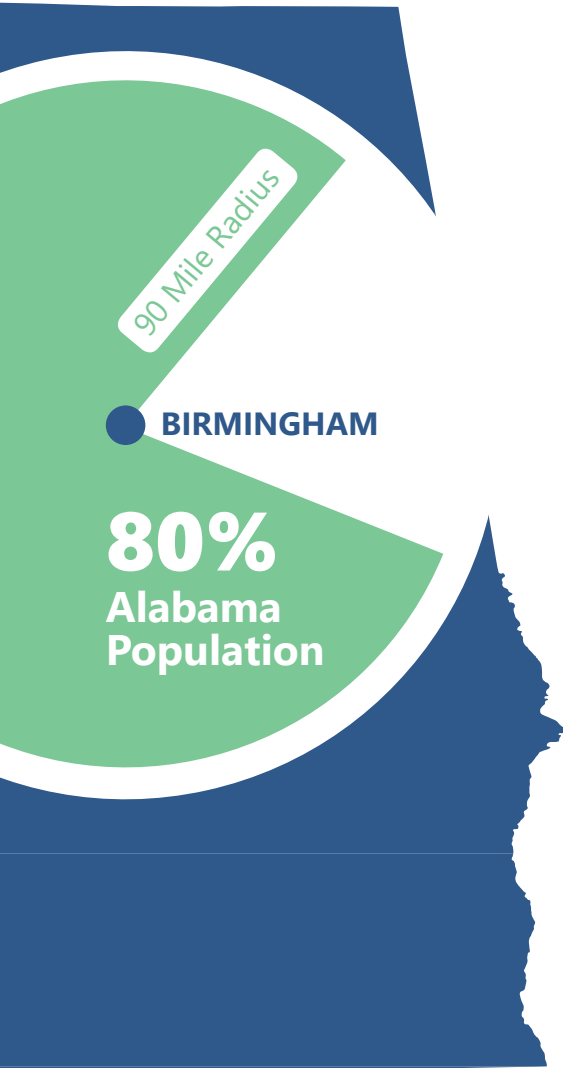
Primarily, our campaign will target the "Fanatic Family Man" demographic, which consists of males aged 25 to 54 with a household income of \$50,000+ and at least one child under the age of 18. These men most likely graduated from a four-year college and have a stable office job of some sort. They value family time and

tradition. They are avid sports fans with a particular interest in college football, which they would like to pass on to their own children.

The "Family Event-Planning Woman":

Women are both under-engaged and under-targeted when it comes to marketing to sports fans. Though the typical football fan is man 45 years of age or older, 44% of sports fans are women according to Mintel's online population. Because of this, women can be a useful demographic for sports leagues and sponsors to target. This is especially true in the case of the Birmingham Bowl because women are more likely to plan family outings and to buy sports-related merchandise for their family and friends. These "Family Event-Planning Women" are women ages 25 to 54 with at least one child under the age of 18. They spend a lot of time planning their family's bonding activities. They are also in charge of the majority of their family's shopping and struggle to find the right holiday gifts for their family each year.

MARKET ANALYSIS



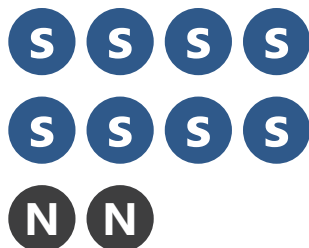
As of 2015, the North American sports market brings in an estimated \$64 billion per year. This estimate includes gate revenues, media rights, sponsorships, and merchandising. This number is expected to increase 11% to \$70 billion by 2018. (Marketing To Sports Fans, Mintel) Though attendance has faced a recent decline, Birmingham is the number one market for college football. Over half (56%) of adults in the Birmingham market identify as “avid college football fans.” In addition to this, eight out of the top 10 markets are located in the south, proving that this region is the ideal market for college football.

The market for this campaign, which includes the 90 mile radius surrounding Birmingham, makes up nearly 80% of the total Alabama population. This market consists of over 30 counties and carries a total population of around 1,548,510. According to a study that Scarborough Sports Marketing conducted, “Birminghamites” are 5 times more likely than all Americans to be willing to pay \$75+ for a college football ticket. This shows the eagerness of Birmingham residents to attend college football events.

Recently, college football attendance has been down due to a variety of factors. Improved production quality makes it so that fans don't have to get off of their couch to watch games. By watching at home, fans also have the luxury of having food and alcohol nearby, and not having to follow a dress code. Social media has also become an essential part of sports. It is difficult to get network and internet access inside a football stadium where nearly everyone

is trying to get online, so a lot of people decide to stay at home so that they can use their phones. Another factor that has contributed to the decrease in attendance is bowl game scheduling. Fans do not want to pay to attend a game that could potentially be a blowout — they want to go to games that are evenly matched and will be interesting to watch.

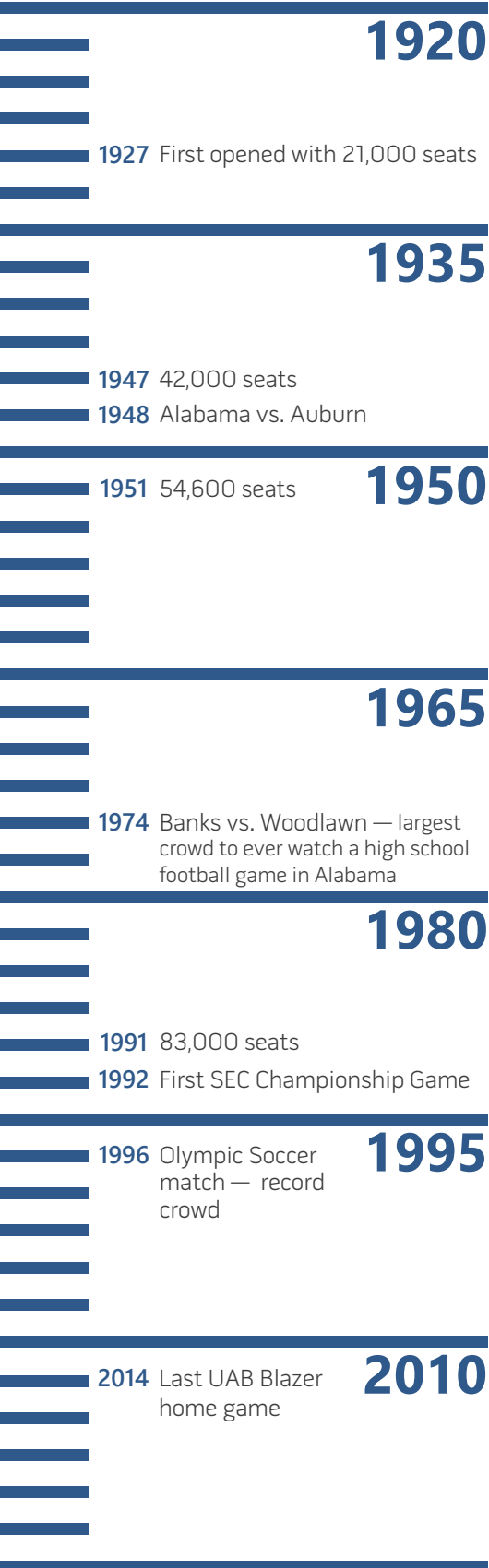
It is important to note that since the teams playing in the game vary each year, so does the fanbase. For this reason, it is conducive to this campaign to consider the consistencies within the market. Market research shows that people are becoming more and more inclined to watch games from their homes than to buy tickets to a bowl game. Kids are also being exposed to an increasing amount of technology. Though this is an inevitable part of a progressing culture, children benefit exponentially from participating in live events such as the Birmingham Bowl as it teaches them the importance of community and passion.



TOP 10 COLLEGE FOOTBALL MARKET
South vs. National



TIMELINE FROM 1927-2014



PRODUCT ANALYSIS

Since its introduction roughly 10 years ago, the Birmingham Bowl has been through numerous changes. It was originally known as the Papajohns.com Bowl due to a multi-year contract with Papa John's Pizza in 2006. The first Papajohns.com Bowl game was played on December 23, 2006. Throughout its first three years of existence, the bowl game was played in December. After its first three years, it became one of five bowl games being played on January 2, 2010. Papa John's chose not to renew the sponsorship in 2010 and the bowl game became known as the Birmingham Bowl. In November 2010, BBVA Compass Bank gained naming rights and the Birmingham Bowl became the BBVA Compass Bowl. The BBVA Compass Bowl prides itself on hosting a competitive football games with teams from two notable conferences: the Southeastern Conference (SEC) and the American Athletic Conference (AAC). The event has become identified as one that showcases high scoring offenses and tough head-to-head competition.

According to the Greater Birmingham Convention & Visitors Bureau, the Birmingham Bowl has provided upwards of \$108 million in economic impact for the Birmingham community since 2006. This is a significant amount of impact since participating teams are typically not from the area. That being said, many product reviews show that the Birmingham Bowl has not given the fans what they wanted in the past. Many consumers complain that, though inexpensive, parking is located in an undesirable area. They also complain that the stadium is falling apart, probably due to the fact that it hasn't been updated in years. That being said, Legion Field offers a kids zone, nice sky boxes, a nice looking turf field, and is considered one of the most iconic college

football venues in history. This campaign will focus on the positive aspects of the Birmingham Bowl, particularly the fact that it has established a sense of southern, American tradition and would make a satisfying holiday gift.

