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## Company Analysis

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The Arizona Diamondbacks are a professional baseball franchise competing in America's Major League Baseball, based out of Phoenix, Arizona. In 1995, the state of Arizona was awarded a franchise. After paying a \$130 million-dollar franchise fee, the Diamondbacks were voted into the National League as a member of the West division. For their inaugural season, the Diamondbacks played their first major league game on March 31, 1998, against the Colorado Rockies at Bank One Ballpark (renamed in 2005 to Chase Field). In 2001, the Diamondbacks won the World Series in seven games against the New York Yankees, of which is now considered one of the most exciting series in playoff history. With the victory, they became the fastest expansion team in Major League history to win a championship (fourth season). Since their inception, the Diamondbacks have seen much success, having won five NL West titles, one NL pennant, and one World Series victory.

As with any professional sports franchise, the company culture the Diamondbacks have created places the players at the very top of their organizational hierarchy. The players, being employed by the organization, are the crucial assets that have a vital role in ensuring the company's overall success. Many millions of dollars are spent giving the players the proper attention and tools needed to produce the on-field success that is necessary for attracting a devoted fan base that will provide a return on investment. With that in mind The Diamondbacks organization holds their fan bases' moral to the highest esteem. The organization resides at Chase Field in the heart of Phoenix, and the atmosphere at the stadium is catered towards the fan experience, giving a considerable amount of focus to every individual. Every baseball franchise goes through periods of great highs and lows. Winning the World Series is every team's goal, but there are steps that must be taken to be considered a viable threat to others. The organization is doing whatever is necessary to maintain their current high level of success. A championship for the city of Phoenix would reinforce the brand loyalty and sense of pride that has been spotty over the past decade.

The Diamondbacks have spent the last several years rebuilding and grooming young talent, but are now able to make a deep playoff run. Arizona hasn't seen a championship since the Diamondbacks won the World Series in 2001, and many believe a title would rejuvenate the city. Even with their successes, fan attendance has ultimately struggled in recent years. This

can be attributed to the front office with a 'revolving door', which has seen five general managers over the past ten years. The inconsistencies in the front office have resulted in limited success on the field. But strides for a permanent personnel group have been made with the hires of Tony LaRussa as Chief Baseball Advisor and Mike Hazen as General Manager; both men have impressive baseball resumes with histories of successes. It is now evident that the organization hopes to transform the team into a contender that is to be taken seriously year in and year out.

The Diamondbacks are knocking on the door of success, and getting through the said door would help attract and retain the incredibly diverse fan base that takes great pride in being from the Valley of the Sun. The fans have given their time, money, and hearts to this young and promising franchise for just under twenty years, but now has come the time for the organization to deliver a well-deserved championship.

## Product Analysis

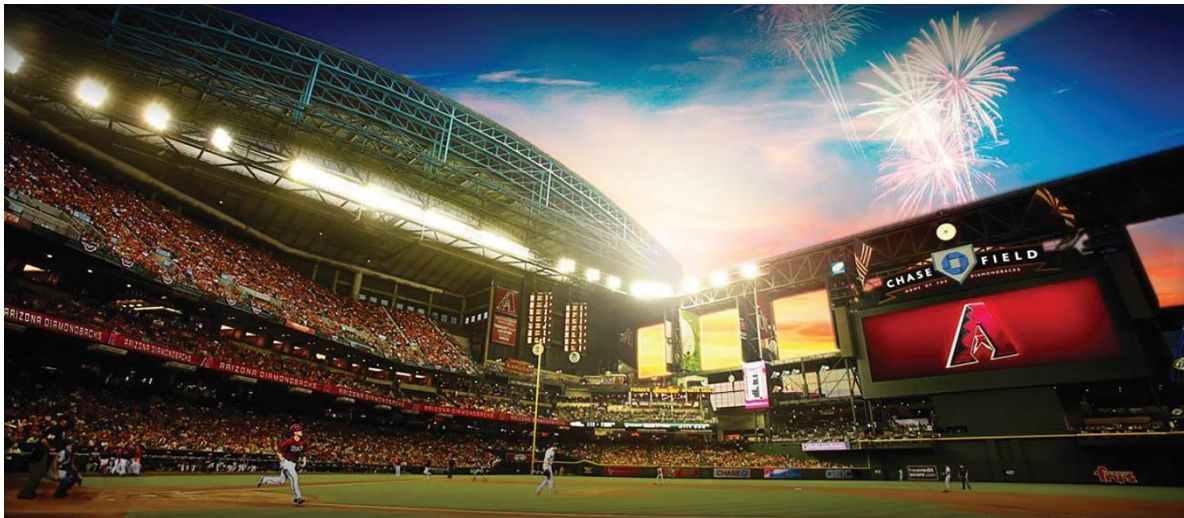
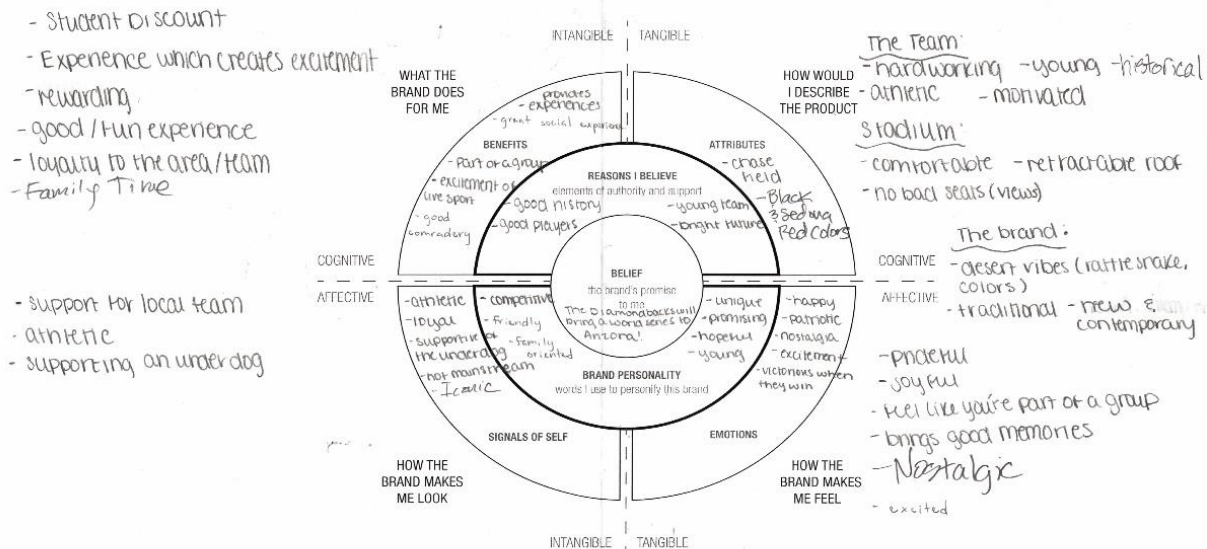
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The Diamondbacks Organization is the product that we are trying to sell. A person has a multitude of teams to choose and root for, so why choose the Diamondbacks? What makes them stand out, what makes their brand valuable, and most importantly what makes the community "back the Diamondbacks". The Diamondbacks Organization is relatively young like it was stated previously they had played their first season in 1998, making them only 19 years old, compared to some of the bigger names in baseball that have a history spanning over 100 years. When you think of Arizona you think of the Wild West, the heat, and the desert we call home and the Diamondbacks chose the diamondback rattlesnake to represent them. A rattlesnake is not something you want to cross paths with, and this is what the Diamondbacks strive to be, a team that you don't want to mess with. They have done a great job of combining the benefits of Arizona and baseball, there are not too many stadiums where you can watch the game without any worries of nature interfering, unfortunately, and indoor stadiums lack that feeling of being outside. In the case of Arizona, we have over 300 sunny days a year which makes having a retractable stadium roof, perfect for our weather, and it is a unique trait. The stadium is the perfect expression of Arizona, you can't live in Arizona without having a pool it's like going to hell without water, so of course, the Diamondbacks built a pool inside the stadium that people can swim while they watch the game. They have a solid foundation that cannot but they still have a lot of work to do to build a fan base and take home their 2nd World Series title.

