

5 ALIVE AGENCY

THE WNBA

09/16/2022



WOMEN'S NATIONAL BASKETBALL ASSOCIATION

5 ALIVE AGENCY

Digital Marketing



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PROBLEM / OBJECTIVE

How might the WNBA better leverage its ecosystem
(of fan data, marketing partners, media partners etc)
to make engagement with the league more
accessible than ever before.



TEAM SOLUTION

A youth-targeted WNBA app designed to reach and maintain engagement of young fans

RATIONALE:

The WNBA is the only all-women's league out of the top 10 sports leagues for both Millennials and Gen Z.

It's clear that the WNBA is the most popular women's sports league for Gen Z.

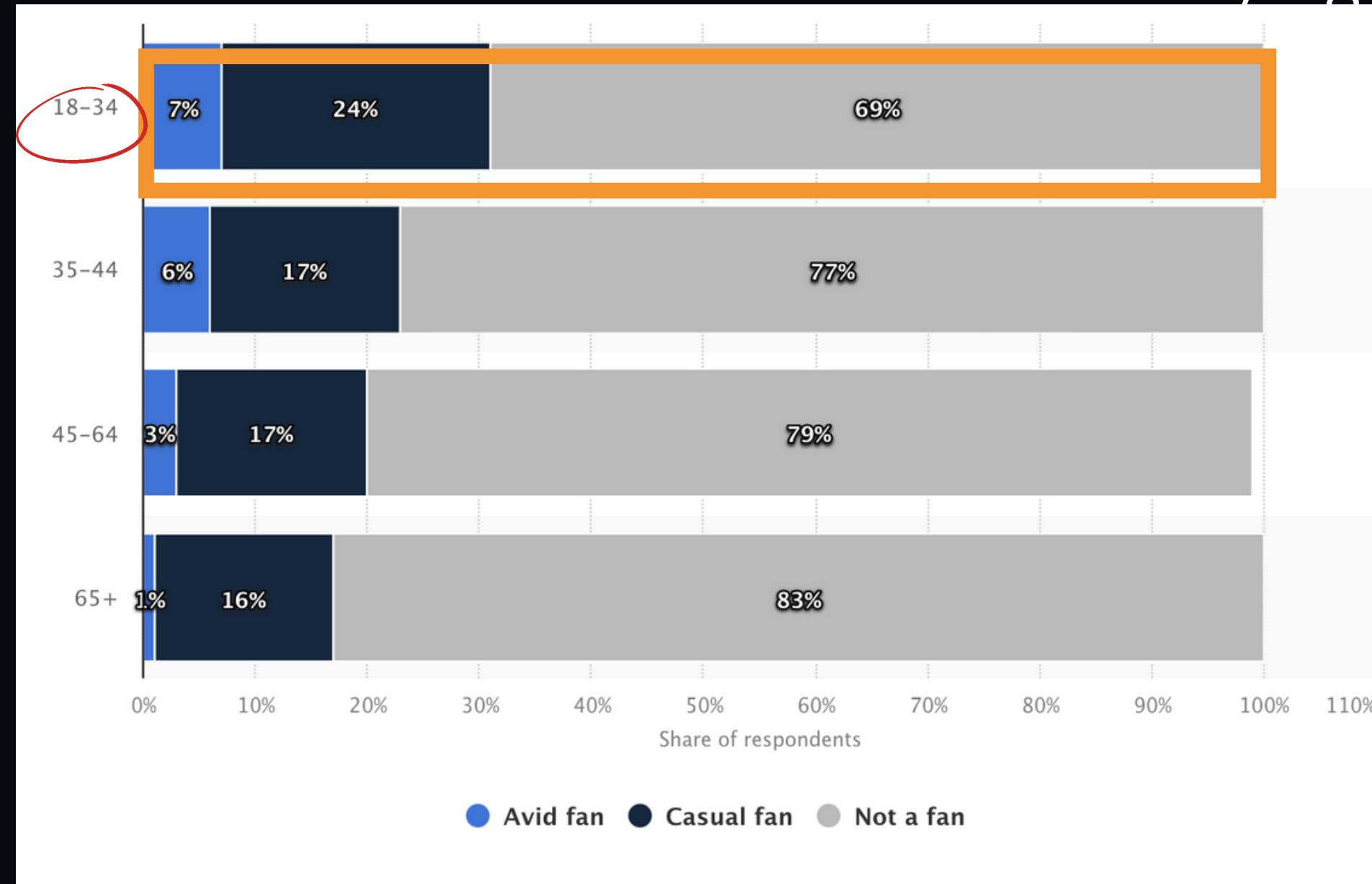
Their Top 10 Sports Leagues

Gen Z	Millennials
1. NBA	1. NBA
2. NFL	2. NFL
3. NCAA	3. UFC
4. MLB	4. UEFA Champions League
5. Premier League	5. LaLiga
6. Major League Gaming	6. MLB
7. UFC	7. Premier League
8. WNBA	8. League of Legends Championship
9. LaLiga	9. NCAA
10. Overwatch League	10. Serie A

Source: YPulse Surveys n=1000 ages 13-39 | July 2021

RATIONALE:

WNBA Interest Levels by Age



statista.com

About three-in-ten Americans go online ‘almost constantly,’ but this varies greatly by age

