

Assignment 1 Worksheet (65 points)

Part A (Clinic 1 & 2): Situational Analysis (1 page SWOT, 1 page critical issues and marketing objectives, about 20 references)

SWOT Analysis: National Football League

Internal Strengths <ul style="list-style-type: none">• Competitive Advantage- The Superbowl determines who is the best team in the NFL (mba skool)• Mission- to support the health, safety and wellness of athletes, youth football and the communities which support our game. (mba skool)• There is no other major American League with a fan base as big as the NFL• Players in this league are considered a celebrity status, which brings in more fans/draws more attention to the league• Superbowl Sunday is an event that that promotes social gathering among friends and families• Trade association for 32 franchise owners (NFL Foundation)• There are over 30 companies that are the official sponsors of the NFL (Hustle)	Internal Weakness <ul style="list-style-type: none">• Head injuries threatening the sports popularity (USA Today)• integrity of the sport is at risk due to use of performance enhancing drugs (CNN)• fluctuating/declining TV ratings (Chicago Tribune)• The ‘softening of the sport’ due to new regulations• Increase in NFL ticket prices (Mintel Academic)
External Opportunity <ul style="list-style-type: none">• demographics - nearly all adults have at least some interest (Mintel Academic)• has the ability to work with/through local and national companies - players as spokespeople	External Threats <ul style="list-style-type: none">• Popularity difference in major sporting events across the country (MLB and MBA)<ul style="list-style-type: none">◦ (Mintel Academic)• Limited leisure time leads sports events to compete with many different activities

<ul style="list-style-type: none"> ● team sports garner the most interest (Mintel Academic) ● beginning to attract interest in other countries (ex India) ● football can be utilized for national tourism - 50% of football fans would follow a team ● popularity of attending games as a social experience 	<ul style="list-style-type: none"> ○ (Mintel Academic)
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Critical Issues and Solutions

S: Specific

M: Measureable

A: Achievable

R: relevant

T: time-based

SMART Goals:

1. Increase advertising budget by 20% and sending out 100 press releases a week about players of celebrity status (Russell Wilson, Tom Brady, Eli Manning, etc) to promote positive social causes across interviews, appearances and social media campaigns over the course of one year.
2. Increase attendance at NFL games by offering discounted ticket prices for purchasing multiple tickets at once or purchasing a tailgate package

- (discounts dependent on size of group and/or package) over the next upcoming NFL season.
3. Offering UberEats, PostMates, GrubHub, DoorDash, and GoPuff on screen 25% off discount codes for orders over \$30 during NFL games that are only valid during the duration of the game, to increase fans watching games as a social gathering over the next NFL season.

Critical Issue 1:

Our strength is the NFL players have a celebrity status beyond just their football talent so it creates an opportunity to cultivate interest from all people, not just football fans.

Critical Issue 2:

There is an issue of the difference in popularity and attendance of major sporting events across the country (MLB and NBA) . Our strength is that the NFL has the largest fan base and following of any major American league.

Critical Issue 3:

Game attendance for the NFL games competes with other leisure time activities for working people with limited time off. Our strength is that the SuperBowl is an event that promotes family time and gathering with friends.

PART B (Clinic 3 & 4)

Segmenting, Targeting & Positioning

Part 1: List of potential segments

- Segment 1
 - demographic- Ages 21-24, college aged/recent college grad, male or female
 - geographic- Cities with an NFL stadium and a university
 - psychographic- students who are sports fans and frequently buy tickets/attend sports events in large groups
 - behavioral- Searching for a convenient and affordable way to get together with a group of friends and tailgate
- Segment 2
 - demographic- Ages 25-32 (young professionals/ Single Adults)
 - geographic- Bigger cities where NFL stadiums are located nearby/ easy to get to
 - psychographic- want to get together on the weekends outside of work and attend a fun football game
 - behavioral- They want to be social and hang out in a group in a convenient and efficient way.
- Segment 3
 - demographic- Married/ dating women
 - geographic- suburbs nearby city or stadium
 - psychographic- get it as a gift for significant other to celebrate (birthday, retirement, bachelor party, etc.) with his friends
 - behavioral
- Segment 4
 - demographic- men ages 35-50, with family/kids
 - geographic- regularly travel for games
 - psychographic- huge football fan, enjoys going out to see games regularly
 - behavioral- focus on the game itself more than family, potentially meets with friends at these events regularly
- Segment 5