Being a young team has both pros and cons, but one of the biggest benefits to being a young team is you're not restricted by traditions and rituals. For example, the Diamondbacks have undergone 3 significant uniform, brand, and colorway transformations since they first became a franchise, meanwhile, the Yankees still wear their iconic pinstripe uniforms as they have done for the last 120 years. The Diamondbacks have been able to change and grow with their fans, which creates value for their brand, they have a younger fan base, and this allows them to take risks and try new things, without having to face life disapproval from lifelong, this was the case when the D-Backs recently changed their uniforms from red, white and black, to grey, red and turquoise. I think these colors are more modern and appeal to a younger crowd, because of this change the Diamondbacks were not only able to appeal to fans but they are also able to sell a lot of merchandise because they are using a stylish colorway that can be used for fashion in addition to showing team spirit. Wearing Diamondbacks gear symbolizes many

things, one of the big things is that even if you don't have to follow baseball to show support for your team, and the Diamondbacks do a great job of this by offering merchandise that appeals to everyone, they have a massive selection, of women's, men's and kid's clothing that honestly looks good and it makes the fans feel cool, stylish, athletic, and a sense of patriotism for their state. However, there is one major benefit that is intangible and that is the connection you feel and make with other people, who support the Diamondbacks, if you attend a D-backs game in some sort of merchandise, and talk to anyone else who is also wearing something to show their support for the Diamondbacks you will instantly bond and it's a feeling you can't sell, you must go and experience it first-hand. All in all, the Diamondbacks are a young, bold, ambitious, and energetic organization, they are still experiencing some growing pains, but in next few years if they keep at the pace they are going, they get the respect they deserve and a loyal fan base to follow.







## Competitive Analysis

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### Primary and Secondary Competitors

Of all the diamondback's primary competitors who are teams in the National League; all but one of them are part of the Western division. Diamondbacks competitors include the Los Angeles Dodgers, the San Francisco Giants, the Colorado Rockies, the San Diego Padres, and the Atlanta Braves. The only competitor outside of the Western division is the Braves. These teams are all primary competitors because they all compete within the National League and because all the teams listed have higher attendance rates than the Diamondbacks.

Some secondary competitors include other sports team that are competing during the same time that the Diamondbacks compete including the Phoenix Suns, the Arizona Cardinals, and Arizona State University Football. Other secondary competitors include activities around the Phoenix area such as Top Golf, a combination of a driving range and darts; First Friday, a monthly art festival whose goal is to keep art essential in the Phoenix community by engaging people of all ages in various forms of art, music, and performing arts; and the Desert Botanical Gardens, a large desert garden available to people of all ages to showcase, teach and engage the Phoenix community about the beautiful landscape of Arizona.. These sports teams and activities are all seen as competitors because on any given day, these sports organizations can be holding an event or playing in a game, and these activities can be open to the public to attend. Since the AZ Diamondbacks are ranked no. 20 in terms of attendance, we have concluded that the community prefers to attend these sporting events and activities rather than attending a D-Backs games.

### Comparative Attributes and Benefits

Our audience includes young educated, social, extroverted working millennial men and women who are looking to make Arizona their permanent home and become part of a community. They are already attending many of the comparative activities such as Top Golf and First Friday, and sporting events such as Cardinals and ASU football games and Suns games due to proximity, familiarity, availability, timing, and basic appeal. All of our audience has something in common: they value their time. If they attend an event, they want to be not only excited but entertained and most importantly engaged. Both basketball and football on the

college and professional levels have been able to provide the excitement of the game through back to back highlights, engaging activities during time-outs, half-time as well as through pre- and post-game activities. However, baseball can be a very long and disinteresting after a while if there are no between-inning activities to keep the audience and fans excited and on their feet. For example, the Atlanta Braves created a new between-inning activity called “Beat the Freeze” in which an audience member races track athlete and Braves grounds crewmember, Nigel Talton. It gets the fans going and gets them excited for the next inning!

### Comparative Messaging and Media Usage/Spending

The Diamondbacks and their competitors both primary and secondary use very similar messaging and team up with organizations within the community both on and off the field. They promote healthy and active lifestyles, embracing the beautiful outdoors of Arizona and since a lot of sporting events are held in the Downtown Phoenix area, they try to target a very similar audience. However, the other sporting teams and activities do a better job at promoting to a wide audience including families, young millennials as well as an older crowd; whereas the Diamondbacks are only reaching an older crowd and a family crowd despite its proximity to Arizona State University. In conclusion, our next move would be to work towards promoting to a younger crowd by making the games more engaging and exciting through in game activities and promotions.