% of U.S. adults in each group who say they go online “almost constantly”

PEW

Demographic Group	% Go Online Almost Constantly
U.S. adults	31
Men	32
Women	30
White	28
Black	37
Hispanic	36
Ages 18-29	48
30-49	42
50-64	22
65+	8

MEET MICHELLE

"Learning about the sport you love can take my game to the next level!"



MICHELLE BROWN

Gender : Female
Age : 15
Education : In High school



GOALS

Have a fun way to engage with WNBA games



FUSTRATIONS

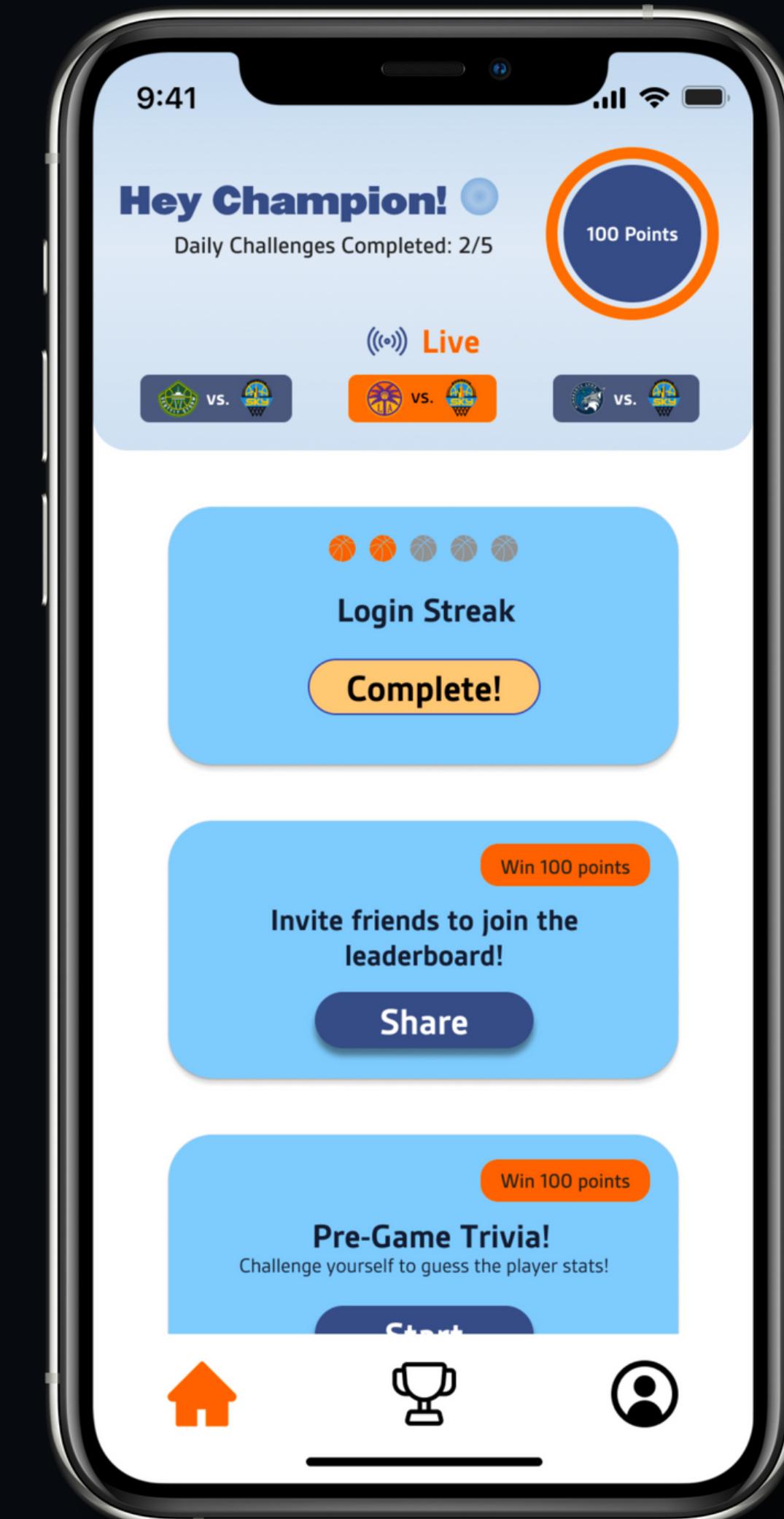
Wants to learn more about WNBA but finds articles boring.

