

Marketing Objectives:

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.

Target Markets:

- Segment: Young Professionals/ Single Adults
 - demographic- Ages 25-32
 - 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: Older Men with Families or Children
 - 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

Promotional Plan:

Message Content:

- Convenient
- Appeals to many kinds of people
- Spend game days with friends, family, or both
- Affordable
- Customizable
- Creates a new, more friendly, and more inviting tailgating environment (old/family)
- Opens up opportunities to travel for favorite teams or big games (young professionals)
- Hassle free set-up and take-down
- Makes the game worth the commute (older/family)
- Great way to meet up with old and new friends (young professionals)
- Meet new people (young professionals)

Young Professional Segment Connection:

Young professionals looking to get together with friends outside of work, likely at events or restaurants, centered around eating and especially drinking. Our product creates that environment in most major US cities, making it accessible to young professionals anywhere. The openness of a tailgate provides an easy, low-commitment way for people to meet up, which is again good for younger people who are more likely to overwork/overbook themselves or cancel last minute. The openness of the environment makes it easy to bring groups of friends together in a casual setting. Customization is important for this segment as they're more likely to have a wider array of tastes and dietary needs; our customizable options could provide vegan, vegetarian, gluten free, etc. food options, and more importantly, a variety of price points and options for booze, including beer and cocktails. For young groups that are all splitting the cost, having one flat fee that is paid for everything and easily divided is easier for them to deal with than trying to make everyone divide the costs of food, booze, equipment, and more equally.

Older Men/Family Segment Connection:

The older men and family segment will be looking for an easy way to tailgate and support their favorite NFL team from city to city. Our product makes it easy for the people in demographic to customize their own tailgating experience, whether they want it tailored towards a family friendly event or a chance to catch up with old friends. Our ability to customize each experience, allows for our product to appeal to more than one target market. For this demographic our tailgating experience makes the commute for these older people and their families worth it, because it will be the experience that they personally create.

Appeals:

Young Professional Segment Appeal (Rational):

For young professionals it would appeal to them rationally because of the convenience and equality aspect of our service. Organizing a tailgate through our service will relieve the stress of people volunteering to bring things as well as the stress of dividing costs evenly. People will be able to personalize the food, drinks, and other add-ons they would like to be delivered to the tailgate and the total price will be divided among the attendees. Similar to ordering an Uber, our service will have the option to "split cost" and you will be able to request other attendees through Paypal, venmo, and other online banking apps. Our service will also appeal to this segment rationally because for young professionals living in the city, chances are they will not have a car or would rather use public transportation to get to the game. Through our service, it will relieve the hassle of lugging games, tents, and coolers to and from the event on public transportation systems. Instead the games, tents, and coolers will be set up when the attendees arrive, and can be left to be retrieved by our employees when the people decide to go into the game. This allows the attendees to come and go as they please and leave to attend another event in their busy schedule without any hassle.

Older Men/Family Segment Appeal (Emotional): For this segment, an emotional appeal would be more effective by using a focus on catering to the whole family. Rather than the father having to branch off with his buddies and leave the bored, uninterested or uninvited wife and kids behind, he has the option to create a custom tailgate experience that can appeal to his whole family. Food and drink options can be catered to children or a wife's differing tastes, tailgating games like cornhole can be added to keep

the kids entertained. This can promote it as a social activity among groups of families as well, as they are also able to customize the size to account for more children. The added amenity of our company doing set up and take down means there is no hassle with getting tired kids home as you're dealing with cleaning everything up. They leave when them (or their kids) are ready to go and we handle the rest.