## SWOT Analysis

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### Strengths:

The Diamondbacks biggest strength is their standing in the MLB this season. They have always been a good team, but as of now, they are in one of the highest standings for Major League Baseball in the United States. Their win-loss count is 93-69 (Regular Season Standings).

One of the Diamondbacks other strengths is their dedication to the community. In 2011, they were the first professional sports team to win the inaugural 2010 United Nations NGO Positive Peace Award (D-Backs). The award names the team the “most positive team in the world”. The Diamondbacks beat out major teams like the Steelers, White Sox, and the Cavaliers. The Arizona Diamondbacks Foundation is very active in the community and focuses their efforts on homelessness, health care, and youth education.

Another strength of the Diamondbacks is their home stadium and games. There are many activities for families within the stadium as well as throughout the surrounding area. Some of these activities include the CityScape Splash Pad, surrounding restaurants, the science park, and bars (Bishop).

### Weaknesses:

One weakness of the Diamondbacks is their marketing. While they can consistently attract a specific crowd, they are located next to one of the biggest universities in the nation, and they don't have a strong collegiate following. They are missing out on a huge fan base that is missed in their marketing strategies.

Another weakness is their lack of activities for all ages during the ballgame. They do provide alcoholic beverages inside the arena, but there aren't many activities to do besides eating and drinking. A major complaint of potential fans is that baseball games are boring. This is inhibiting a huge potential fan base from attending games.

### Opportunities:

The Diamondbacks have proven to be an extraordinary investment in Maricopa County and the surrounding areas (Gordon). These statistics can lead to a greater investment moving forward. The Diamondbacks and Chase field together have generated 457.7 million in taxes which is more than double what was put into the team and stadium. Because of the Diamondbacks, 2,627 jobs were created during construction, and they employ 1,500 people for each year they have played. These statistics show the impact the Diamondbacks have had on the economy within Arizona and the taxes that go to important community projects.

Community & Student engagement from Arizona State. Because of the proximity of the stadium to Arizona State campus, the team could broaden its fan base to a younger generation being millennials from ASU.

Social media and technology also provide opportunities for growth for the Diamondbacks fan base. Because of the boom in technology over the last 10 years, they could promote the team, the brand, and the games with social media and the internet.

### Threats:

The Diamondbacks biggest threat is the abundance of other sports teams in the area that play at the same time as the Diamondbacks. These include the Cardinals NFL team, the Coyotes NHL team, the Suns NBA team, and the Sun Devils ASU team. Each of these teams has similar demographics for a fan base, and the teams all play during the same season. This leads to a divide in fans, and a loss of support for the Diamondbacks by many families, couples, college students, and retirees.

<b>Strengths</b> <ul style="list-style-type: none"> <li>- Standing in the MLB</li> <li>- Community Outreach</li> <li>- Activities around the stadium</li> </ul>	<b>Weaknesses</b> <ul style="list-style-type: none"> <li>- Lack of marketing to “Millennials”</li> <li>- Boring games</li> </ul>
<b>Opportunities</b> <ul style="list-style-type: none"> <li>- Investment in the community</li> <li>- Student engagement from ASU</li> <li>- Social media and technology marketing</li> </ul>	<b>Threats</b> <ul style="list-style-type: none"> <li>- Other sports teams in the area</li> <li>- Other family activities in the area</li> </ul>



## Current Consumer Analysis

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### Primary Research

A variety of people attend Diamondbacks games. A fair majority of game attendees are residents of Arizona, who enjoy watching baseball and follow the Diamondbacks in some fashion or another and support the team's success. Some are season-ticket holders who try to come to every game. Some fans come to several games a year and watch the rest from the comfort of their couch. And there are many who attend maybe only a single game per season, just for the fun or experience to say they did it.

Most of the people watch the game, including every pitch and every play resulting from a ball knocked in or out of play. During the game, people will chat with the people that came to the game with them, or other fans in proximity. They will also eat and drink throughout the game, and purchase treats from vendors around the concourse or walking the aisles of seats. Some people will do something else while the game is going on, like take their children to a “kids’ zone”, eat dinner, buy merchandise, or stop by different booths to get information about companies, enter giveaways, or learn about a product or service.

People purchase Diamondbacks tickets and merchandise either online at various shops, or in person at Chase Field. Diamondbacks merchandise is also licensed to many different stores around the Valley, especially retail stores and sports shops. Tickets are usually purchased online, through an app, or in person at Chase Field at the ticket window. In the stadium, there are several different kiosks and one big team shop where fans can buy merchandise.

Almost every die-hard fan and season ticket holder will buy merchandise at some point that they can wear to games and in everyday use to display their fandom and show support for their team. Casual fans may own some Diamondbacks merchandise, but they will not spend as much money as the more involved fans will. One-time only/experience attendees will usually not buy merchandise or may purchase one thing for the novelty or to fit in with other fans. During the game, there are select few people that will go to the team shop or other kiosks to buy team merchandise, however, usually, they are large purchases, like an expensive jersey, hats, t-

shirts, or other branded apparel. Sometimes during promotions, the Diamondbacks will sell tickets during the game to other promotional events or try to sell ticket packages as a "one-day only" deal. There will also be occasions where the team will raise profits for charities or organizations by selling ticket packages or expensive collectible merchandise.

I was not surprised by much, as I enjoy watching baseball and the Diamondbacks are my favorite major league team. I was surprised by how little Padres fans there were in attendance, as the Padres are a divisional rival, and San Diego is relatively close to Phoenix compared to many other baseball cities. Therefore, the Diamondbacks fans carried a much greater majority in the stadium, contributing to the atmosphere when things went well or went poorly, there were many fewer detractors. The vendors also received about as much attention as the concourse food purveyors, which makes sense because of the convenience of the experience, but also surprised me because the price was higher, and you did not receive the quantity of food you did as with other select venues around the stadium.