BRANDING:

Primary Colors:



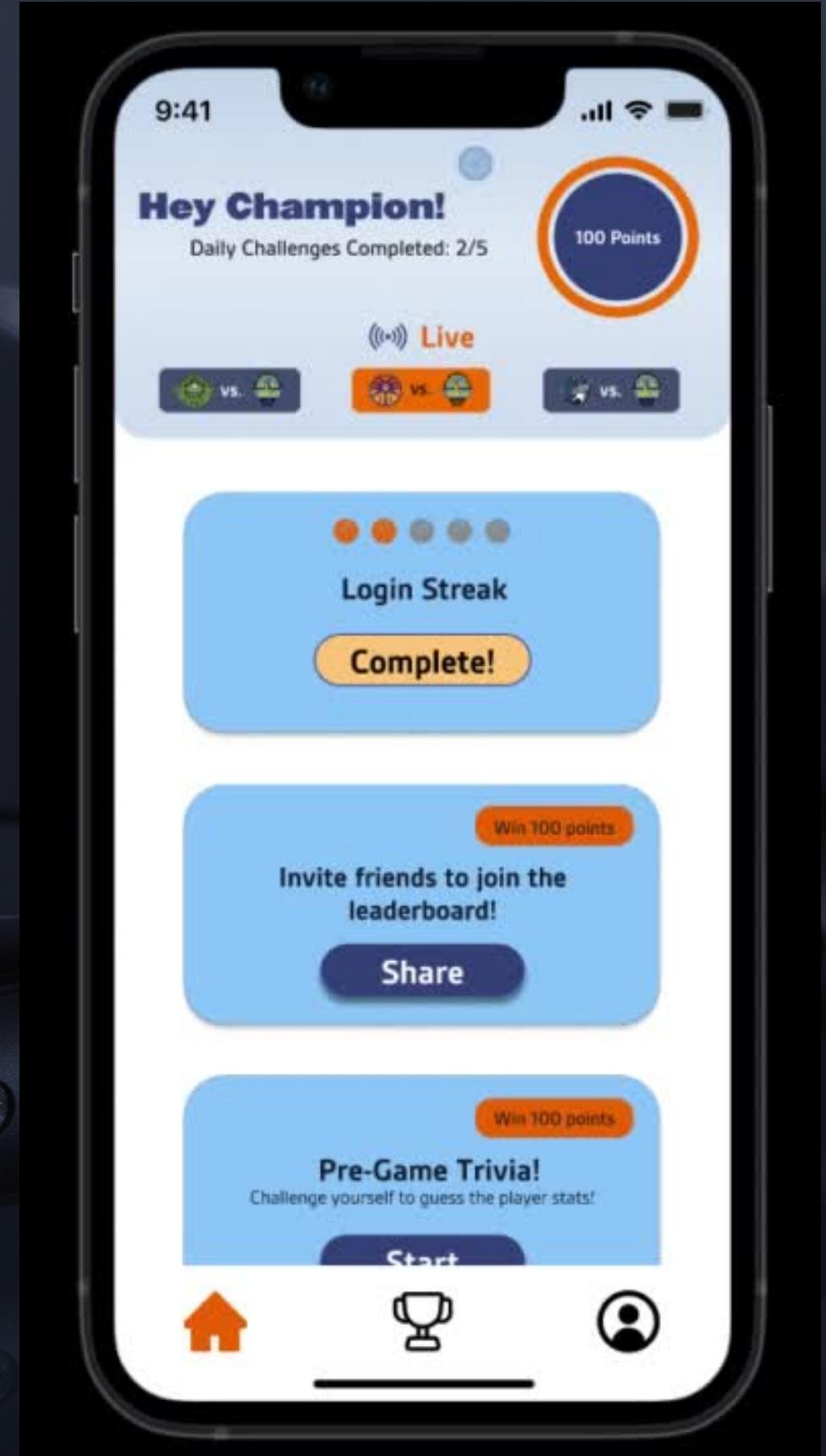
Secondary Colors:



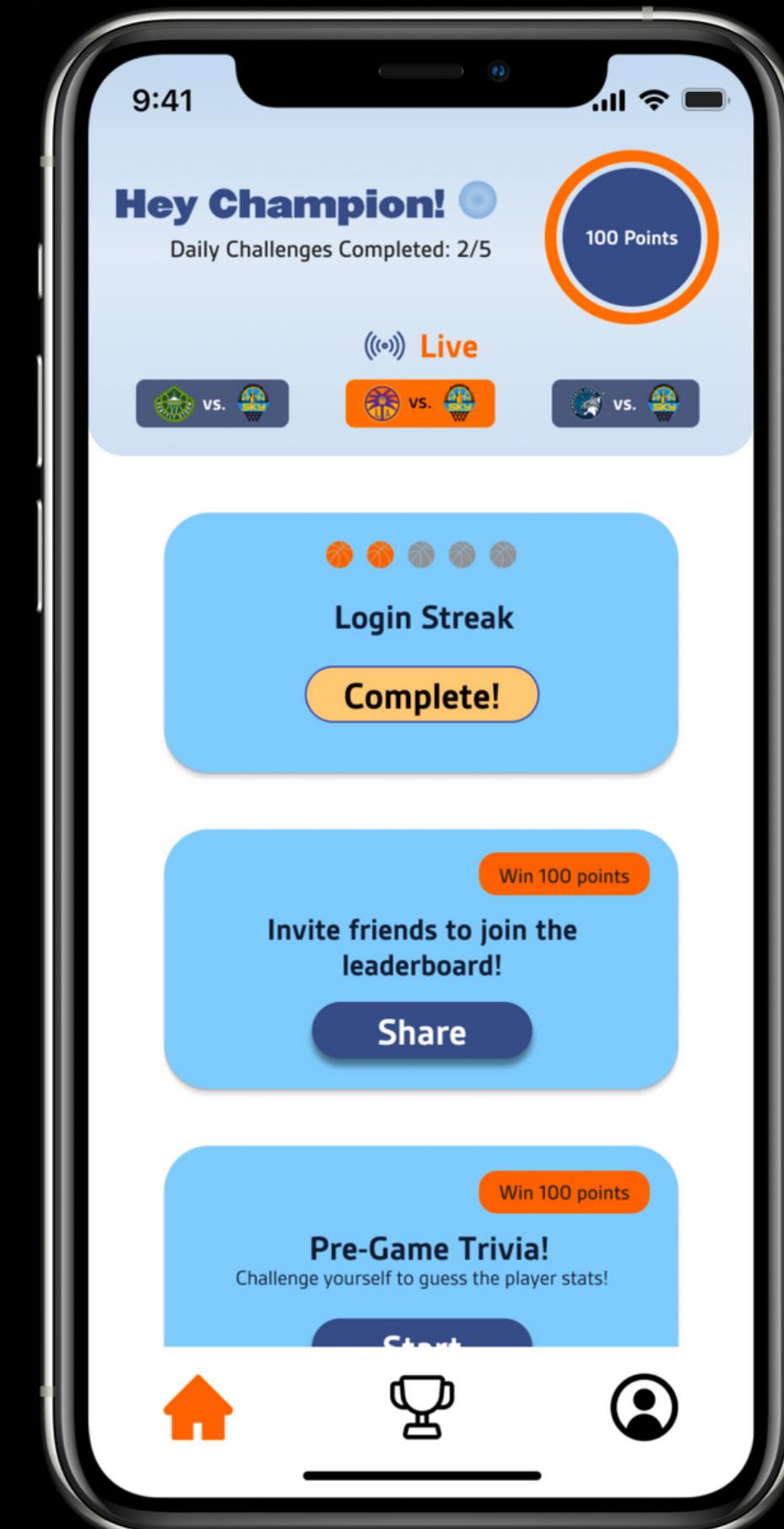


PLAYBALL

A MOBILE APP



WEB DEVELOPMENT



W N B A

ML APPLICATIONS FOR APP IMPROVEMENT AND ENGAGEMENT



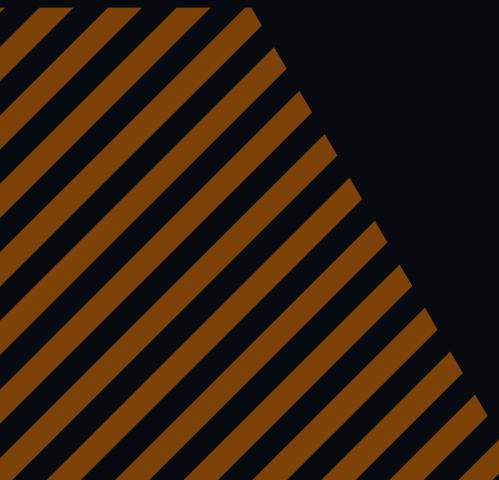
Engagement Optimization



Gamification Maximization



Friend Recommendations



MARKETING STRATEGY



Plan

Open a new world for youth to interact and learn about the WNBA alongside like-minded people, and to grow and gain knowledge with rewards for hard work.