Slogan:

- Overall company slogan:
 - "Tailgate anywhere without the hassle"
- Our advertising idea to personalize it to each target market:
 - "Tailgate _____ without the hassle"
- EXAMPLES
 - Young Professionals
 - "Tailgate (with a bud) without the hassle"
 - Older Males/ with families
 - "Tailgate (family style) without the hassle"

Media Selection:

- Young Professionals
 - Instagram Ad:
 - The advertisements we would show on instagram would feature our, "Tailgate _____ without the hassle" possible with the blank filled with (with a bud), (any gameday), etc. The decision to place this ad on instagram is because males from the ages 18-24 make up the largest demographic group. On top of that 63% of instagram users check the app at least once a day. 60% of Instagram users discover new products on the platform. Engagement with brands on Instagram is 10 times higher than Facebook, 54 times higher than Pinterest, and 84 times higher than Twitter. So advertising on instagram will enable us to reach a large range of people as well as ensure we can get people checking us out (brandwatch). Some ideas we have is to feature our slogan, "Tailgate (with a Bud) without the hassle, featuring a group of diverse men in their early to late 20s at a tailgate playing games, smiling, and drinking Bud Light. Another idea we have is "Out Tailgate (your rivals) without the hassle". For this one, we imagine a man his favorite football jersey on smiling, and tailgating with plenty of food beer and games. He will be surrounded by a sea of angry men (wearing the rival football jersey) struggling to set up tents and carry in beer to the tailgate.
 - Banner Ads on Popular News Sources:
 - These ads would follow a similar format at the Instagram ads - may even be the exact same advertisement - but would further encourage the target segment to click on the ads because they're seeing them pop up seemingly everywhere they look. These ads would show up on the top or side of websites such as the New York Times, Buzzfeed or Vice, because these are the most read news sites by millenials (Wibb. Ads could also pop up on any other news site or article that is clicked on based on saved data that showed they have visited that site or clicked on an advertisement for it before.
 - These ads would feature groups of friends at the tailgate, everyone would have drinks popular among younger audiences in hand - Bud Lights, White Claws, etc - and would show a group that is more diverse in appearance (gender, race, size). These ads would depict tailgates as more of a party, showing certain add-ons such as DJ equipment and more focused on alcohol than food.

- **Appendix A** summarizes the approximate cost to advertise to our target market
 - **Appendix B** summarizes our Sales Promotion
 - **Appendix C** explains our Promotional Mix of Personal Selling
- Older men/ Families
 - Facebook Ad:
 - the facebook ads that we will promote will be similar to the other social media platform ads. Our company feels as if facebook is on of the best cost efficient ways to reach this target market. Facebook remains the primary social media platform for middle aged men and women in the US with about 68% of adults reporting that facebook is their most used social media platform (pewinternet). Facebook is also the primary social media used for men specifically for following brands and products (Fluent, Inc) The ads that we will promote on facebook will incorporate our “Tailgate _____ without the hassle” slogan with the blank filled with (with a bud-showing a group of friends drinking Bud Light), (any gameday), etc. We hope that through this advertising method, the target market will be able to experience how customizable our product is.
 - Mobile Ads:
 - We found that 68% of male smartphone owners are more likely to make purchases based on mobile ads (Entrepreneur), and that men are more likely to download apps specifically for a store they’re shopping at and use them primarily for purchases (Fluent, Inc). For this reason we decided to have pop up ads on mobile apps and websites to reach this target segment, again, across their online use to make it more likely they notice and look into our business. These ads, again, would follow a similar format of “tailgate _____ without the hassle”, but also might include short, one or two word reviews or star-ratings of the service as well. Men ages 30-64 are likely to look at reviews before purchasing a product, and the bigger space provided by a mobile pop up vs a banner ad allows this to be added in without the space feeling cluttered (Fluent, Inc).
 - **Appendix D** summarizes the approximate cost to advertise to our target market
 - **Appendix E** summarizes our Sales Promotion
 - **Appendix F** explains our Promotional Mix of Personal Selling

Appendix A:
Approximate Cost Table for Young Professionals

Facebook's Ad	Approximate Cost
Generic Ad	between .70 cents to 1 dollar per click (karola karlson)

Cost per thousand views	\$6.70 (thrivehive)
Cost of hiring an Instagram Influencer	\$1,000 per 100,000 followers (cpcstrategy)
Banner Ad on Popular News Sources	Approximate Cost
New York Times	\$200-250 for a print ad in Sunday edition classifieds, and 7 days of online advertising, full page ad is ~\$150,000
Buzzfeed	starting at \$100,000 based on type of ad https://www.thalamus.co/ad_partners/buzzfeed
Vice	A page in the magazine is \$9,000 - no info on online ads available