- demographic: men 35-50 traveling to see a game or for work
- geographic: flying from across the country or visiting from abroad
- psychographic: die hard fans or interested spectators
- behavioral: someone looking to tailgate the game with no supplies and not from that city

Part 2: Choose at least two target markets. In 1-2 pages, provide your responses to the following questions. At least one target market must be a creative addition to the company's current strategy.

1. Describe the target market(s) selected and why. The why should refer to market size, expected growth, cost of reaching the segment, competitive position, and compatibility with company goals and resources (see p. 232).
2. Consider the needs and wants of your target market(s), and how your product will be able to uniquely satisfy these. How does it provide value– benefits for the cost?
3. Consider if your chosen target markets can help you achieve your marketing objectives. How?

Segment 2-

1. The target market we selected is young professionals, single, ages 25-30, living in the city. We believe that this market includes men who have the budget and are interested enough in sports to pay for a tailgating set. This age group of men also includes many men who want to get together on the weekend s with fellow employees or friends to drink and relax. The population of men in the U.S in this age group is over 11.9 million. Within this segment, we hope to endure growth because of social media and word of mouth. A large amount of this age group is very active on facebook, instagram, and linkedIn and will hopefully advertise and share their experience at the game with their followers. Also word of mouth will spread news of our company if the men come back to the office, talk about their weekend and the game they attended and recommend it to others in the office. Reaching this segment would be through the NFL advertising and beer advertising on social media platforms that this age group uses. The NFL is a large and well known franchise with great advertising and a large about of marketing money to work with. In 2016, the NFL spent 4.2 billion on ads on the NBC, CBS, Fox and NFL network. these ads averaged to about 16.5 million viewers. I think that having this service will not only encourage this age group of men to attend games but also, due to the convenience, they may even be more likely to travel to see their favorite teams or players.
2. Young professionals are typically looking to relieve stress and socialize with friends. Additionally this demographic likes to take part in activities that are

- more exciting than their particular norm, such as sports events. This demographic also falls into the millennial generation which is known to like the most reward while saving the most amount of time. What we would provide would cater to all of these wants. We are providing an environment where friends can get together and socialize with each other before entering the desired event. We would be providing a no mess no hassle services that allows the consumers to focus on nothing but having pure fun with their friends and family.
3. I think that this age group of our target market is ideal for “free marketing” and a great way to spread the word about our company. One of our market goals is to increase spending on advertising on positive social causes in press releases. This group of men are very likely to be watching or reading about this press releases. These men’s conversations about the press releases are likely to continue at work or even over a beer after work. This will increase the talk about NFL, giving them the idea or suggestion to attend a game in the near future. Another way that this target market will help is obtain our market objectives is through offering GrubHub, postmates, UberEats , etc. to our customers. This is definitely a great offer for this age group of men living in the city. After a long day of work, a hard gym sesh, or a long weekend out the last thing these men want to do is make food or leave the apartment on a game day. This discount we offer them will not only have them telling their friends about the deal but will remind them to attend another tailgate.