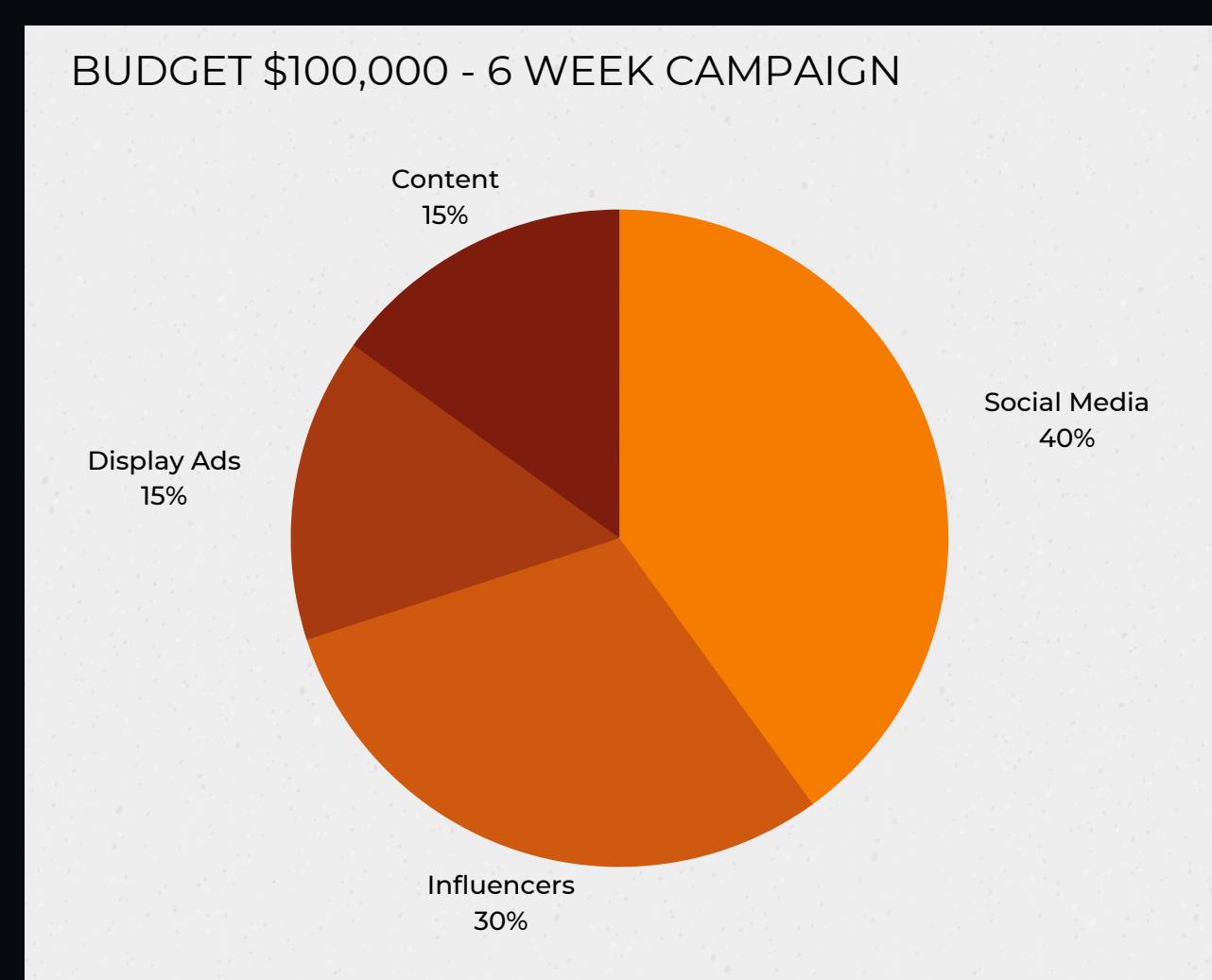
Apply

We will meet the youth where they are through paid social media ads, and display ads. We are also going to incorporate influencers.



Measure

- + Display ad CTR by 0.91% by end of campaign
- + Instagram/TikTok CTR by 2% by end of campaign
- Achieve 17,000 downloads by end of 6 week campaign



We'll meet you on the court!

What is engagement?

