

MetLife Stadium



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The MetLife Stadium was built in 2010 at the Meadowlands Sports Complex in New Jersey, with the goal of having one of the finest stadiums for consumers who enjoy watching American Football.

Major events hosted at the stadium include Super Bowl XLVIII, WrestleMania, Bon Jovi, and Taylor Swift. MetLife Stadium tops the industry charts annually since opening

In July 2017, it was named "**Venue of the Year**" by the Stadium Business Summit

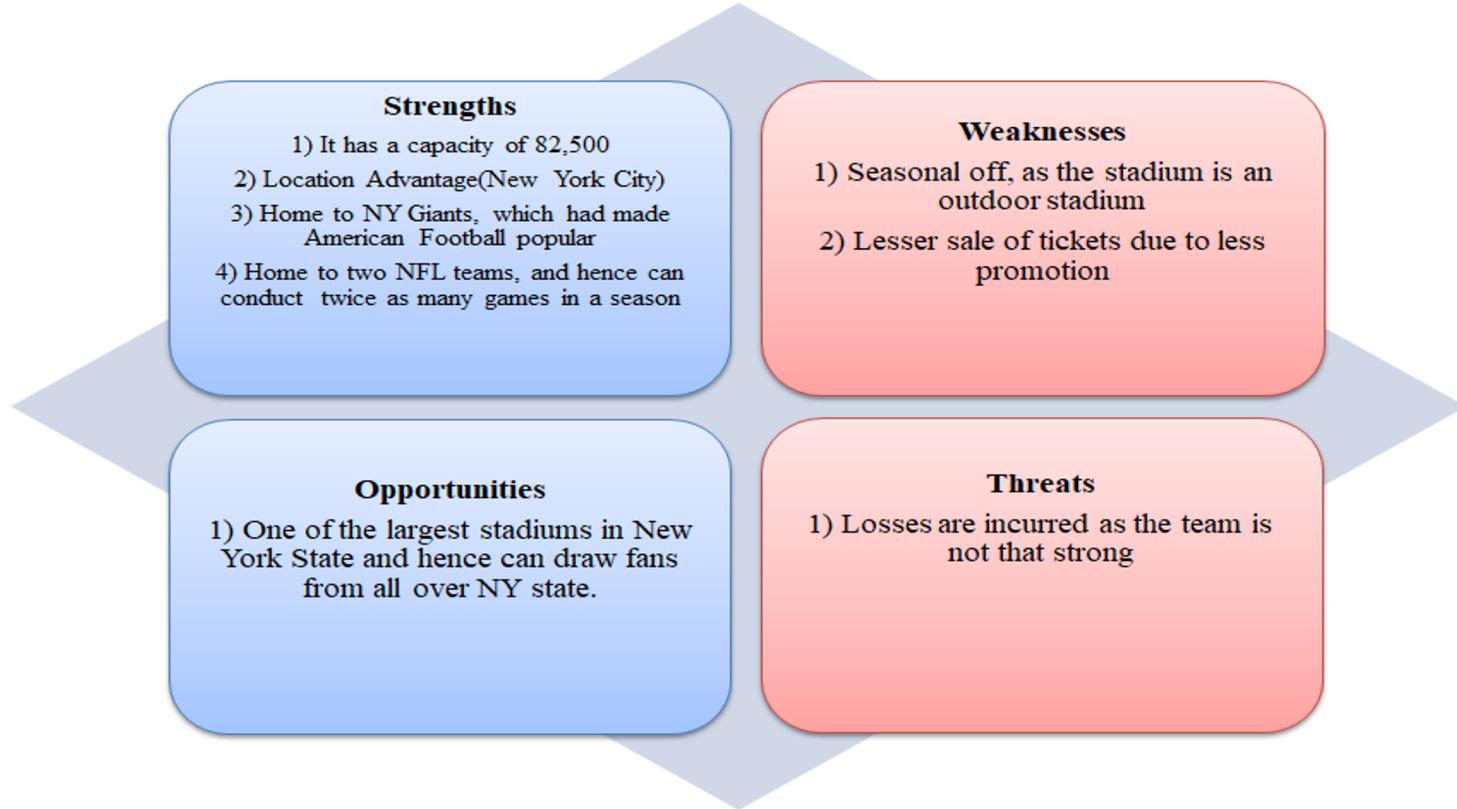


FACTS	PRICING	PRODUCT	DISTRIBUTION CHANNELS
<ul style="list-style-type: none"> Cost: \$1.6 billion Venue Size: 2.1 million square feet Capacity: 82,500 capability for football and soccer; 50,000 for most concerts Suites: 200+ on four separate levels; 16-24 seats per suite Parking: Approximately 28,000 spaces 	<ul style="list-style-type: none"> Ticket prices may vary according to popularity of the teams and dates. Ticket prices wherein the opponents are a popular team, may range between 50-750 dollars. 	