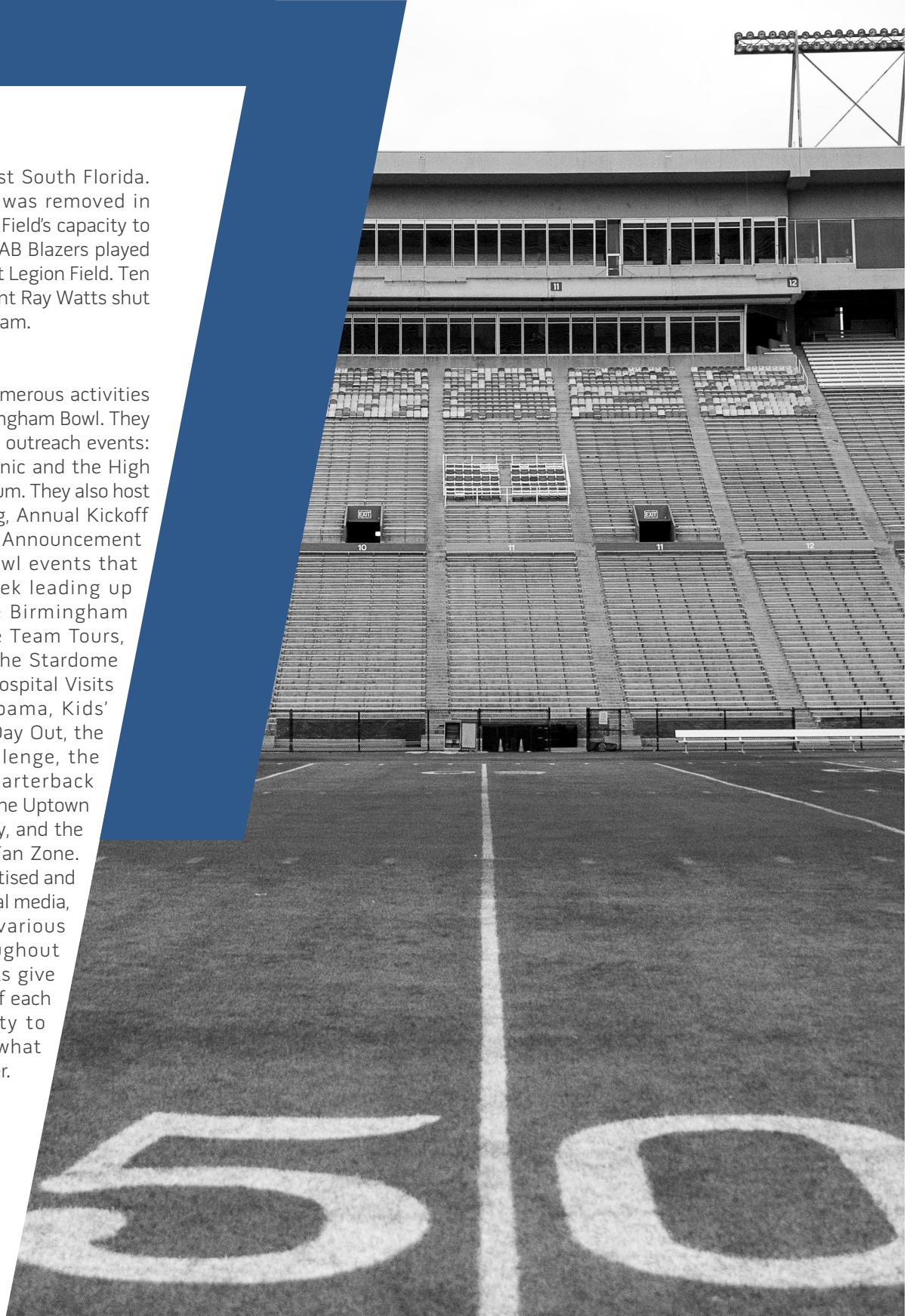
History of Legion Field

Legion Field first opened its gates in 1927. The stadium held 21,000 seats. In 1947, the stadium's capacity was doubled to 42,000 seats, which included the addition of the south end zone "horseshoe." In 1948, Alabama and Auburn faced each other at Legion Field, making it their first time playing each other in 41 years. In 1961, an upper deck was added to the east side of the stadium, increasing capacity to 54,600. A stadium bond issue in 1964 funded an additional 14,000 seats in north end zone and the Birmingham Post-Herald and Birmingham News donated \$10,000 to install 2 new scoreboards. In 1965, a new press box with elevators from the ground level to the top of stadium was installed. In 1970, the natural grass was replaced with Poly-Turf and five years later, AstroTurf replaced the Poly-Turf. In 1974, Banks and Woodlawn high schools played each other at Legion Field, drawing a crowd of 42,000 — the largest crowd to ever watch a high school football game in Alabama. 7,000 seats were added to the south end zone in 1977, creating an enclosed bowl, and Legion Field hosted the first Hall of Fame Classic bowl game. In 1991, final additions were made and stadium reached a capacity of slightly above 83,000. In 1992, the first SEC championship game between Florida and Alabama was played at Legion Field. 1996 brought a record crowd of 83,810 to the stadium when it hosted the United States versus Argentina Olympic soccer match. In 2003, the University of Alabama played its last home game

at Legion Field against South Florida. The east upper deck was removed in 2005, reducing Legion Field's capacity to 71,000. In 2014, the UAB Blazers played their last home game at Legion Field. Ten days later, UAB President Ray Watts shut down the football program.

Entertainment

ESPN Events hosts numerous activities leading up to the Birmingham Bowl. They put on two community outreach events: the Football Youth Clinic and the High School Career Symposium. They also host an Annual Golf Outing, Annual Kickoff Luncheon, and Team Announcement Press Conference. Bowl events that occur during the week leading up to the game are the Birmingham Civil Rights Institute Team Tours, the Team Dinner at the Stardome Comedy Club, Team Hospital Visits to Children's of Alabama, Kids' Day Out and Ladies' Day Out, the Bowling & BBQ Challenge, the Monday Morning Quarterback Club Team Luncheon, the Uptown Street Fest & Pep Rally, and the Outback Steakhouse Fan Zone. These events are advertised and promoted through social media, press releases, and various local websites throughout the year. These events give the players and fans of each team the opportunity to experience some of what Birmingham has to offer.



COMPETITIVE ANALYSIS



Though the Birmingham Bowl is the only one of its kind to take place in the city of Birmingham each year, it is faced with a lot of unconventional competition due to timing. Analyzing its competition will help in understanding the media and creative tactics that will be carried out by this campaign. The competitors mentioned in the following section are all entities that could potentially take away from Birmingham Bowl attendance. This campaign will capitalize on competitive knowledge in order to produce a successful advertising campaign that is tailored to the Birmingham Bowl.

The Holidays

Due to the time of year that the Birmingham Bowl is put on, the holidays are a rather large competitor. The actual game is typically played right after Christmas and sometimes after the New Year. People usually make plans way ahead of time when it comes to the holidays so it is important to place the Birmingham Bowl into their minds when they are looking for means of entertainment. The holidays are an unconventional form of competition and, if viewed in a different light, they can easily be used to the Birmingham Bowl's advantage rather than as something that would hinder potential success. Indeed, holidays are a time designated for families to bond but there are no limitations to where the bonding must occur. Football already takes place in a well-established family environment. In order to maximize on the extent of which family bonding can be achieved through football, this campaign will employ the necessity of the game's presence within the 90-mile radius to effectively and wholeheartedly celebrate the holiday season.

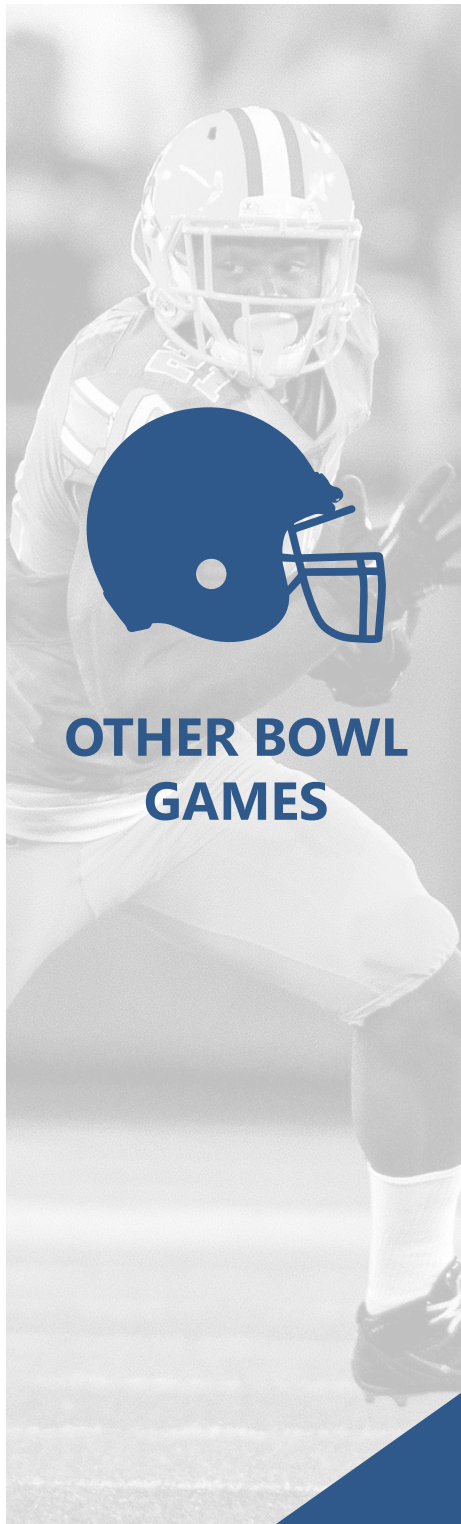
Strengths: The holidays are a good time for families to bond. It's "the most wonderful time of the year," so families look to this as a time to participate in all kinds of activities that allow them to celebrate. There are an assortment of activities for people to partake in during the holidays including plays, festivals, tree-lighting ceremonies, and more.