### Consumer Demographics

Arizona has a population of about 6.5 million people. Of that population, the largest racial category is white at 73%, and by ethnicity, 29% of Arizona is Hispanic. This is a very large percentile of Hispanics in an American state, seeing as that the entire country is comprised of 16% Hispanic people. Arizona also has a much larger percentile of the Native American population than the rest of the country, 4% as opposed to 0.9%. Surprisingly, the median age of Arizona is two years younger than the national median, which defies the thought that Arizona is traditionally seen as a state for older retirement-age people to retire. As far as the Arizona Diamondbacks fan base goes, no official demographics have been released, so most evidence is surmised or anecdotal. The Diamondbacks tend to have an older fan base, primarily because middle-aged and retirement-age residents have more time to attend baseball games and can spend time watching a fair amount of the Diamondbacks 162-game season. Baseball fans, and furthermore, Diamondbacks fans tend to be male. Many different economic classes are represented by Diamondbacks fans; while season ticket holders tend to have more money, Chase Field has some of the cheapest tickets for any major-league team, and so almost anyone can attend a game during the regular season.

## Consumer Psychographics

Our group divided Arizona Diamondbacks consumers into three categories: season ticket holders, casual fans, and experienced fans.

I. The personality and motivations would be masculine sports lovers, who enjoy relaxing by watching a baseball game for a few hours and rooting for their favorite team. Diamondbacks fans will root for the organization for many reasons, the most popular among them being loyal to their area, a rich history with a promising outlook on the future, and for the general aesthetic, attitude, and build of the team.

II. Diamondbacks' fans first and foremost want to see their team succeed in the MLB regular season and postseason. Ultimately, the end goal is to bring a World Series to Arizona. The team also promises a phenomenal experience while attending Chase Field and watching Diamondbacks games. The problem presented by the differing Diamondbacks fan demographics is involvement varies between consumers. Some fans will watch every game, while many people will only attend Chase Field once. By motivating fans to be loyal to their area, the Arizona Diamondbacks will optimize involvement.

III. According to Mosaic USA's market segmentation structure, a season ticket holder may fall into the "Full Pockets, Empty Nest" or "Family Fun-tastic categories". Casual fans may likely align with the "Destination Recreation" market. Once-a-season or "experience" fans can be described with the "Urban Edge" or even "Urban Ambition" brackets.

# JAMES

AGE: 23

Occupation: Marketing Intern

Status: Single

Location: Phoenix, AZ

VALS: Experiencers

Mosaic: Digital Dependents

Intelligent Driven Relatable

"St.395 Navy is a fun and socialable workplace!"

**Interests:**

- Pop - Culture.
- Mainstream TV.
- Coffee.
- Girls.
- Going out with the Guys.

**Skills:**

- Technology.
- People Pleaser.
- Data Analysis.

**Dreams:**

- Succeed Financially.
- Find a Hot Girlfriend.
- Live life to the fullest.

**Bio:**

James is a Recent Arizona State Graduate. He decided to stay in Arizona with his 3 best friends. Who he met Freshman year. They were so fortunate to land their first real job at Studio 395 Navy. Originally from San Francisco California. Eldest of my parents 3 kids. He's determined to become successful in the Marketing world.

**Extrovert** ☒ **Introvert** ☐

**Sensing** ☐ **Intuition** ☒

**Thinking** ☒ **Feeling** ☐

**Judging** ☐ **Perceiving** ☒

**Social Environment:**

- Technology-savvy.
- Noisy/Chaotic.
- Fast Paced.
- University Central/ CollegeTown.

**Brands:**

## Consumer Persona

To grab the consumer's attention, we must first understand our target audience. The typical persona of a Diamondbacks' fan, on average, is a male around the age of twenty-three to twenty-five years old. The said male recently graduated college and has taken the first step toward starting his career. He is not originally from Arizona but decided to stay and live with a few of his best friends from college. The said male enjoys grabbing a few beers with his buddies, meeting new people, drinking coffee, and attending sports events. He is known for being an extrovert, well-liked, motivated, and relatable.

Overall, this male has dreams of being financially successful and hopes to have his own business one day. While working hard and staying determined is important to him, he still wants to live his life to the fullest and enjoy his twenties as much as possible before things start getting serious. When the right time comes, said male hopes to find an attractive girlfriend that he can one day turn into his wife.

His personality and interests make him a prime fan for the Diamondbacks. His extroverted qualities compel him to want to attend social events with many people. Most of the time he watches the games from home, but he is always looking for a reason to get out of the house. Making a trip over to Chase Field with his buddies is the perfect way to end a stressful week at work.

## Strategic Objectives

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### Marketing Objective

We hope to raise awareness for the brand by having a successful and long 2017 postseason. The success of the postseason will also increase brand equity because people will associate the Diamondbacks name with winning. After the postseason, pushing season ticket sales and merchandise encourages fans to keep up with the team throughout the offseason and into the future seasons to come. Advertisements showing the team's strengths and victories show people that the team is a good one and is competitive in the league, promoting the idea that an undecided fan should choose to root for this team. Feeding off the recent accomplishments of the team shows fans that they should come back and support the team for another season. We will also show advertisements of the environment of the stadium having it portray a family-friendly environment. We will offer deals on 2018 season tickets directly after the 2017 season to get people to act right away and secure their seat at the stadium for the duration of the season. We will offer discounts to those who are returning season ticket holders so that people are encouraged to be loyal to the team, as well as first-time ticket-package discounts for those who want to go to many games, but not all of them.

### IMC Objective

By the end of the 2018 season, we hope to increase average game ticket sales by 10%. Specifically, we hope to see most of this increase come from males ages 16-32. We understand that most of these fans will be males with families, so we will market mainly to that gender. We will promote apparel and the brand that the Diamondbacks' name comes with. Ideally, we create fan loyalty by pushing merchandise and season ticket sales following a successful end to the 2017 season. Pushing season tickets to men with families brings in the added attendance of the family members, and possible extra season tickets to the other family members; children tend to follow their parent's preferences of sports teams. Most of our marketing will consequently be done through television advertisements and social media platforms, as this is the most successful way to advertise to this demographic. Additionally, we will push the Diamondback's brand, a brand that is geared towards the family lifestyle and pulling in life-long, dedicated fans, as this creates a steady market and foundation for a successful franchise.





## Creative Brief

### **Problem**

- Low attendance among millennials.
- People prefer other teams instead of cheering for their home team.
- Not enough people promoting the brand. Word of Mouth.
- Our brand has an older demographic so less young people come to the games resulting in profit loss.

### **Goal**

- Get young adults involved and invested in team.
- Give consumers a sense of pride to be fans of the Diamondbacks.
- Establish a family for fans
- Increase ticket sales by 10% within the 2018 season.