Segment 4-

1. We selected this target market because we think that this is the most likely segment for regularly attending football games and tailgating them so they have the most potential to become a regular/frequent user. Of the 115 million NFL fans in America, 74% are male and roughly 67% fall between the ages of 35-50 (GlobalWebIndex). There is about equal interest across income groups and ethnicities, so the market size of the segment is large-about 39 million people- and unrestricted by those factors (Statista). If prices are accessible, we could expect growth across the entire demographic by offering different packages that cater to fans with different incomes. 50% or more of NFL fans are Facebook, YouTube, and Twitter users, so by using a social media marketing campaign initially, we would be able to keep the costs of reaching this segment relatively low (GlobalWebIndex). Creating simple pop up ads or promoted tweets is an inexpensive but effective way to guarantee that fans are at least seeing our name and brand. However, because this slightly older demographic doesn’t engage with social media as much as the younger one, we could work on a PR campaign that advertises our services at the current tailgates outside of the stadiums and invites people to come check it out. Because nothing like our product currently exists, we would not have to worry about competitive positioning within our market. As this segment is the most common and likely football fan, and they are the segment that is most likely to attend games multiple times throughout a season, they are our goal market to reach to create a loyal customer base.

2. This market segment is already likely to be tailgating, and bringing their own grill, tent, beer, food, coolers and more to each tailgate each time. Assuming these are the most dedicated and loyal fans to one team, they are also more likely to be travelling around to see the team play at other stadiums, where it is even less convenient to be transporting that amount of stuff. There is no service that currently exists to bundle all of the specific products you need to tailgate (items would otherwise be sold across several different types of stores and not available for delivery), so our service uniquely allows consumers to select the tailgating items they want and have them delivered to the stadium. For a person who is traveling, this cuts down on their prep time and the stress and inconveniences of traveling with large objects such as tents, grills, tables and speakers. Beyond that, objects such as those that are expensive, high end, and reusable would be available for rent rather than purchase, so the cost would be lower than if the consumer would have to buy a large/expensive that they forgot while travelling to the stadium. Consumers would be allowed to select different packages to adjust to their specific needs and how much they desire to spend on the service. The value is in the saved time and overall money for the consumer.
3. This target market group is ideal for all three of our marketing objectives. One of the goals is to increase advertising budgets in order to promote positive social causes. According to QZ.com, the average 35-50 year old male watches roughly four hours of TV a day, so running interviews and other programming outside of just the games will make consumers think about football positively more. We already looked at their social media use, so we know social media campaigns would have the same effect. Offering packages for NFL tickets would provide more incentive to attend more games, especially away games, because it gives the mindset that the saved money offsets the cost of travel.

Part 3: Perceptual/Positioning Maps

- Create one perceptual/positioning map per target market that shows where your business idea will fall as compared to competitors on two of the most important attributes (for each particular target market) of your product. You may be able to find factual information on some attributes, while others are consumer opinion. Compare your product to the same competition you considered in assignment 1.

PART B (Clinic 3 &4)

	 	low popularity
 		high popularity
short airtime	Long Airtime	

This perceptual map indicates that football would be a popular sport to tailgate for our target market described in segment 2. Tailgating is a social activity based around the game, but this market likely isn't as interested in the game itself as much as spending time with friends. This makes the long airtime (length of game) more attractive for this segment; it gives them more time to eat, drink, and hang out. This segment is also more likely to go for a more popular sport, because without as much general interest garnered for a game non-fans are less likely to attend. Football is more likely to be an event that is enjoyed for its size and popularity by this group that is more concerned with the overall experience than the score.

	 	Playtime on mostly weekends
 		Playtime on mostly weekdays
Short Airtime	Long Airtime	

We chose this perceptual/positioning map to show where our business would fall compared to our competitors and we based the brand positioning on our target market number four. This target market is men ages 35 to 50 that typically have family or children. We felt as if this age demographic was appropriate for this map

because it revolves around convenience. These men are able to spend their downtime on the weekend watching the sport they love, football, which makes our product more attractive to this segment. The NFL and NASCAR are two sporting events that have long airtime, but NFL has a larger fanbase, making our product number one for this segment.

Works Cited

Threats

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Strengths

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Weaknesses

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