Weaknesses: Though many people love the holidays, they are also an extremely stressful time of the year. Many set their expectations too high and end up disappointed. There is also the potential for family arguments and awkward conversation among distant relatives. There is a strong commercial focus during this time which often results in the draining of consumers' pockets.

Other Bowl Games

There are 40 college bowl games played each year. According to ESPN.com, the Birmingham bowl was ranked 25 last year. This ranking was based mainly off of participating teams. One of the main competitors from this category is the Music City Bowl. This bowl game takes place in Nashville, about three hours away from Legion Field. Other bowl games that are in a close proximity during December include: The Celebration Bowl played in Atlanta, Georgia; The Camellia Bowl played in Montgomery, AL; The Godaddy Bowl played in Mobile, AL; The Liberty Bowl played in Memphis, TN. The Camellia Bowl in Montgomery is only 93 miles from Birmingham. This short distance could mean that the target audiences for the Camellia Bowl and the Birmingham Bowl will overlap, causing competition between the games.

Strengths: Nashville and Atlanta are two of the largest and most well-known cities in the southeast, making them



OTHER BOWL GAMES

an attractive tourist destination for bowl games. They also have higher populations than Birmingham so they have more locals to fill the stands. Like the Birmingham Bowl, the Liberty Bowl and the Music City Bowl both feature a team from the SEC, which is most often considered the best conference in college football.

Weaknesses: The Camellia Bowl and Godaddy Bowl typically get lower ranked teams placed in their games, making them not as appealing as the Birmingham Bowl. The other bowl games that take place in Alabama do not have the luxury of occurring in the state's largest city, Birmingham.

Live Broadcast

Increasing access to smartphones and tablets give consumers more options for watching games. 94% of the population owns a cellphone or smartphone, and tablet ownership rates quadrupled from 2012 to 2015. A lot of people would rather watch from the comfort of their own home because of the convenience it provides. Though people seek comfort while watching football, the home- or bar-viewing experience does not deliver an experience equivalent to attending the actual game. Though sports broadcasting and the Internet can simply redisplay moments that occur during the game, they do not possess the ability to recreate the sensory details that only the mind can formulate. By attending the game, consumers have the ability to immerse themselves into a cultural opportunity that will become something greater than they could have ever experienced from their couch.

Strengths: Live broadcast allows sports fans to watch the game live from the comfort of their own home (or wherever

they choose to watch the game). Quicker access to Internet and phone service is available at locations outside the stadium for live tweeting and updates. High definition television also makes viewers feel as if they are almost getting the live experience. Fans also have the ability to watch multiple games at once when they choose to watch the game on TV. In addition, it can be less costly because consumers don't have to purchase a ticket to the game in order to watch it on television.

Weaknesses: One thing that live broadcast will never be able to provide is the authentic, traditional live experience. In terms of the Birmingham Bowl specifically, live broadcast doesn't allow the consumer to grow as a member of the Birmingham community because it prevents the viewer from celebrating with thousands of other Birminghamites at the game. Live broadcast also contributes to the laziness that has become one of society's major downfalls.



PRIMARY RESEARCH

94%

of people surveyed have attended a game featuring two teams that they do not hold any allegiance towards

Survey

In order to gain further insight into the demographic, a survey and personal interviews were conducted. The survey was administered online and generated over one hundred responses from people who are either 25 to 54 years old or living within the 90-mile radius of Birmingham. In order to investigate the group's buying habits in relation to the product, a question was asked regarding how many college football games the respondent has attended where they were the one who purchased the ticket. 31% revealed that they have been the sole purchaser of a college football game ticket 16 or more times, while 30% indicated that they have been the purchaser 5 to 10 times. When asked if they have ever attended a game featuring two teams that they do not hold any allegiance towards, an astounding 94% positively responded.

In attempts to identify the elements that attract and distance potential college football game visitors, respondents were tasked to consider what triggers these emotions. At 53%, the majority of respondents chose inexpensive ticket price as a motivator for purchasing tickets. The next highest answer chosen was close location, which 22% of respondents selected. On the other hand, 66% of respondents chose expensive ticket price as a hindrance in the ticket-purchasing process. 21% of the population surveyed said that a long-distance venue would turn them away from purchasing a ticket. This emphasizes the fact that cost and location are the most important factors that consumers consider when purchasing tickets to a college football game. In terms of the Birmingham Bowl, this is an important insight because the low cost of Birmingham Bowl tickets in comparison to other bowl games could work to its

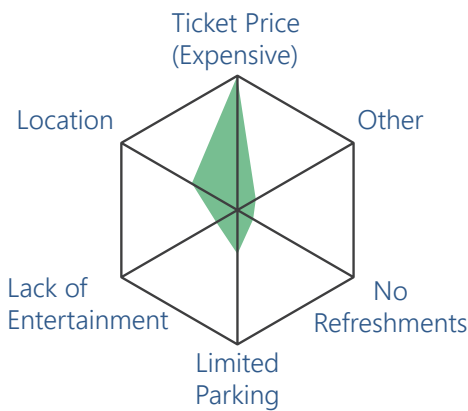
advantage. Convenient location is also a positive that the Birmingham Bowl provides consumers, especially since this campaign's target audience is located within 90 miles of the game's venue.

In order to touch on the financial aspect of the Birmingham Bowl experience, survey takers were asked what their preferred budget would be when shopping for a ticket to a sporting event. Almost 70% indicated that \$50 is a reasonable amount of money to pay for a single ticket, reiterating that consumers are exceedingly wary when it comes to ticket expenditures.

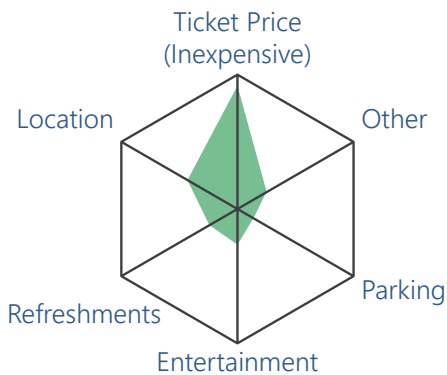
Another goal of the survey was to achieve understanding regarding consumers' information-gathering techniques for sports-related content. The Internet/social media sites was the most popular choice at 59%. In accordance with this, 92% of participants confirmed that they are social media users. These positive results made it imperative to note what particular social media platforms respondents utilize most often. The top four answers were selected in the following order: Facebook, Twitter, Instagram, and Snapchat. This data is useful in this particular campaign because it provides insight into which social media platforms would be the most advantageous to utilize.

Personal Interviews

Three personal interviews of male college football fans within the 25 to 54 age group, all with families, were conducted. Questions focused on whether or not interviewees would take their family to a college bowl game and what sorts of attributes would appeal to them should they decide to attend a bowl game. Of those interviewed, all three responded "yes" to the question "Would you take your



Factors that most **PREVENT** people from purchasing tickets



Factors that most **CONVINCE** people to purchase tickets

family to bowl game?" When asked why they would want to take their families to a bowl game, two of the men said that they would do so because it is something fun and different to do. One also shared that bowl games are a bonding experience that allows them to share a common interest with their sons.

In terms of what might make them them not want to purchase tickets to a bowl game, two out of the three respondents shared that expensive ticket price would turn them away from purchasing tickets since they would most likely be purchasing tickets for other family members as well. Two of the three respondents also shared that they either have or would like to attend the satellite events that occur prior to a bowl game. The one that attended satellite events in the past shared that his experience at the 2005 Peach Bowl in Atlanta was an experience he will always remember. He still reflects fondly on memories of attended the "Fan Zone" event as well as the parade, sharing that it was something he and his entire family really took pleasure in. All respondents shared that they would consider purchasing bowl game tickets in the future as a gift for the holidays.