### **Key Consumer Insight**

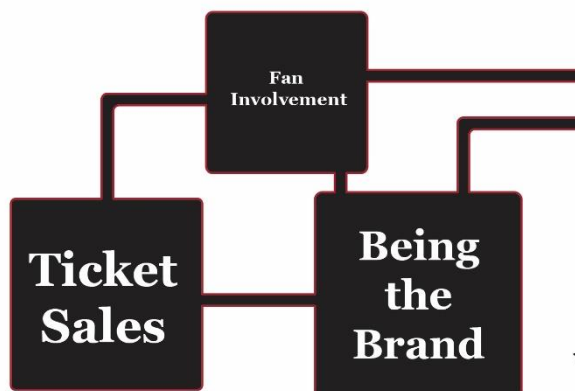
- Our consumers want to be a part of a brand that supports a community. While also giving them a place to escape from their everyday lives providing them with an experience they can share with their friends and family.

### **Target audience**

- The younger generation, people that have moved into the Phoenix metropolitan area. Local College Students.
- Millennials who don't normally go to games. The ones that want to get involved in their new community.

### **Our Message - "Promise"**

- With better fan attendance and involvement, The Diamondbacks will make Arizona a winning state.



World Championships

## Part 2

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### The Big Idea

In a single sentence, the central idea behind St. 395's ad campaign for the Arizona Diamondbacks is to increase the attendance of a younger demographic while still growing the team's local fan base. The Diamondbacks, being one of the youngest teams in Major League Baseball, have recently experienced a level of success never before seen by the organization. Our team at St. 395 believes that with their new-found energy and success, the Arizona Diamondbacks deserve to have a young and excited fan base to match. Along with promoting to younger crowds, our team believes that the recent attention the Diamondbacks have gained from making the playoffs this past year has the potential to boost overall attendance of current Arizona residents as well.

### Integrated Marketing Communication Strategy

At the end of the day, St. 395's primary goal by the end of the 2018 season is to increase average game ticket sales by 10% or more at Diamondback games. More specifically, we hope a majority of this 10% increase in ticket sales comes from males in the age range of 16-35. Based on our understanding, a majority of the fans that attend MLB games are males. Because of this, we plan to attack the male demographic in the 16-32 age range while operating under the assumption that most of these men will bring their families with them. Given the recent success of the organization in this past year's playoffs, we feel that this is an achievable goal to set for the organization. The main way we hope to help accomplish this goal is through merchandise and season ticket sales. By increasing merchandise sales, we hope to build a sense of unity among fans. We expect that by increasing merchandise sales after a great season, the brand will be able to construct a sense of fan identity and loyalty which the organization currently lacks. Another way we hope to achieve this 10% increase in game attendance is by selling more season tickets to our targeted demographic. By targeting males who fit in our demographic, the goal is to have their family members join them in attendance. This not only increases the number of people in attendance, but it opens the door to even more season ticket sales to other family members.

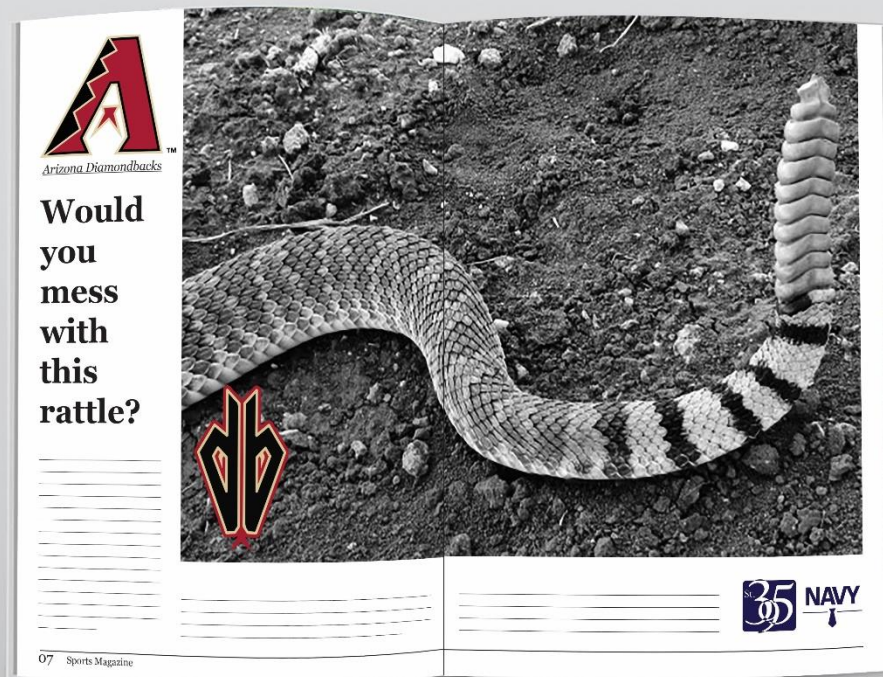
For our marketing strategy, we plan to use ten different tactics. However, due to the demographic we have chosen to target, some of the best ways we think the Diamondbacks brand can be marketed is through television advertisements and social media platforms.

Television and social media advertising are some of the leading means for marketing any brand or organization in the technologically driven age we live in. Television advertisements is a clear choice given that it easily fits our target demographic of males between the ages of 16-35. In fact, the largest demographic for television watchers ranges between the ages of 18-54. As well as television advertisements, advertisements on social media platforms like Facebook and Twitter have skyrocketed over the past few years due to the surge in available smartphones to the general public. With that being said, the largest demographic that uses these social media platforms are millennials which lines up perfectly with our targeted demographic.

Print / Magazine:



The focus is to insert the Diamondbacks into Print Media. With the Astros winning the World Championship they got their chance to make it to the cover of Sports Illustrated. According to MLB.com” Goldschmidt was in the NL in runs (117) and fourth in RBIs (120), walks (94) and extra-base hits (73). His on-base percentage (.404) and OPS (.966) ranked fifth. Here is where we believe he deserves to be highlighted for his contribution to the team. “Goldy.” It is rare to see the Diamondbacks on any magazine covers. This is apart of Studio 395 Navy’s mission, to highlight the team to appeal to millennials. In which would bring back to credit to the team’s name. We’ll be doing that with a spot on the Cover of Sports Illustrated.