<ul style="list-style-type: none"> Hosts 20 NFL games per season. Hosts 4-5 concerts on an average per year. New York Giants currently rank 4th amongst the NFCs New York Jets currently rank 3rd amongst the AFCs. MetLife Stadium currently rank 4th in the "7 best outdoor music venues" list. 	<ul style="list-style-type: none"> Primary distribution channels are websites like ticketmaster.com. Official websites of NY Giants, NY Jets and MetLife Stadium. Official Apps available on both android and IOS Ticket Offices situated at the stadium

NFC: National Football Conference Teams

AFC: American Football Conference Teams

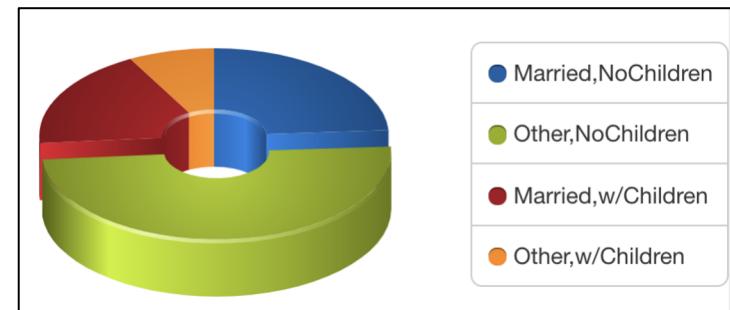
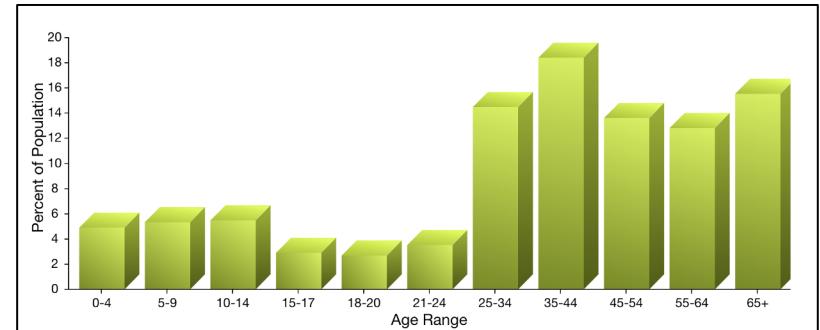
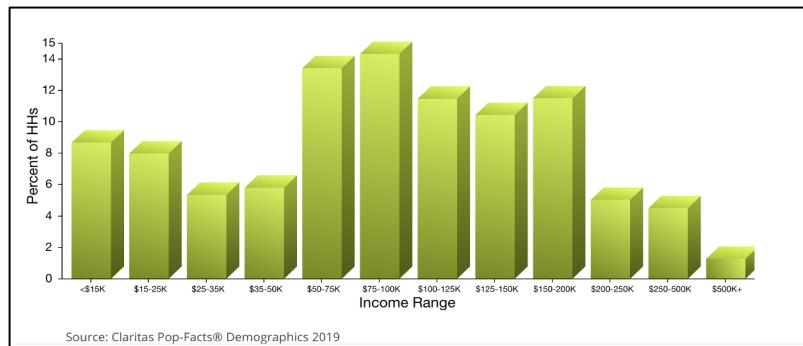
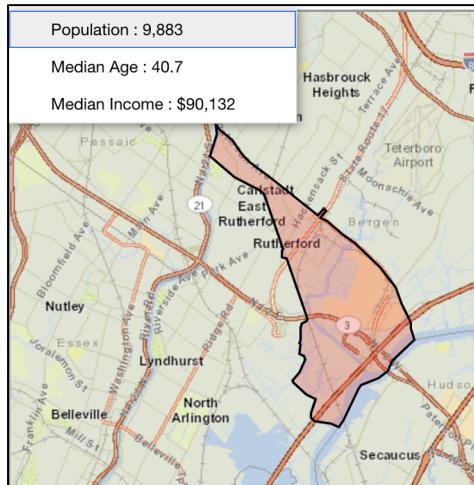
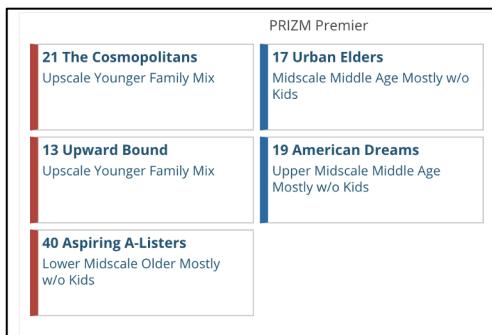
SWOT ANALYSIS