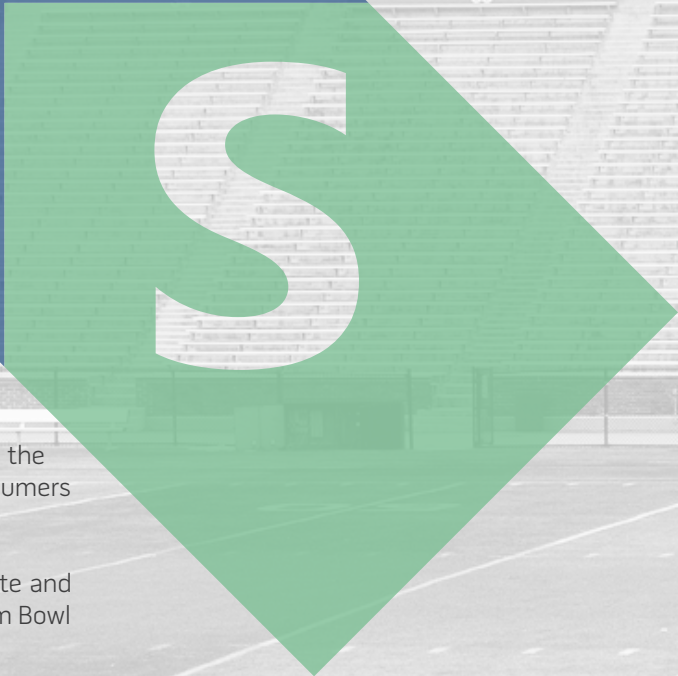
Overall, the personal interviews gave a deeper insight into consumer attitudes regarding purchasing decisions around bowl games. They also provided some perspective on the experiences that are developed from attending a bowl game. These personal interviews showed that the campaign's main target, sports fans ages 25 to 54 with families, values the family aspect of college bowl games. They also value the memories that these games, as well as the related events leading up to them, produce.

STRENGTHS

1. With the absence of an NFL team within the 90-mile radius, as well as the bowl's host site lacking its own college football team for the 2017 calendar year, the Birmingham Bowl is a breath of fresh air for the community because it gives them an opportunity to watch a sport that has become so popular in the state of Alabama.
2. With Birmingham being the biggest city in the state of Alabama, and home to two Southeastern Conference football teams, it is helpful to claim the fact that an SEC school will be a participant of the game in an environment where the culture allows conference pride and team pride to coexist.
3. With an average price of \$49 to attend the game, and this number being on the lower end of ticket prices compared to other bowl games, it is feasible for consumers to acquire the product without having to break the bank.
4. Only over one-third of sales are derived from the local market, with corporate and university allotments effectively footing the remainder, allowing the Birmingham Bowl to fully capitalize on the public sale segment.

WEAKNESSES

1. The timing of the Birmingham Bowl proves to be conflictive because of how close it is to the holiday season.
2. Despite possessing SEC affiliation and the rise of the American Athletic Conference, both teams will have had either a poor standing in their conference or nationally deemed mediocre competition respectively; thus, tarnishing the credibility of the event.
3. Maintaining relevance throughout the year is an inconvenience when its occurrence is not until the end of the year and the actual teams participating in the Birmingham Bowl are not determined until a little over three weeks beforehand.



THREATS

- 1.** Other bowl games in the surrounding areas of Nashville and Memphis that may attract the local market with the lure of travel and nightlife.
- 2.** Weather has the possibility of impacting numbers due to the fact that Legion Field does not have a shielding mechanism built into its roof like other stadiums.
- 3.** The convenience of watching sporting events from home is quite prevalent among the demographic of college football fans.

OPPORTUNITIES

- 1.** The 90-mile radius is home to the number one viewing market of college football in the entire country. Therefore, it is evident that interest exists within the area, which in turn increases the possibility of converting live-in spectators into attendees.
- 2.** Expand social media and mobile options of the event in order to fully maximize the extent of reach onto local market.
- 3.** Reciprocate conference pride that exists within the SEC and portray this as a model for AAC culture.
- 4.** Use the holiday season to the Birmingham Bowl's advantage by indicating that tickets are an ideal holiday gift for sports fans and their families.

TARGET AUDIENCE

Primary Target: Fanatic Family Men

This campaign will target two different audience segments. The primary audience will be males between the ages of 25 and 54, living within the 90-mile radius surrounding Birmingham, Alabama. These men will ideally have a college education and a household income of \$50,000 or more a year. These individuals have a high interest in college football, the financial means to buy a ticket, and are in driving distance to the game. All of these attributes make them a desired audience for the Birmingham Bowl.

Psychographics/Lifestyles Fanatic Family Men:

This target is adventurous and likes taking risks. They are huge college football fans and also participate in sports or exercise at least once a week. This target consists of mostly men who enjoy doing activities such as barbecuing, participating in fantasy sports leagues, tailgating, and spending time with family.

Family Event-Planning Women:

The women in this audience are typically enthusiastic about making plans with and keeping in touch with friends. They are usually organizers so friends and family often look to them to plan events. They enjoy activities such as shopping, cooking, reading, and spending time with family. Family life is one of the most important things to them.

Secondary Target: Family Event-Planning Women

Our secondary audience will be females between the ages of 25 and 54. These women are most likely married and have at least one child. They are frequent shoppers and their children have a significant impact on their purchases. This target audience segment is often looking to buy gifts for their husbands and children, which they usually postpone for special occasions. Because the interest in college football is significantly higher in the state of Alabama, tickets to the Birmingham Bowl are a practical gift for these women to purchase for their families during the holiday season.

Media Usage

Like most people, these two targets are using the Internet more than ever before. They are doing more of their shopping online and are also getting more of their news from the Internet. Social media has become a key way for these audience segments to communicate and get information. They both listen to the radio most days, whether it be during the commute work or other obligations. They do not read conventional magazines and newspapers as much anymore. They are annoyed by the majority of television advertising and are more likely to purchase products that are advertised or recommended on social media, a medium that increasingly influences them day-by-day.

CAMPAIGN OBJECTIVES

MARKETING OBJECTIVE

Throughout the 2017 fiscal year, this campaign will stimulate consumer engagement through the use of exposure across various effective platforms including Facebook, Twitter, Snapchat, print, outdoor, radio, and television. This campaign will seek to increase Birmingham Bowl attendance by 10% and the Birmingham Bowl's website traffic by 30%.

COMMUNICATION OBJECTIVE

The primary focus of this campaign will be to persuade men and women ages 25 to 54 residing within the 90 mile radius of Birmingham to regard the Birmingham Bowl as the perfect opportunity to celebrate tradition throughout the holiday season.

CREATIVE STRATEGY

Strategic Focal Point

This campaign aims to portray the Birmingham Bowl as a staple of the holiday season in order to increase its relevance and differentiate it from the countless other bowl games that are played during the postseason.

Positioning

This campaign will position the bowl game as a celebration of football and, most importantly, the sense of community that Birmingham offers its people. Essentially, the Birmingham Bowl will serve as a gridiron getaway where family bonding thrives.

Big Idea

This campaign will establish the Birmingham Bowl as a motivating factor to reestablish the importance of tradition in the minds of its audience.

Elements

To fulfill the creative strategy, this campaign will focus largely on the interactive elements of social media as well as the effectiveness of print advertising. Outdoor, radio, and television ads will also be produced and distributed for enhanced efficiency. The campaign will provide heightened opportunity for consumer involvement through social media outlets including Twitter, Facebook, and Snapchat. Sponsored ad posts will be used throughout the year via Twitter and Facebook. The theme for these posts will mimic the holiday and tradition themes of the rest of the campaign in order to maintain continuity. These ads will consist only of headlines, which will read, "Kiss Your Gift-Giving Worries Goodbye" and "Your Real Home For The Holidays." The sponsored ad copy will compliment the ad's headlines and will also include a call-to-action to motivate consumers to follow through, in turn

increasing activity for the Birmingham Bowl website. Snapchat geofilters will be made available to consumers within the 90-mile radius of Birmingham during the three-week period leading up to the bowl game. This will further intensify awareness of the game and get consumers excited for bowl week.

Print advertisements will be placed in shopping malls and movie theaters around the Birmingham area in order to gain attention from active consumers. The ads will be holiday-themed, with headlines such as, "Kiss Your Gift-Giving Worries Goodbye" and "Start A New Tradition." An outdoor advertisement in the form of a billboard will be placed alongside popular roadways throughout the greater Birmingham area. The headline will read "Your Real Home For The Holidays." The hope with these ads is that they will accomplish top-of-the-mind awareness for consumers that are either actively shopping or on their way to do so during the holiday season. A newspaper insert will be used during Black Friday weekend in order to reach the avid shoppers that are included in this campaign's secondary target. This insert will communicate to shoppers that the best gift for the holidays can be bought on the Birmingham Bowl ticket page, away from the madness of the mall.

This campaign will also reach the target audience through radio, a medium that the consumer frequently uses. The radio ad will be both creative and informative. It will start off in the family holiday setting and then transition into the Birmingham Bowl, an action that this campaign seeks to recreate with

its consumers. The ad will portray the Birmingham Bowl as a superior replacement for past and current holiday traditions.

A television ad will serve a similar creative purpose as the radio ad but will reach consumers during times of leisure. As with the newspaper insert, it will portray the Birmingham Bowl as a stress-free way to enjoy the holidays with your family. The hope is that this ad will motivate consumers to get out of their homes this holiday season and enjoy the realness, authenticity, and carefree atmosphere that the Birmingham Bowl provides.