In addition to the cover of Sports Illustrated there would be a centerfold article. The article will go in depth into the team's 2017 season. Their ups and downs with the sport as well as the life of Paul Goldschmidt. It will focus on how he made it to the number 3 spot in the National League as MVP. It'll also discuss what they will do to make a comeback in the 2018 season. While appealing to the younger generation we'll give the fans a chance to get to know Goldschmidt on a personal level. He is an icon to many of the Diamondbacks fan base. The goal is to make him a MVP throughout the whole fan base. Especially millennials. He has shown his devotion to the team all year long. It is time he grasps the fans attention with the intent of relating to them like he's there go-to guy. That he'll deliver on his goal to take the Diamondbacks to their 2<sup>nd</sup> World Series Championship while leaving with the trophy in hand.



### Television:

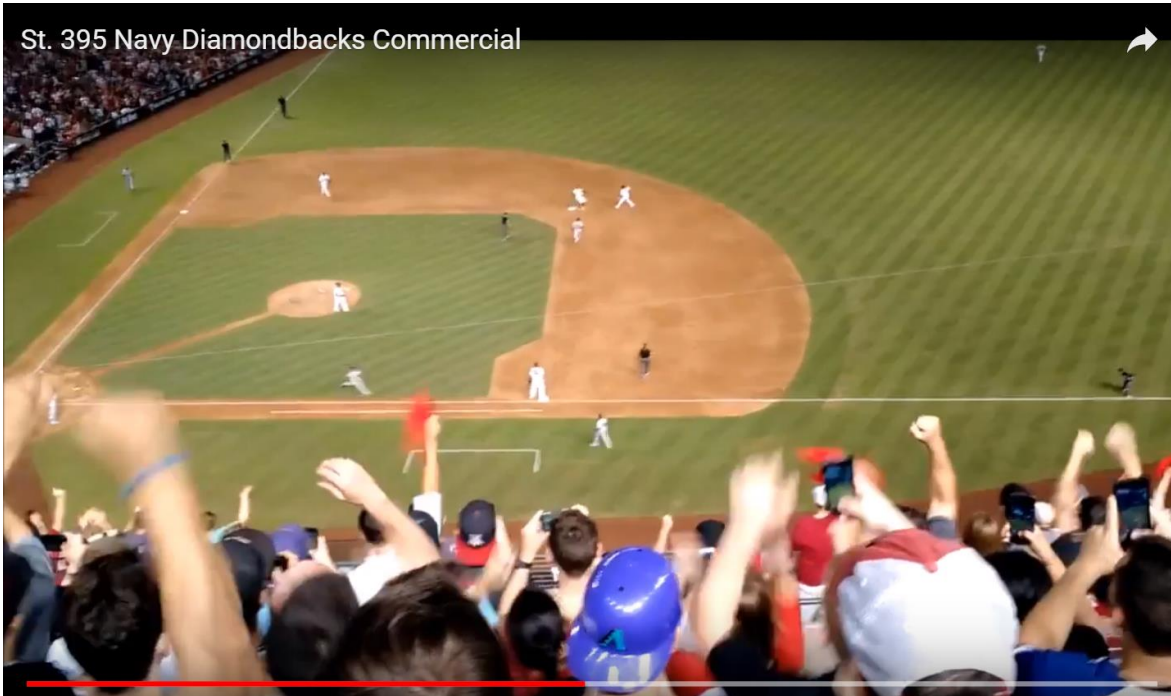
The television commercial would capitalize on FOMO, “fear of missing out”, by juxtaposing images of an empty city, with a full Diamondbacks stadium. Along with the visual comparison a TV viewer would see, there is also an auditory component where the quiet environment of the city, representing Phoenix, would clash with the raucous crowd cheering for the Diamondbacks in Chase Field. The intent of this commercial is to sell viewers on the idea that they are missing out by not going to the Diamondbacks game as well as convince them that they would have much more fun going to a baseball game than doing something boring in a still, quiet metro area. The stinger at the end of the commercial is “Everyone else is at the game” along with a link directed to students, which they can easily follow to purchase tickets to an upcoming game. During the stinger, an audio clip of the television broadcast exclaiming excitement as a walk-off single clinched a wild card home berth for the Arizona Diamondbacks for the 2017 season.

An important consideration when creating a commercial for television is its length and branding. This particular commercial is effective by having quick cuts between clips of the city and clips from the stands of Chase Field, so it works by only being 30 seconds. Furthermore, the 30 second format allows for a quick call to action from the viewer to purchase tickets, resulting in immediate sales if the commercial ends up being effective in its reach. The visual style and branding has to be consistent with Diamondbacks marketing as well. The text at the end of the commercial features Diamondbacks colors on a black background, and every clip of the celebrating crowd is directly from a Diamondbacks game at Chase Field. The commercial would’ve featured city shots of Phoenix in particular and especially recognizable landmarks in the metro area, however, Phoenix is an extremely busy city with no stock footage that would’ve been useful for the commercial.

St. 395 Navy Diamondbacks Commercial



St. 395 Navy Diamondbacks Commercial





**Tickets start at just \$5  
for students**

**[mlb.com/dbacks](http://mlb.com/dbacks)**

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Radio:



**101.5**  
**[LIVE]**  
**PHOENIX**  
**WIN D-BACKS**  
**TICKETS!!!**





The Radio Campaign will be sponsored through our Local Valley Radio Station. Live 101.5 Phoenix. The chosen spokespeople will be the Morning Mess. The group Joey Boy, Natasha Castles, and Aneesh. This ultimate trio has promoted many events such as The Lost Lake Festival, EDC Las Vegas, The iHeart Radio Festival, Decadence, and Jingle Bash. All events that are greatly appealed towards Millennials. Live 101.5 plays hot new music such as tracks from Marshmello, Charlie Puth, Demi Lovato, Macklemore, Justin Bieber, and rising artist like Khalid. The Morning Mess has an early morning show, weekdays from 05:30am-10:00am. This is a great opportunity to gain attention through the waking hours.

This will catch some people on there way to work or class. With the track list of hot new artists. It will give an opportunity for us to make a spot in their giveaways. We plan to set up a deal where we get a set of tickets for people to compete for.