Objectives:

- 1) Try improving standings to attract more fans
- 2) Target audience for concerts and organise more such events.
- 3) Implement better promotional strategies.

Market Research

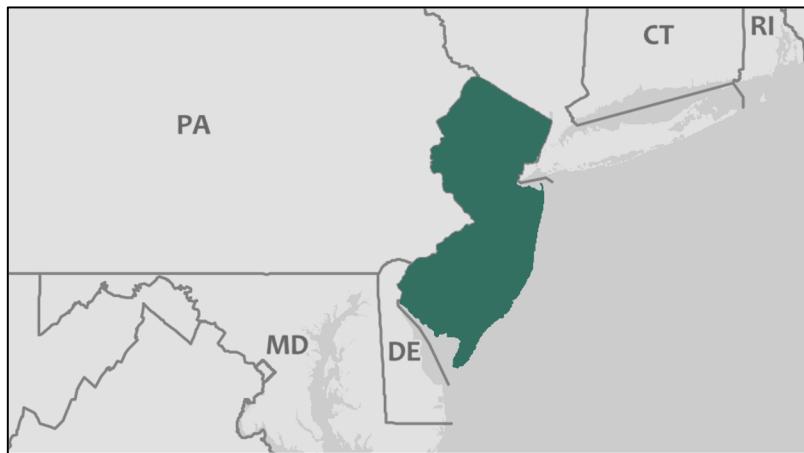


Zip Code of MetLife Stadium: 07073

Zip Code Lookup:

<https://claritas360.claritas.com/mybestsegments/#zipLookup>

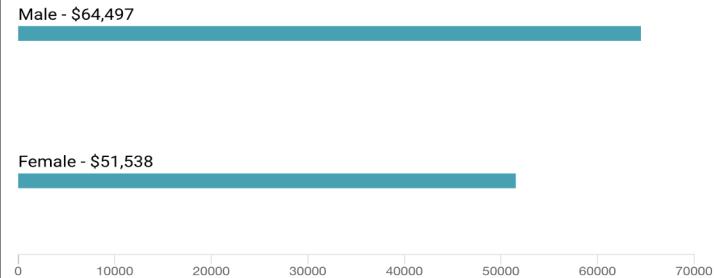
New Jersey



Age and Sex
39.8 +/- 0.2
Median age in New Jersey

▼ Total population	8,908,520
Male	48.8%
Female	51.2%

Median Earnings for Fulltime, Year-Round Workers by Sex in New Jersey



POPULATION
9,005,644



MEDIAN HOUSEHOLD INCOME
\$80,088



POVERTY RATE
10.0%



EMPLOYMENT RATE
61.8%

Census Government Data:

<https://data.census.gov/cedsci/profile?q=New%20Jersey&g=0400000US34&table=DP05&tid=ACSDP1Y2018.DP05>

New York



Age and Sex

38.7 +/- 0.1

Median age in New York

▼ Total population	19,542,209
Male	48.6%
Female	51.4%

Median Earnings for Fulltime, Year-Round Workers by Sex in New York

Male - \$55,636

Female - \$48,901



POPULATION

19,849,399



MEDIAN HOUSEHOLD INCOME

\$64,894



POVERTY RATE

14.1%



EMPLOYMENT RATE

59.6%

Census Government Data:

<https://data.census.gov/cedsci/profile?q=New%20York&g=0400000US36>

Music genre preferences

Order of preferences:

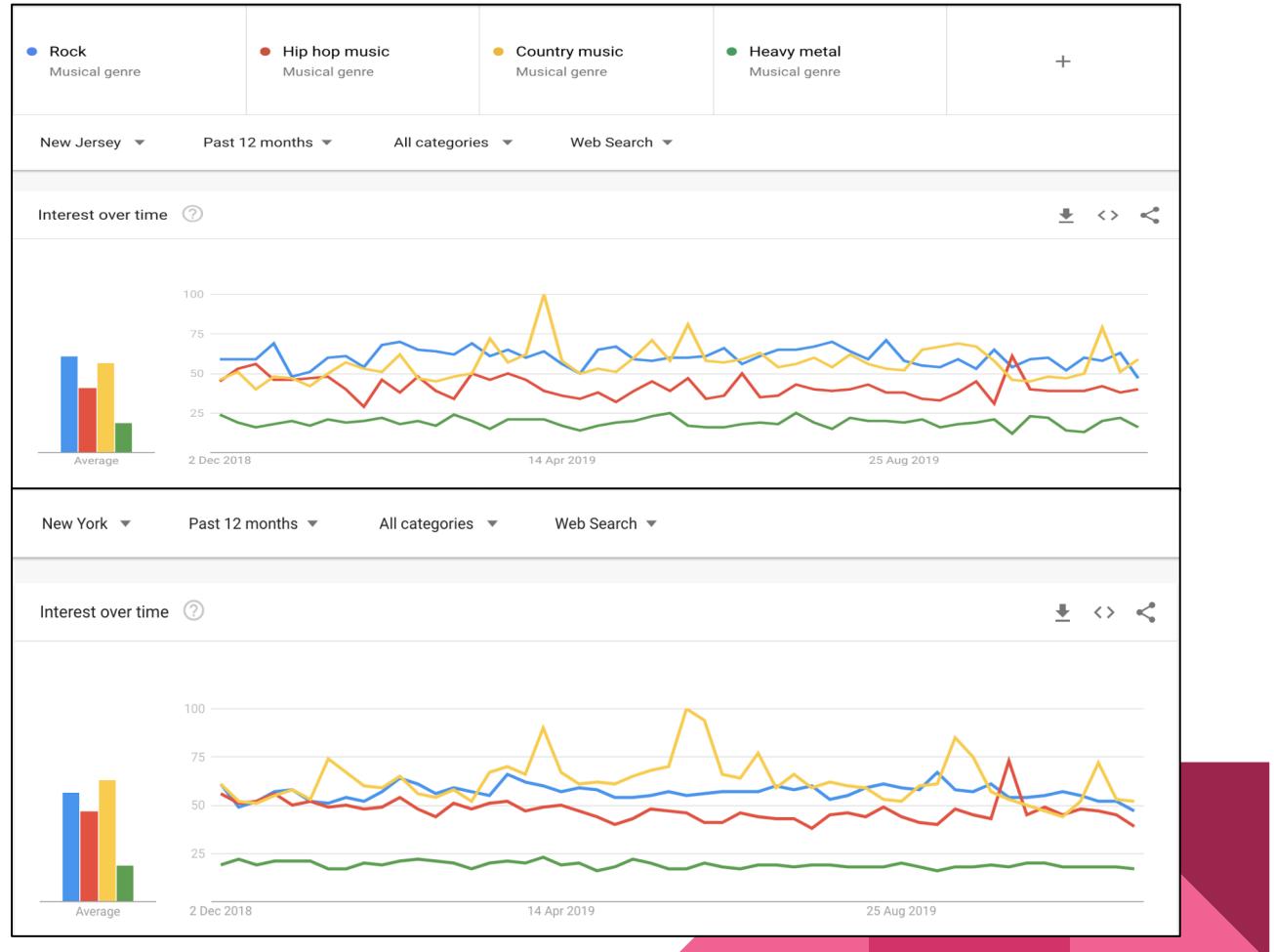
1. Rock
2. Country Music
3. Hip Hop music
4. Heavy Metal

Google Trends:
New Jersey:

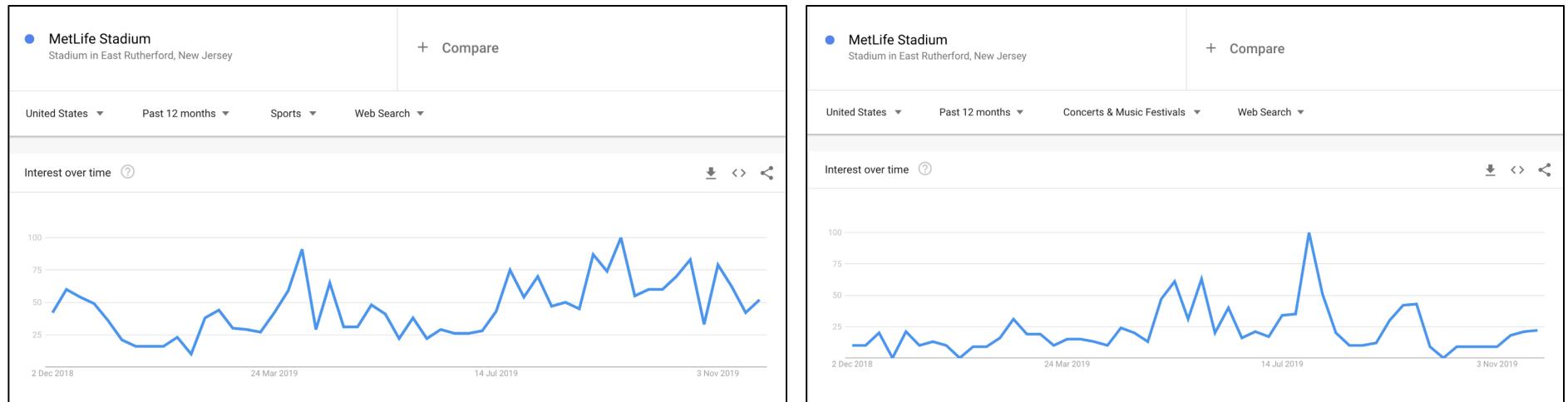
<https://trends.google.com/trends/explore?geo=US-NJ&q=%2Fm%2F06by7,%2Fm%2F0glt670,%2Fm%2F01lyv,%2Fm%2F03lty>

New York:

<https://trends.google.com/trends/explore?geo=US-NY&q=%2Fm%2F06by7,%2Fm%2F0glt670,%2Fm%2F01lyv,%2Fm%2F03lty>



Web Searches



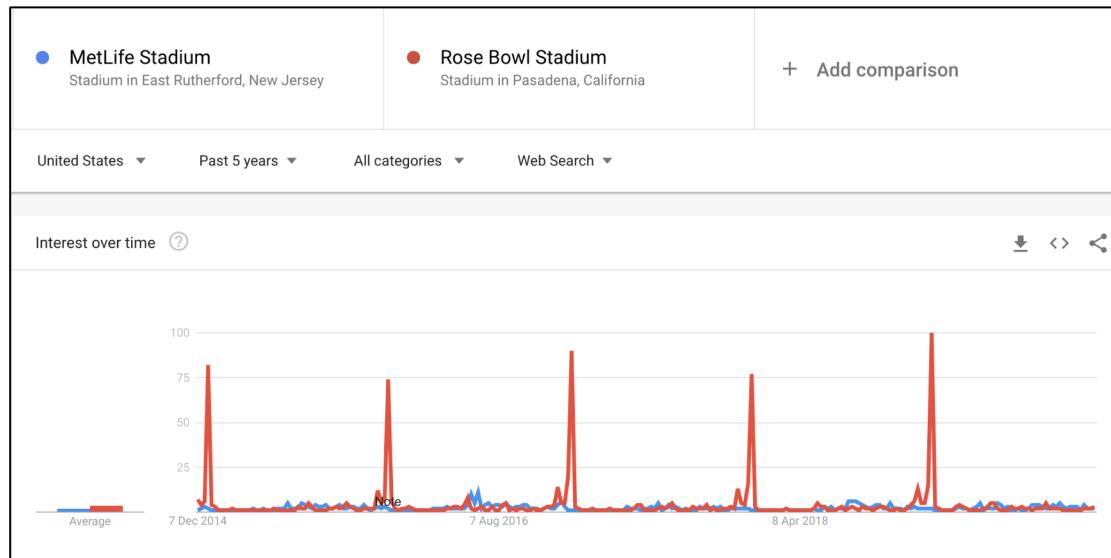
Off Season: Winters

Google Trends:

Sports- <https://trends.google.com/trends/explore?cat=20&geo=US&q=%2Fm%2F0dnkph>

Concerts & Music Festivals- <https://trends.google.com/trends/explore?cat=891&geo=US&q=%2Fm%2F0dnkph>

Competitor Analysis



Web Search and Google Shopping better than:
Mercedes-benz stadium
Heinz stadium
Michigan Stadium



Recommendation: Similar annual events should be conducted during off-season

Google Trends:

https://trends.google.com/trends/explore?date=today%205-y&geo=US&q=%2Fm%2F0dnkph,%2Fm%2F04j5_p

Product

1. Games: Jets haven't made the playoffs since 2010.

- Improve Player Management by signing better players.