MARKETING STRATEGY

The marketing strategy for this campaign will be to engage the local Birmingham market and increase Birmingham Bowl game attendance as well as bowl week events attendance. This will be accomplished through wide-ranging strategic advertising and heavy promotions throughout the spring and summer. Advertising and promotions will focus on consumers within the campaign's two target audiences: men and women ages 25 to 54 that reside within the 90-mile radius of Birmingham, Alabama. By focusing on promotions throughout much of the year, consumers will become actively involved with the campaign. They will be excited about the possibility of winning prizes and will, in turn, be excited about the upcoming Birmingham Bowl. As with the promotions, the advertising messaging will communicate to consumers that the Birmingham Bowl is more than just a game — it's the gift that keeps on giving and a form of entertainment that should be associated with the joys of the holiday season.

MEDIA STRATEGY

This campaign will take place from March 1, 2017 to December 27, 2017. The ten month period will consist of a promotional burst campaign. Though social media and social video promotions will be the main focus throughout the year, some social media advertising will also take place via sponsored ad posts. The bulk of this campaign's advertising budget will be allocated to the two months leading up to the actual bowl game in order to accelerate the ticket purchasing process. The advertising that will occur during the last two months of the campaign will include social media, cable, radio, outdoor, and print media.

Media Objectives for March-October:

This portion of the campaign will utilize Twitter and Facebook sponsored ads to communicate to members of the target audience that the Birmingham Bowl is an ideal place to spend the holidays. The Birmingham Bowl will be portrayed as more than just a game but as a celebration of the holiday season, the end of the year, and, of course, college football.

Social media advertising will reach 20% of the audience with a frequency of 1.

Media Objectives for November-December:

This portion of the campaign will utilize Twitter and Facebook sponsored ads to communicate to members of the target audience that the Birmingham Bowl is an ideal place to spend the holidays. The Birmingham Bowl will be portrayed as more than just a game but as a celebration of the holiday season, the end of the year, and, of course, college football. The campaign will seek to reach 85% of the target audience and generate a frequency of 5 during the heavy-up

advertising that will occur throughout November and December.

Cable advertising will reach 40% of the target audience with a frequency of 4.

Radio advertising will reach 40% of the target audience with a frequency of 3.

Outdoor advertising will reach 50% of the target audience with a frequency of 13.

Print advertising will reach 30% of the target audience with a frequency of 1.

Social media advertising will reach 30% of the target audience with a frequency of 2.

Media Strategy for March through October:

Social Media Advertising

\$3,400 of the campaign's budget will be utilized for generating sponsored posts via the social media outlets Facebook and Twitter from March through October. Considering the fact that Facebook is the most frequently visited website in the world, it is no surprise that the primary target audience of men ages 25 to 54 also prefer this social network in comparison to others. Because of Facebook's high usage rate among the target audience, \$2,040 of the campaign's budget will be allocated toward Facebook sponsored posts during this time period, producing 548,400 impressions with a CPM of \$3.72. These sponsored posts will be organically positioned into a user's news feed and aim to redirect the user onto the bowl game's page as well as the website where tickets can be ordered. In order to reach more consumers within the target audience, this campaign will look to the second most used social media outlet for men ages 25 to 54: Twitter. \$1,360 will be allotted to sponsored ads via Twitter, resulting in 152,400 impressions with a CPM of \$8.92. Additionally, the promotional aspect of this campaign will

be emphasized and this specific duration of digital advertising intends to bring users to access these opportunities, triggering top-of-the mind awareness. A total of 700,800 impressions will be made within the targeted 90-mile radius of Birmingham.

Media Strategy for November & December: Social Media Advertising

\$5,100 of the campaign's budget will go toward sponsored ad posts via Facebook and Twitter. Once again, more money will be allocated toward Facebook since it attracts a higher volume of the target audience. \$3,060 will be utilized for Facebook sponsored ad posts, generating 822,580 impressions and a CPM of \$3.72. \$2,040 of the budget will go toward Twitter sponsored ad posts, which will result in 228,700 impressions and a CPM of \$8.92. During these last two months of the campaign, the sponsored ad posts will function similarly as they did during the March through October months. The biggest difference is that more will be spent on social media advertising throughout November and December and, in turn, impressions will be more saturated during this shorter time period. Additionally, the main focus during this portion of the campaign will be to direct attention toward the Birmingham Bowl Ticket webpage in order to encourage consumers to purchase tickets as the date of the game grows near.

In addition, Snapchat geofilters will be implemented within the targeted geographic for an approximate three-week period leading up to the bowl game. The reasoning behind this media decision is the fact that the teams participating in the bowl will be announced about three weeks prior to the game. At a total cost of \$945, these geofilters will produce

hype around the participating teams and the bowl game as a whole. They will also serve as a tool for consumer interaction.

Cable Advertising

\$32,215 of the campaign's budget will be used for a television spot to air for five weeks starting the last week of November until the game's kickoff at the end of December. Television viewership is extremely high in the Birmingham DMA which is why it is essential to target them through this medium. Research shows that men index higher watching programs aired on stations that include: ESPN, ESPN2, TBS, AMC, History, and TNT at 203, 160, 136, 124, 116 and 115 respectively. W2554, the secondary target audience also indexes high when viewing TBS coming in at 111. A 30-second spot will air on these stations in order to reinforce the ideology that the Birmingham Bowl is the missing piece to making the holiday season the greatest experience that it can be. 125 GRPs will be purchased, allowing for a distribution of 25 GRPs per week through the five-week cycle. Each will air during primetime slots when viewership is highest. The television commercial will effectively reach the demographic, generating 813,703 impressions with a CPM of \$39.48.

Radio Advertising

\$18,275 of the campaign's budget will be allocated toward the funding of the buzz made around the bowl game through the radio. The majority of the target demographic has a steady job and drives a personal vehicle to and from work throughout the week. This target demographic often turns to the radio for entertainment during their daily commute, making for plenty of ears to convey the campaign's message to. Men ages 25 to 54 indexed highest when it



came to two radio formats: contemporary hit radio and sports. A 30-second spot has been designed to fulfill this need, showcasing the unbeatable experience that the Birmingham Bowl provides in comparison to traditional holiday activities. 150 GRPs will be split across three different radio stations Monday through Friday during the AM Drive and PM Drive slots: WBHJ-FM, WJOX-FM, and WREN-FM at \$3,825, \$7,225, and \$7,225 respectively. 45 spots will air on WBHJ-FM and 85 spots each will air on WJOX-FM and WREN-FM which totals 215 per the five-week cycle. This media tactic will result in over 1,370,000 impressions with a CPM of \$13.37 within targeted demographic of Birmingham's 90-mile radius.

Outdoor Advertising

\$20,000 of the campaign's budget will go toward the placement of billboards. As mentioned before, men ages 25 to 54 are very often in their cars throughout the week. This campaign will ensure that potential consumers are exposed to bulletins that will place the Birmingham Bowl in their minds as the ideal family activity for the holidays. One of the bulletins will be positioned on Interstate-20 North while the other will be placed on the cusp of the metropolitan area on Interstate-20 South. Each will be on display for four weeks starting on the first of December through the game's kickoff on December 27th. The two bulletins will generate approximately 3,400,000 impressions during their four-week cycle, achieving a reach of 54.4% with a frequency of 14.

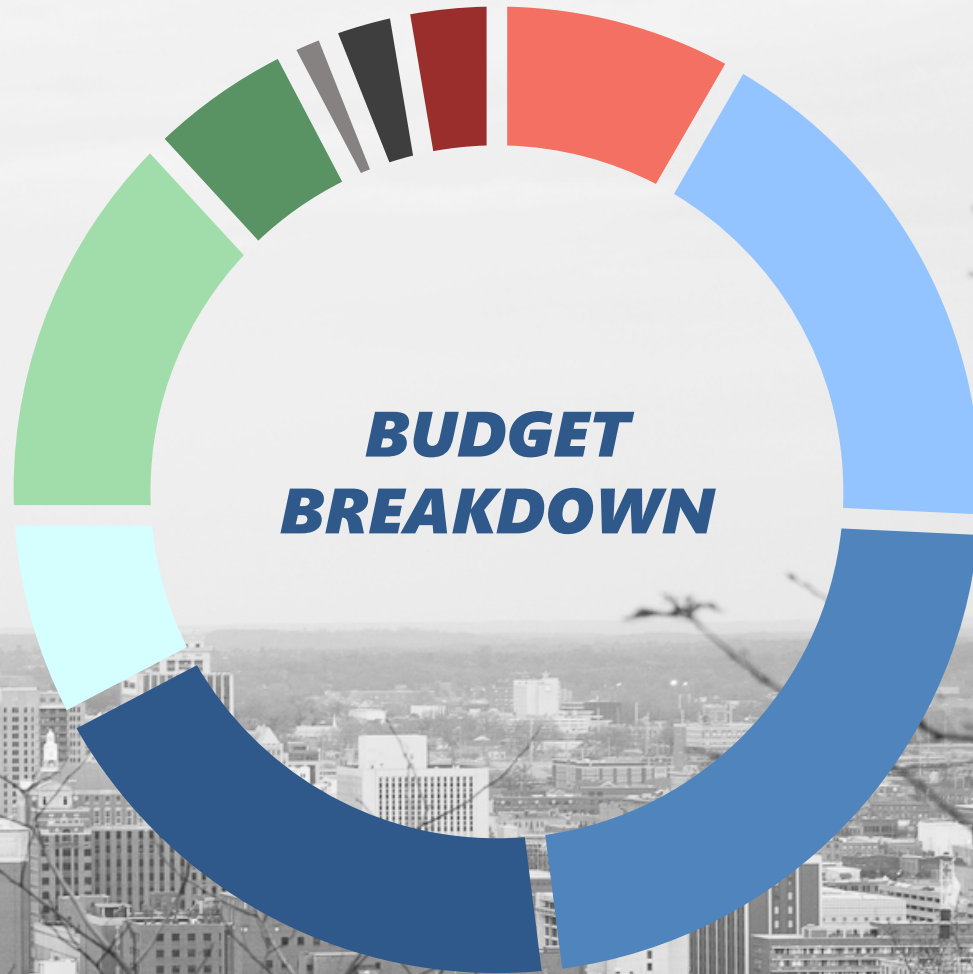
Print Advertising

\$14,175 of the campaign's budget will go toward the print endeavors that have been established to intensify top-of-the-mind awareness of the Birmingham