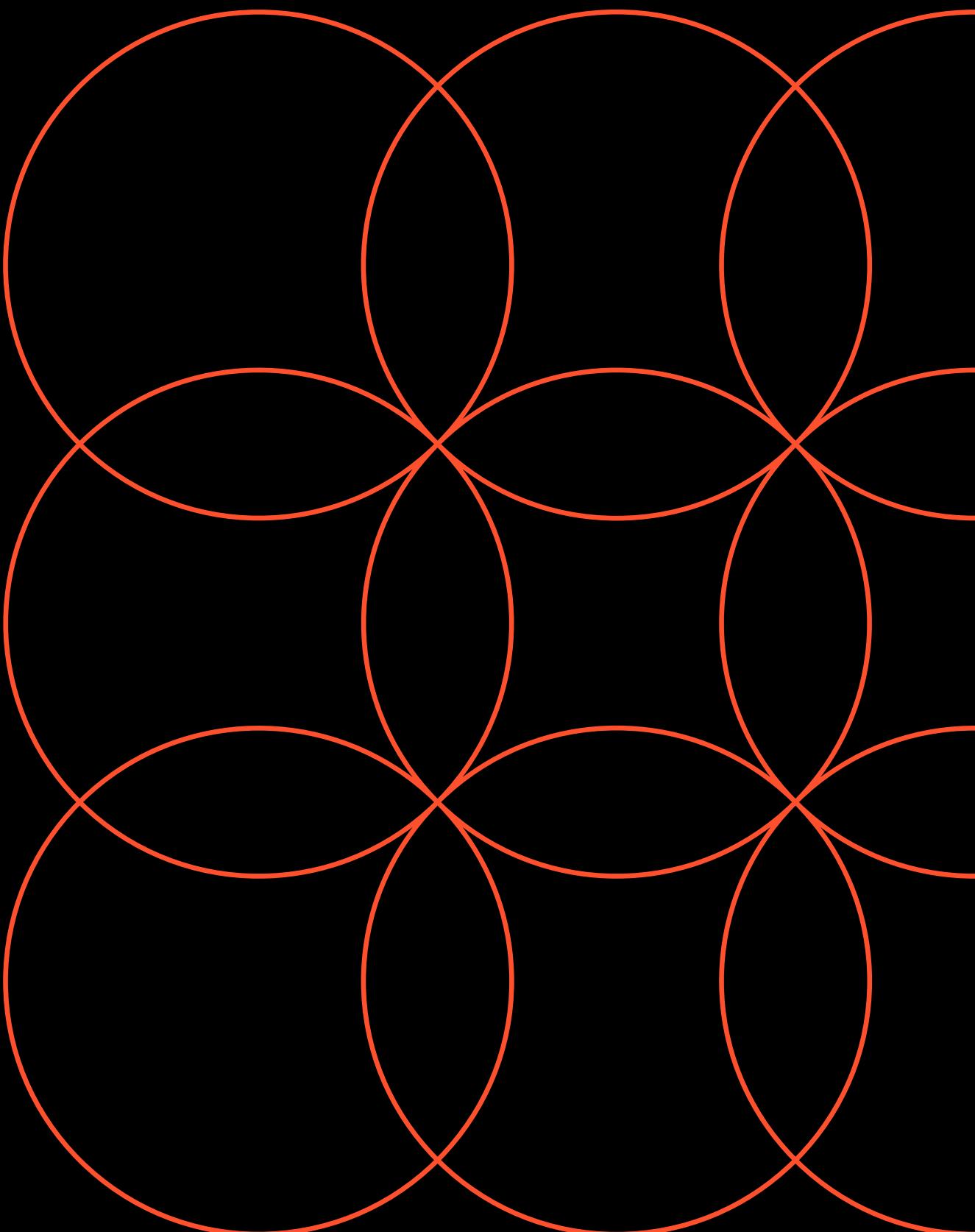
It's all the ways your fans interact with the WNBA as well as how you interact with them.

How do we measure it, well looking at PlayBall its all about interacting so fans will be consistently engaged. Getting them aware of the app is the first stage which will be done through TikTok, Instagram, and Display Ads.



NEXT STEPS

- Apply machine learning results from app analytics to support future WNBA outreach campaigns and initiatives
- Devise a school outreach program:
 - Students through the app can join their schools team and rack up points for a chance to win a WNBA players to come and coach their team before the basketball season kicks off.



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Let's **PLAYBALL**