The Strategy will have a script where Natasha Castles will say, "Live 101.5 good morning to everyone getting up to a beautiful spring morning. We have." Aneesh Introduces himself. We have a special for all you baseball fans! Aneesh says, "Stay tuned all day from 06:00am through 10:00am and keep and ear out for those 4 keywords we will be releasing at the end of each hour." We will be giving away a pair of VIP tickets to the," Aneesh, Joey Boy and Natasha say, "Arizona Diamondbacks" together with the traditional audio of the ball park music and crack of the bat and ball in the background. Aneesh continues with saying," this April 29<sup>th</sup>. So, you and a friend can go and see the D-backs in the First Seasonal Game against the Colorado Rockies VIP status! Wooh!" Joey boy chimes in saying, "Or you can take your hot boss ha. Aneesh and Natasha both say ok Joey boy... Stay Tuned and thanks for listening to the Morning Mess on live 101.5!

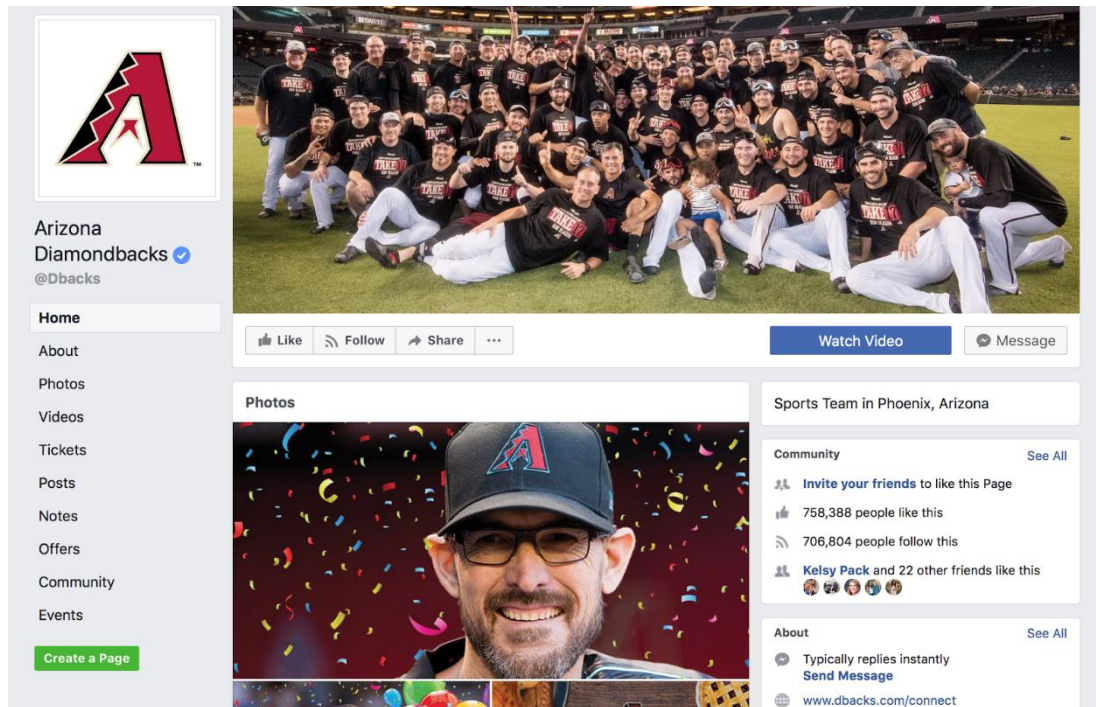
The listeners will have to tune in all morning from 6:00am through 10:00am to gather the keywords and at the drawing time they will take the 10<sup>th</sup> caller. If they present all the right keywords they will win VIP tickets to the Diamondbacks First seasonal game on April 29<sup>th</sup> when the Diamondbacks go up against Colorado Rockies. This campaign will go one throughout the month of April. To gain the audience's attention before the 2018 season begins. Thus, gaining more fans through the radio station that has the nation's top artist tracks.



### Social:

The social media campaign we plan to use for promoting the Diamondbacks brand has a number of different components. Given the wide variety of social media platforms that seem to be appearing out of nowhere these days, it's simply not smart to bottleneck the organization into using just one. With that being said, our main goal is to reach out to our targeted demographic through two key social media platforms. Facebook and Twitter.

Facebook will be our number one source for social media marketing to start off our ad campaign. The platform has been around since 2004 and because of the age it has seen, the website has had immense improvements for both normal users and marketers alike. The only issue which you face with using Facebook is that the website has become oversaturated with content. This is most likely an effect of the overwhelming number of brands and organizations which have transferred over to social media as their main means of advertising. To counteract this, the team plans to research further into our targeted demographic to try and grasp a better understanding of their interests and values. Once we've accomplished this it'll make it easier to promote the brand by strategically placing our advertisements in areas on Facebook where our fans are already looking. The next step we plan to take after this is the overall delivery of content to the consumer. We will accomplish this by releasing Diamondback promoted posts daily on Facebook which will illustrate the family atmosphere and excitement we are trying to associate with the Diamondbacks brand. Viewers will be able to see the posts and even share the posts with their friends and family. Promoted posts will also give viewers the option to click on a link which will redirect them to the Diamondbacks website where they can learn more about available tickets, merchandise and the family values the Diamondbacks organization represents.



The other social media platform we plan to incorporate into our marketing strategy is Twitter. Although twitter hasn't been around the social networking block like Facebook, the website has numerous marketing tools and it targets the millennial demographic which tends to somewhat neglect the use of Facebook as their main source of social media. Many millennials enjoy the use of Twitter over Facebook because of the "trendiness" associated with Twitter. Users can like, favorite, retweet or quote Twitter posts that interest them and something as small as a hashtag like, "#GoD-Backs," can turn even the smallest of comments into a global frenzy because of Twitter's massive user base. Like Facebook, Twitter allows organizations to create a "Promoted Account" which can be used strictly for marketing purposes to push out content to fans and other viewers. We will incorporate a similar strategy using Twitter like we plan to use for Facebook. Delivering daily promoted posts which people can view and gain more information on how to become a Diamondbacks fan. Another great tool that twitter provides is a polling system that Twitter views can see and vote on. It's a great tool that we can use to our advantage. Views and fans can hop on twitter after a game and see the Diamondbacks latest Twitter poll asking if they enjoyed the game, what could have made it better or what they would like to see next. Users can also go into further detail in the comments section voicing their comments and concerns. It's a great way to reach out to our fan base and see what improvements can be made to create a more enjoyable experience for the fans.

Did you enjoy tonight's game against the Colorado Rockies?!