Bowl. Numerous efforts will be executed various forms. First and foremost, to accommodate the theme of the holidays and portray tickets to the Birmingham Bowl as the ideal gift, it is imperative to advertise within shopping malls. The two largest and most relevant shopping centers in Birmingham are The Summit and Riverchase Galleria. These locations are especially packed during the holidays, which is the time period in which this campaign will distribute print advertisements. There will be 10 backlit dioramas total – five in each venue. The total cost of these ads will total \$7,500. The print efforts in the malls generate approximately 2,160,000 impressions. The remaining \$6,675 will go toward a 9-inch by 12-inch insert that will be placed in newspapers on Thanksgiving day, also known as Black Friday Eve. The insert will be placed in the Birmingham Times, the largest local newspaper entity in the Birmingham area. A total of 96,598 impressions will be generated in the matter of one day from the newspaper insert alone.

Budget Breakdown:

Social Media: \$8,500 (7.6%)
Radio: \$18,275 (16.2%)
TV: \$32,125 (28.5%)
Outdoor: \$20,000 (17.8%)
Website: \$7,500 (6.6%)
Print \$14,175 (12.6%)
Graphic Design: \$4,590 (4.1%)
Contingency: \$1,335 (1.2%)
Promotions: \$3,000 (2.7%)
PR: \$3,000 (2.7%)



- Social Media
- Radio
- TV
- Outdoor
- Website
- Print
- Graphic Design
- Contingency
- Promotions
- PR

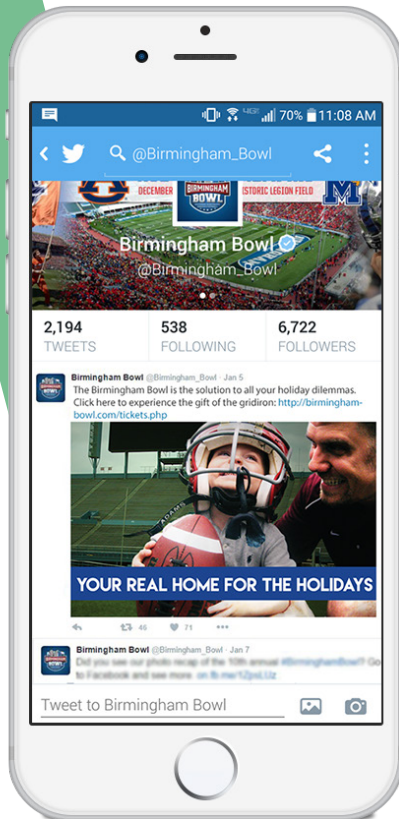
The background of the page is a photograph of a large stadium with rows of grey seats and a green football field. Two sets of three parallel diagonal bars in green, red, and blue are overlaid on the image, one set above and one set below the main title. The main title is centered and reads "ADVERTISING EXECUTIONS" in a large, bold, white, italicized sans-serif font.

ADVERTISING EXECUTIONS

FACEBOOK & TWITTER



Facebook Sponsored Ad Posts



Twitter Sponsored Ad Posts

OUTDOOR ADVERTISING

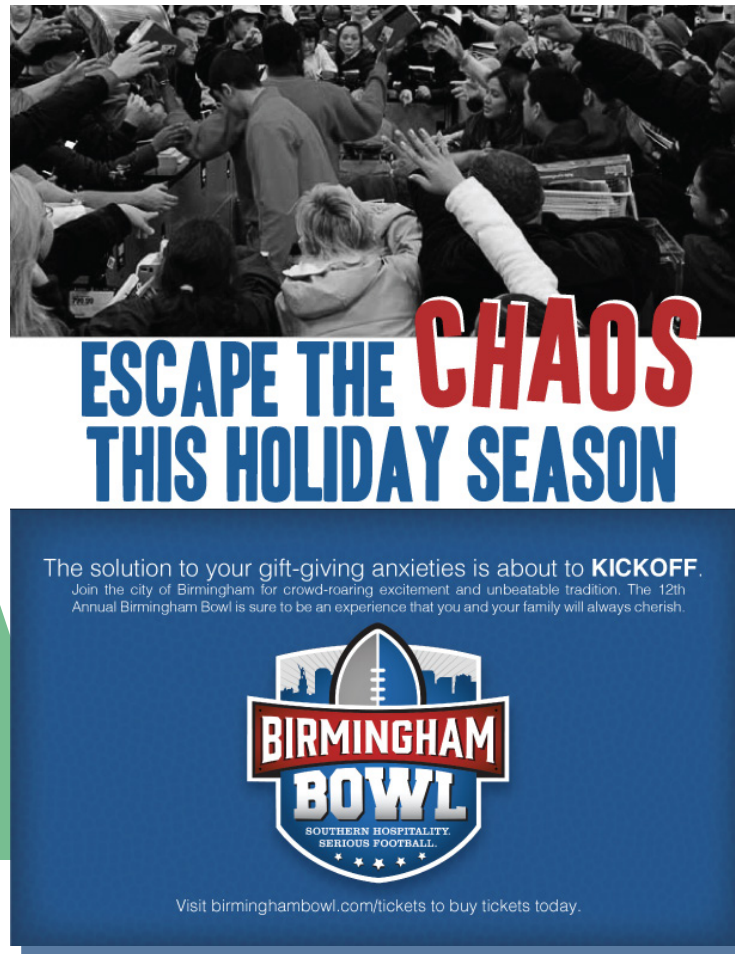


Billboard 1

NEWSPAPER INSERT



Billboard 2



Newspaper Insert

Example



BACKLIT DIORAMA ADS

ENJOY THE HOLIDAYS
WITHOUT
AWKWARD FAMILY CONVERSATIONS



Drown out the fighting with cheering.
You'd be surprised how branching out of
your home can bring your family together.

Visit BirminghamBowl.com/Tickets



KISS YOUR GIFT-GIVING WORRIES
GOODBYE



This year, stuff something worthwhile
into everyone's stockings.

Visit BirminghamBowl.com/Tickets



START A NEW HOLIDAY TRADITION



Swap the tacky sweaters and fruitcake for jerseys and hot dogs. Cheer alongside love ones at the most exciting football event in Birmingham.



Visit BirminghamBowl.com/Tickets

RADIO SPOT

Client: ESPN Events
Product: Birmingham Bowl
Title: Don't Fumble Your Holidays

Length: :30
Writer: Mohamed Marketing
Medium: Radio

Elements

SFX: HOLIDAY MUSIC.
SFX: LIGHT FAMILY CHATTER.
SFX: SOUNDS OF FAMILY DINNER COMING TO AN END.

SFX: COLLECTIVE SIGH.
SFX: WHISTLE BLOWING.
SFX: CHEERING FANS, SOUNDS OF FOOTBALL GAME BEING PLAYED.

Audio

MOM: Alright, everybody, time to get your matching jammies on.

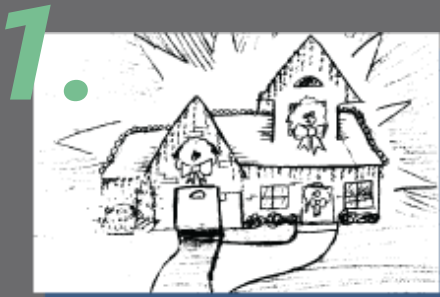
KIDS: Do we have to?

MOM: C'mon, it's a tradition!

NARRATOR (TO AUDIENCE):
Doesn't a jersey sound better than matching jammies? Don't fumble your holidays this season – come out to the Birmingham Bowl where family bonding doesn't require cheesy sleepwear.

Visit BirminghamBowl.com for more information on how to kickoff your new family tradition.

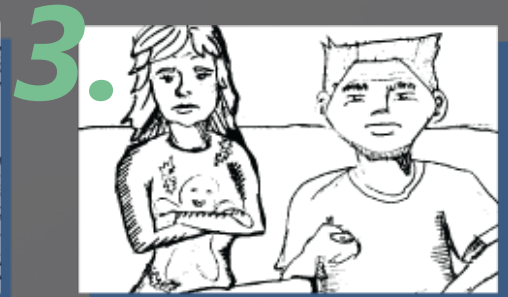
STORYBOARD



2 sec.
SFX: Typical Christmas music
Opening clip: Image of outside of house – Christmas lights and tacky decorations out front.