Appendix B:

Sales Promotion for Young Professionals

Many men within this age group are very interested in following and watching accounts like “Barstool” and “Foreplay Pod”. These accounts mix sports news, with pop culture news, and hilarious videos. Many men send in videos that they have of their friends making fools of themselves, playing sports, and doing things that will make the instagram community laugh. The man voluntarily send in these videos just to have the satisfaction of sharing the video and being featured one of these instagram accounts. But, what if there was something in it for them beyond a feature on the account. What if we had a promotion where any men or women who captured a funny moment while playing sports or being out with friends would send it to us with the hashtag #tailgateanywhere for a feature on our instagram and be entered into a lottery for a grand prize. We would fly the people responsible to the video to whatever NHL game of their pleasing and hook them up without most luxurious tailgate package. The grand price would include flights, transportation, a weekend stay at a hotel, football game tickets, and our tailgate package.

The promotion would be featured on instagram on our page as well as “barstool”, “foreplay pod” and other similar accounts and here is a visual:



Appendix C:

Promotional Mix Activity for Young

- Develop another promotional mix target market, such as publicity

Professionals

activity of your choice per event or personal selling or

direct marketing. Include relevant pieces in your appendix, like press releases, etc. as necessary, and a bulleted list describing how and why it works.

- i. For this, we would host PR events at the cities with NFL teams and large amounts of young professionals living in those cities such as Denver, CO, Charlotte, NC, Nashville, TN, Houston, TX, and Seattle, WA (CNBC). Influencers and other attractive, young people would be tailgating at a set up with all luxury amenities, inviting other people who are walking by to take a drink or come join them for more info. This event could include press releases and/or paid advertisements for local Barstool Instagram accounts, advertising through colleges, companies or businesses locally that hire lots of younger people, and further promoted through social media giveaway contests.
- ii. This would be effective because 62% of 18-24 year olds and 55% of 25-34 year olds agree that influencers are honest about their beliefs and opinions and seem knowledgeable and authentic, so they would be more likely to view this event as a genuine experience and want to participate (Marketing Charts)

**Appendix D:
Approximate Cost Table for Older Men with Families or Children**

Facebook Ad	Approximate Cost
Facebook Page	FREE
Average cost per click (CPC)	\$1.86 (fitsmallbusiness)
Average cost per month	between 500 per 1,500(thalamus)
Mobile Ad	Approximate Cost
Pop up ad on “Waze”	\$2 per day (Waze)
Ad on Yelp	.60 cents per thousand impressions (singlegrain)
Youtube	.10 to .30 center per view (blue corona)

**Appendix E:
Sales Promotion for Older Men with Families or Children**

- Develop one sales promotion per target market (p. 477) that is appropriate for your product and include relevant pieces in the appendix. With it, please provide a bulleted list describing how and why it works.

_____ For this target market we want to be able to keep them coming back once they purchase one of our packages from our company. When users buy the selected packages, we will offer them a discount coupon that is targeted towards their previous purchase, to keep them as loyal

customers. In light of this idea we could also partner with other businesses or companies already involved in the tailgate community like bud light to keep our partners happy. This will work because the customers will know that we appreciate their business and that we want to keep them coming back. It has been shown that nearly 76% of consumers expect discounts or special offers after a purchase and 90% of these customers use



the coupons (Helloworld).

Appendix F:

Promotional Mix Activity for Older Men with Families or Children

- Develop another promotional mix activity of your choice per target market, such as publicity event or personal selling or direct marketing. Include relevant pieces in your appendix, like press releases, etc. as necessary, and a bulleted list describing how and why it works.

Public Relations Event

In order to attract men with children to bring their families to tailgate, we would host a PR event targeted at children so they can have fun and keep themselves entertained at the tailgate. Besides just the regular tailgating games like cornhole, activities could include bouncy castles, face painting, a DJ playing kid friendly music, food and treats for kids and more. Other food and alcohol would still be available for parents, but the point would be to communicate that tailgates can be kid-friendly as well, and ideally have kids asking parents if they can do it again.

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