According to a survey, people in New Jersey preferred watching games on television due to comfort.

- Improve comfort in the stadium.

2. Concerts:

- Target the 30-50 age group (high market share and profitable)

- Hold concerts of music genre: Rock, Country

- MetLife hosted 11 concerts (highest) in 2016 and won awards and attained a high profit.

Increase the number of concerts every year

3. Concessions:

- Start serving variety of coffee during concerts.

Think with Google:

https://storage.googleapis.com/yt-ads-audience.appspot.com/reports/youtube_audience_profile_3aadbc14a.pdf

Frequently Attends Live Events

People who frequently attend live events, such as concerts, sporting events, and festivals. These people tend to enjoy being present for the action, rather than watching it on a screen. It can be a big part of their lives, whether they're loyally supporting their home teams or staying current by seeing the latest popular artists. They often come to YouTube to watch news on upcoming events.



People in the Frequently Attends Live Events audience are also likely to be part of these audiences

 Frequently Visits Salons	 Light TV Viewers
 Coffee Shop Regulars	 Fast Food Cravers

Price

1. Games: Range between the ticket price for MetLife is high (50-750\$)

- Decrease the range according to the targeted segment

65% tickets sold with higher ticket price helps achieving higher profit than 100% tickets sold with lesser ticket price

- Increase ticket price when reaching to finals

2. Concerts

- Increase average ticket price when targeting bands for elder age group

- Have ticket prices with lesser spread before the median price and higher spread after.

3. Concessions: People are willing to pay during longer events and games. Even when they report problems, the quantity gets sold out.

- Increase prices of all the food and beverages in concessions



Promotion

1. Games:

- Sample audience in New Jersey and New York to find the traditional media preference
- Target the best 2 medias and gradually reduce investments in traditional promotions when a team is winning

2. Concerts

- Favor social media advertising which can be targeted

3. Concessions:

Since applications are a good source for promotion

- Make the audience install application by giving discounts to audience if concessions are bought through apps at stalls

Other strategies:

- Add salons in the hotel as the audience is salon-goer
- Auction sporting goods signed by players for wealthy audience
- Sell men's apparel in shops in the hotels

The card features a red and white logo at the top left. The title "Sports Tickets" is in bold black text. Below it is a description: "People interested in buying tickets for live sporting events, such as American football, baseball, basketball, hockey, and soccer. YouTube is their source for sports highlights and scheduling info about their favorite teams." To the right is a graphic of two interlocking puzzle pieces, one grey with a football and one red with a soccer ball.

People shopping for Sports Tickets are also researching or planning to purchase these products and services

Concert & Music Festival Tickets	Sporting Goods
Trips by Destination	Men's Apparel

This is a sample of products and services that are most relevant to your audience. They reflect other audiences you can reach on YouTube.

People shopping for Sports Tickets are also likely to be part of these audiences

Value Shoppers	Fast Food Cravers
Foodies	Frequently Visits Salons

Implementation

Organise an annual event

- Have signed sports goods to auction
- Sell related merchandize

Event reports and analysis by the end of the year.

Band research

- Book a band for February end aligned with majority population's choice



Off Season Tactics

- Work on increasing the comfort of seats in the stadium.
 - Player management by signing better players
- First concert by Feb end**
- Promotion for targeted audience
 - Add coffee as beverages in stalls
 - Increase average ticket price
 - Evaluate event report

Organise Games

- 2 for New York Jets and 2 for New York Giants
- Evaluate their functioning
- Adjust player management
- Analyse event report and adjust prices for tickets, concessions
- Evaluate quantity of concessions

Organise one more concert

- Aligned with feedback from previous concert

Repeat this for the second half of the year

- Have at least 6 concerts
- Have annual event
- Try improving standings of Jets and Giants

Have multiple games

- Ensure wins

Have another concert