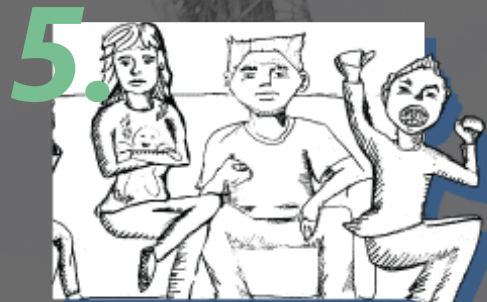
2 sec.
Zoom In: Camera slowly focuses on window, then family inside window.



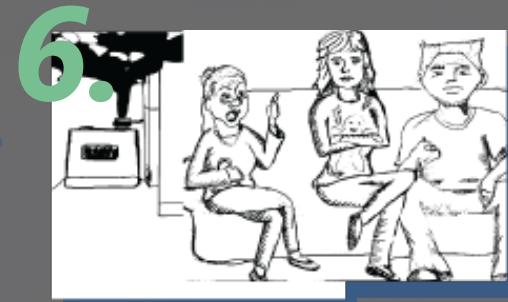
3 sec.
SFX: Football Game on TV out of frame
Close Up: Couple sitting on couch in tacky sweaters looking irritated.



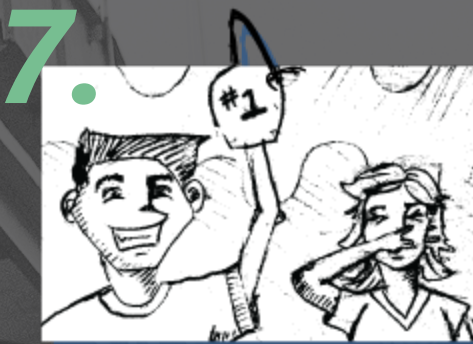
4 sec.
PAN LEFT: Shows in-law on couch next to couple, nagging and waving her finger disapprovingly.



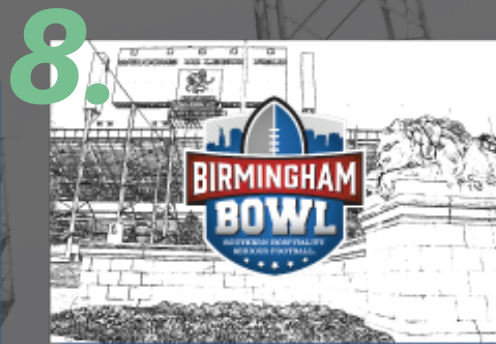
3 sec.
ZOOM OUT: Shows entire couch of unenthusiased individuals, husband rolls eyes and clicks remote as crazed child runs across the frame.



3 sec.
WIDE: Now the whole living room in the frame and you can see into the kitchen, where there is smoke coming from the stove.
Narrator (OS): Don't let the holidays hit you all at once. Leave the big hits for the players on the field while you watch the Birmingham Bowl.



7 sec.
FADE: Dad, Mom, and son sitting in the stands. All smiling, cheering, etc.
Narrator (OS): The only person who will have to worry about something being poured over their head is the winning coach receiving a Gatorade shower.



6 sec.
Cut to: Outside of Legion Field with logo somewhere.
Narrator: Come join us at historic Legion Field for the 12th Annual Birmingham Bowl. Visit BirminghamBowl.com for more information.

SALES PROMOTIONS



Lounge Chair



Jersey-Shaped Koozie



Yeti Cooler

Through promotional efforts, this campaign will strive to communicate that the Birmingham Bowl is not just a football game, but an event that provides a rewarding experience and welcoming culture for consumers. The social media platform Twitter will be used to execute the promotions at varying times throughout the year. A total of four promotions will run throughout the year leading up to the game. None of the promotions will occur during the regular season since potential consumers will be engaged with the other football- and Birmingham Bowl-related events, as well as advertising that will hit during this period. Each promotion will require that contestants tag the Birmingham Bowl's official Twitter account (@Birmingham_Bowl) and use the hashtag #GridIronCity, along with the designated hashtag that will be associated with each contest, in their Twitter submissions.

#FootballWithdrawalRemedies Social Media Promotion

At the start of the 2017 calendar year, the football in general will be fresh in the minds of sports fans due to the fact that the professional season will be underway until February. However, the commencement of the NCAA Men's Basketball Tournament and MLB spring training will draw their interest elsewhere, thus requiring an effort to redirect their focus back to college football. This will be achieved through the campaign's #FootballWithdrawalRemedies promotion, which will launch on March 1st and conclude when the month comes to a close on March 31st. Its idea is to build a sense of belonging and togetherness amongst college football fans despite the fact that the offseason is in full swing at this point. Participants will submit tweets, pictures, and videos of the coping mechanisms that help them

to fill the void that the absence of college football has caused. A winner, runner-up, and second runner-up will be chosen through a monitored selection process. Effort, creativity, and originality will all be considered. The winner of the contest will receive a "Withdrawal Remedy Kit" which will consist of customized Birmingham Bowl items including: a football-shaped stress ball, jersey-shaped beer koozie, stadium cup, and tailgating lounge chair with a carrying bag. The runner-up and second runner-up will receive the football-shaped stress ball, jersey-shaped beer koozie, and stadium cup.

#CelebrateTradition Social Video Promotion

To intensify the hype surrounding the upcoming arrival of NCAA Football season, two promotional contests will arise to accomplish top-of-the-mind awareness. The first, entitled the Touchdown Celebration Contest, will be distinguished via use of the hashtag #CelebrateTradition. It will require participants to tweet videos of themselves catching football passes for touchdowns then displaying their best and most creative touchdown dance. This will recreate the common theatrics associated with the game, getting contestants and other consumers pumped up for college football season. Submissions will be accepted June 1st through June 30th and one winner will receive a grand prize of a customized Birmingham Bowl Yeti cooler. Both the winner and runner-up will get the chance to have his or her videos played on the jumbotron at designated times throughout the Birmingham Bowl, which will motivate them to invite friends and family to view their winning and second-place videos.



Stadium Cup



Birmingham Bowl Tickets

#GridIronCity

#ShakeOff Social Video Promotion

The second (and final) social video promotion will take place a month later. It will be titled the #ShakeOff Contest and will last from August 1st to August 31st.. This contest highlights the impact that teammates' handshakes have within the game of college football. Duos will tweet videos of their choreographed handshakes along with the hashtag #ShakeOff. Considering the fact that two participants will be apart of the submissions, two grand prizes of a custom Birmingham Bowl Yeti cooler will be awarded accordingly. Within the ninety-mile radius, this accessory is a desired commodity among the primary target audience for tailgating and other event purposes. It also gains appeal as the summer season brings extremely hot temperatures to the state of Alabama, making a top-quality ice chest a valued luxury. The competition's winners and runners-up will also get the chance to have their videos played on the jumbotron during the Birmingham Bowl game. Just like with the Touchdown Celebration Contest, this will motivate winners and runners-up to spread word about the Birmingham Bowl so that they can show off their videos.

#WorstGiftEver/ #WorstHolidayEver Social Media Promotion

The final promotion will take place December 1st through December 31st, right before and/or during the time that the bowl game will be held. Contestants will be asked to submit tweets showcasing their least favorite holiday memories or gifts. They will also be required to use either the #WorstGiftEver or #WorstHolidayEver hashtag, depending on which failed memory they decide to submit. Participants will submit a tweet, picture, or video elaborating on the topic and several awards will be designated to those with the funniest, most entertaining, or most original submissions.. The grand prize will include two tickets to the actual bowl game. First and second runners-up will receive Birmingham Bowl t-shirts and jersey-shaped koozies. The logic behind this contest is that participants will reflect on their negative experiences and look to the Birmingham Bowl as a solution to their past holiday problems. Prizes will also lift their spirits and be seen as a replacement for unsatisfying gifts that they previously received.



Birmingham Bowl T-Shirt



Football-Shaped Stress Ball

SOCIAL MEDIA



General Birmingham Bowl Filter

The target audience for this campaign is spending more time on the Internet than they have ever before. The Internet has changed the way they shop, get news, and make decisions. In a world like today, the Internet and social media are almost unavoidable. This campaign will use social media in an interactive way in order to spark conversation about the Birmingham Bowl. The Birmingham Bowl will be promoted via several social media platforms. Many of the posts and promotions will give fans a chance to get involved, some even giving them the chance to win exciting prizes. Facebook, Twitter, and Snapchat will be used to execute the social media portion of this campaign.

Facebook

Facebook will distribute the most information-based content out of all the social media platforms. The Birmingham Bowl's Facebook page will post all the details for the events throughout the year and during the bowl week. It will have regular content updates to keep fans engaged even during the offseason. Because the Birmingham Bowl's Facebook page is one of its more successful social media platforms, this campaign does not intend to change anything in terms of its construction or free posts. The campaign will strive to grow the page's likes and interaction level through advertising aimed at the target audience. These sponsored ad posts will increase interaction by providing followers with a call-to-action, which includes a direct link to purchase tickets.

Twitter

Twitter will mainly be used to spark conversation and get our target audience excited about the game and its related events. Although there will be informative posts both during the offseason and

regular season, Twitter will have more interactive content in the form of promotions. In terms of the

to spark conversation and get our target audience excited about the game. Although, there will be informative posts throughout the events and offseason, Twitter will have much more entertaining content. Our main goal with Twitter is to hold interactive promotions throughout the year. This will start with a contest in March where participants will use the hashtag "#FootballWithdrawalRemedies" to tell us how they are coping with football season being over. The next two contests will come during June and August. These contests will consist of a touchdown dance competition and a teammate handshake competition. The first contest, the touchdown dance competition, will use the hashtag "#CelebrateTradition" to keep submissions in one place. Participants will send in videos via Twitter of them performing their best touchdown celebration dance for the chance to win a prize. The second contest will be the teammate handshake competition. The hashtag "#Shakeoff" will be used during the competition where participants will send in videos via Twitter of them showing off their best teammate handshake. A winner will be also be chosen to receive a grand prize. These contests will help promote the Birmingham Bowl and give fans an opportunity to win something cool. The hashtag "#GridIronCity" will be used throughout the entire campaign to keep all posts in one place that are associated with the Birmingham Bowl. It will be used to track conversation about the Birmingham Bowl during the year.

Snapchat

Snapchat will include an interactive element as well.

SNAPCHAT GEOFILTERS

Snapchat will be used to advertise the game and to entertain and get fans involved. This platform will be used in the form of Geofilters that will become available in the Birmingham area on the Friday night before the Birmingham Bowl. There will be three filters that anyone in the area with a Snapchat account can access. The first will be a front view of The University of Kentucky football helmet and the second will be a front view of The University of Cincinnati football helmet. Users will be able to take a picture and then use the filter to put the team's football helmet over their own face. It will make the user look like they are actually wearing the competitor's football helmet. The third Geofilter will be a simple design advertising the Birmingham Bowl. Fans will be able to take a picture and then slide their finger over the screen to display a Birmingham Bowl logo. The use of Snapchat will strengthen the awareness of the game in the area and keep people involved.

University of Cincinnati
Football Helmet



University of Kentucky
Football Helmet

PUBLIC RELATIONS

\$3,000 will be allocated to Public Relations for both the "Celebrate Tradition" and "Shake Off" social video contests.

Press releases will be disseminated to media outlets within the 90-mile radius of Birmingham prior to each contest's launch. The hope with these releases is that they will create buzz and attract participants for the contests. They will also help spread general awareness of the campaign. These press releases will inform potential contenders about the grand prize that will be given to the contest winner and additional prizes that will be distributed to other contestants. Knowledge of possible prizes will serve as an incentive for people to both participate in the contest and support the Birmingham Bowl. Another thing

that will serve as an incentive is the fact that both the winners and runners-up of the contests will get the chance to have their video shown on the jumbotron at Legion Field during the Birmingham Bowl. This will hopefully motivate them to tell their friends and family about the opportunity, which will have an indirect role in increasing ticket sales.

There will be multiple tweets and Facebook posts informing followers about the contest both leading up to it and after its launch in order to stimulate participation. This way, a wider audience can be reached as both people who read the media as well as people who have a direct interest in the Birmingham Bowl will become aware of the opportunity to participate in this low-risk, high-reward contest.

Contact: Elizabeth Jackson
Phone: 205-555-5555

FOR IMMEDIATE RELEASE
May 31, 2017

BIRMINGHAM, AL – ESPN Events announced today that it will be launching a social video contest for its product, the Birmingham Bowl, via Twitter. The goal for this contest is to gain attention from sports fans that use Twitter for their sports updates. It will also provide them a form of sports-related amusement.

The contest will begin on June 1st and the last day for submissions will be June 30th. It will require contestants to submit a video showing their best touchdown celebration dance. In order to be eligible, contestants must tag the Birmingham Bowl's official Twitter account (@Birmingham_Bowl), include the hashtags "#GridIronCity" and "#CelebrateTradition," and attach their video to the tweet.

The winner of the contest will receive a customized Birmingham Bowl Yeti cooler – up to a \$300 value. Both the winner and runner-up will have the chance to have their video shown on the jumbotron at the Birmingham Bowl game. Other participants will also have the chance to win prizes. ESPN Events' hope for this contest is that it will get local fans excited about the upcoming college football season and encourage them to participate in the fun that will surround the Birmingham Bowl during this year's holiday season.

Press Release 1

###

Contact: Elizabeth Jackson
Phone: 205-555-5555

FOR IMMEDIATE RELEASE
July 31, 2017

Press Release 2

BIRMINGHAM, AL – ESPN Events announced today that they will be putting on another social video contest next month for its product the Birmingham Bowl. The contest will go live on August 1st and last through August 31st. Contestants will be asked to provide a video of themselves and one other person performing a celebratory handshake. The contest idea is inspired by the spirited handshakes that college and professional football players often engage in.

The contest will require that participants distribute a tweet in which they will tag the Birmingham Bowl's official Twitter account (@Birmingham_Bowl), include the hashtag "#ShakeOff," and attach a video of them and one other person carrying out their own unique handshake.

The two people from the winning video will each receive a customized Birmingham Bowl Yeti cooler — up to a \$300 value. Both the winners and runners-up will receive the opportunity to have their videos played on the jumbotron at some point during the Birmingham Bowl game. Other participants will have the chance to win prizes as well. ESPN Events hopes that its second Birmingham Bowl social video contest will further spark fans' enthusiasm for this year's college football season as well as for the Birmingham Bowl this coming December.

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EVALUATION

The overall success and efficiency of this campaign will be measured mainly by user interaction on social media. It will also be gauged by the amount of website traffic that is generated throughout the campaign, especially during the campaign's final two months. This engagement likely signifies interest in ticket purchasing, which is one of the main objectives for this campaign. A higher degree of ticket purchases will confirm that the Birmingham Bowl has been established in the consumer's mind as a vital proponent of the holiday season. This validates the aim to establish top-of-the-mind awareness in regards to associating the Birmingham Bowl with holiday activities. This campaign's promotional and advertising efforts will position the Birmingham Bowl and related events as a preferred environment for family bonding. Because of the belief that society's view on tradition is skewed, this campaign seeks to unite in consumers minds the "most wonderful time of the year" with the greatest sport that the south has to offer. With the chosen media schedule, this campaign will successfully reach 92.8% of the target audience and achieve a 5.6 frequency during the heavy-up November and December advertising months.

MEDIA SCHEDULE

	MAR-OCT	MAR, JUN, AUG	NOV	NOV & DEC	DEC
FACEBOOK SPONSORED ADS	●			●	
TWITTER SPONSORED ADS		●			●
CABLE TELEVISION				●	
RADIO				●	
BACKLIT DIORAMAS				●	
NEWSPAPER INSERT			●		
SNAPCHAT GEOFILTERS					●
OUTDOOR BOARDS					●

FINAL BUDGET

March-October:
Social Media: \$3,400

November & December:
Social Media: \$5,100
Radio: \$18,275
TV: \$32,125

Outdoor: \$20,000
Print: \$14,175
Graphic Design: \$4,590
Website: \$7,500
Promotions: \$3,000
Public Relations: \$3,000
Contingency: \$1,335

TOTAL: \$112,500

MEDIA EXPENDITURES

March-October Media Expenditures

Social Media:

Facebook Sponsored Ad Posts

55 spots; 6 posts per month excluding kickoff month in March when there will be 7 posts
\$3.72 CPM
60,933 impressions per month
\$226.67 total per month

Twitter Sponsored Ad Posts

15 spots; 5 posts per promotional month during the offseason (March, June, August)
\$8.92 CPM
50,800 impressions per month
\$453.33 total per month

November & December Expenditures:

Cable Television Spot

\$39.48 CPM
\$917.86 per day
23,248 impressions per day
45.6% reach with a 2.7 frequency

Radio Spot:

\$13.37 CPM
39,033 impressions per day
\$522.14 per day
42% reach, 3.6 frequency

Print:

Backlit Diorama
\$3.47 CPM
\$267.86 per day
77,143 impressions per day
Newspaper Insert
\$26.75 CPM
96,594 impressions per day

Social Media:

Facebook Sponsored Ad Posts
82 total sponsored ads
\$3.72 CPM
\$87.43 per day
23,502 impressions per day

1st and 5th Weeks: 17 posts
Weeks In-Between: 16 posts

Twitter Sponsored Ad Posts

23 total sponsored ads
\$8.92 CPM
\$58.28 per day
6,534 impressions per day
1st Week Posts: 6
5th Week Posts: 5
Weeks In-Between: 4 per

Outdoor Boards

2 total outdoor bulletins
\$714.29 per day
\$5.88 CPM
77,413 impressions per day

Other Expenditures:

250 Stadium Cups: \$218 total
150 Football-Shaped Stress Balls: \$145 total
25 T-Shirts: \$150 total
12 Folding Chairs: \$282
3 Yeti Coolers: \$1,500 total
Contingency: \$1,335
Graphic Design: \$4,590
Website: \$ 7,500
Public Relations: \$3,000

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