0 votes · 23 hours 59 minutes left

11/27/17, 1:24 PM

 [View Tweet activity](#)



#### Interactive/Digital: Microsite

The interactive digital campaign will be a microsite dedicated to a new competition that fans can participate in. Fans will be given the opportunity to create a profile online on [dbacks.com/compete](#), and they will be able to add family and friends. Fans can register tickets they buy into their profile earning them points for each game they've attended. They will be able to see their point total as well as that of family and friends.

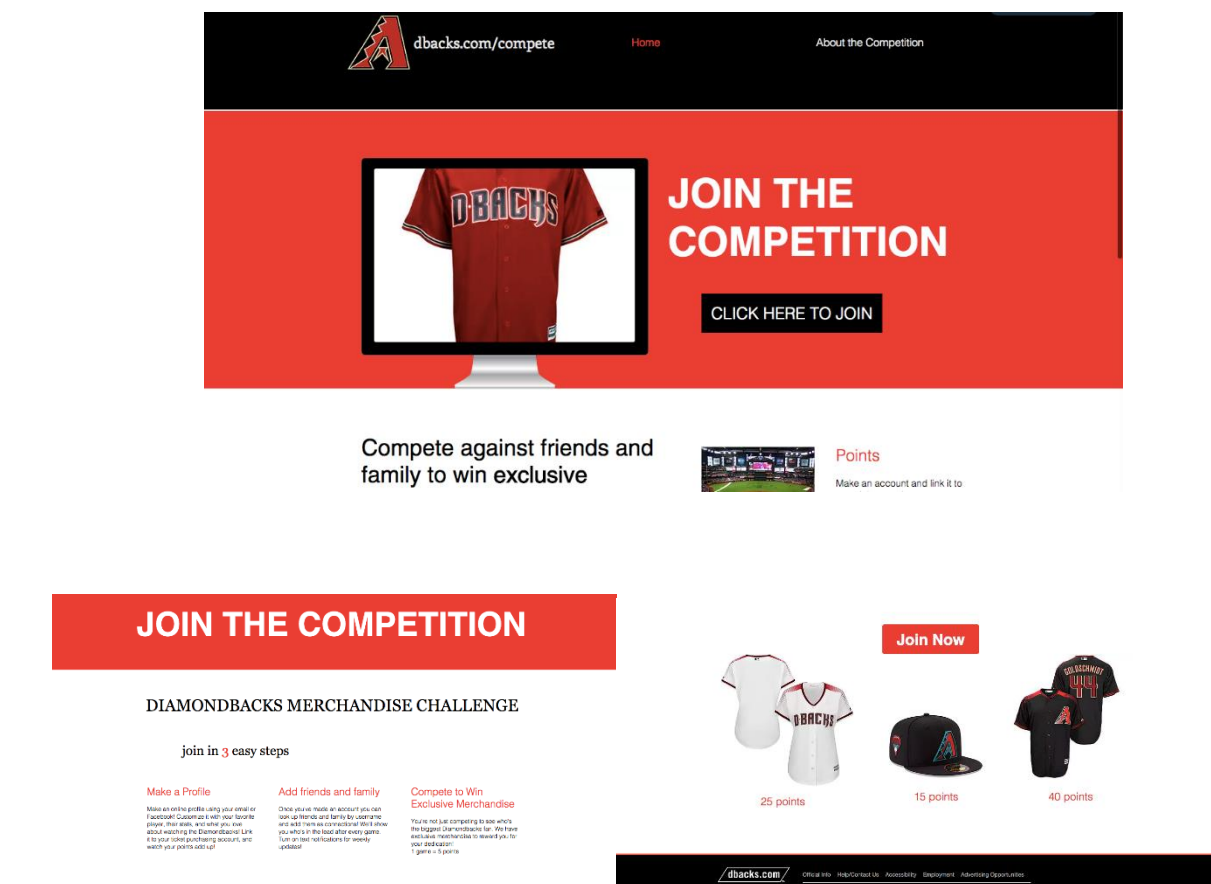
Every game that fans go to counts as points towards exclusive game day merchandise from the Diamondbacks. Each game is worth 5 points, and they can see how close they are to winning different items compared to their competitors. Once they've gained enough points to win merchandise, they can claim their prizes online and get the merchandise shipped to their home. After every game, fans can update their accounts and to see their competition status and check who's in the lead. They can also customize their profile with game day pictures, their favorite player, stats, and their favorite thing about watching the Diamondbacks.

The microsite for the competition will be linked to the Diamondbacks site. It will have a homepage, a page about the competition, and then additional pages if the fan decides to make a profile. The homepage is simple and easy to navigate. Competition rules are listed, and winnable merchandise is displayed. The microsite colors are in red and black. Red is used

primarily when the objective is for the audience to take action. These colors are also representative of the team's colors. On the About the Competition page how to join is listed in three easy steps. It's also very clear how many points are needed to win the merchandise. Overall, the site is simple and easy to navigate, and the Diamondbacks branding is constant between the microsite and their original site. A mockup of site can be found here:

<https://navystudio395.wixsite.com/dbacks>.

Creating a competition that fans can participate in is going to be a great way to create fan involvement. One complaint that many millennials make in watching baseball is that their isn't enough to do, and that they don't feel like they are a part of the game or team. Creating a competition, and something to look forward to aside from just watching the game will bring an extra element of excitement. Allowing a group of people that also wouldn't normally buy merchandise a chance to earn it in game attendance will also give them reason to attend, and once they have merchandise to wear they are more likely to want to rep it and attend more games in the future.



### Out-of-Home:

The out-of-home campaign will be a billboard placed in Tempe Marketplace. Tempe Marketplace is known as a great outdoor shopping center for young adults in the Tempe area. It's placed closed to Arizona State University, and it's known as a great place to eat and shop. Tempe Marketplace also hosts many live bands and events. 1-3 days every weekend, marketplace goers can enjoy live music on the patio in the shopping center. Just recently a popular band, Borns put on a concert that filled Tempe Marketplace capacity. That's why this is a great venue to place a billboard ad for the Diamondbacks. The Diamondbacks need to increase attendance from millennials, and need to reach out to them in places that matter. The type of person visiting Tempe Marketplace is in the millennial age range, they have money to spend on extracurricular activities, and they enjoy outdoor activities with their friends. This is the ideal audience for a Diamondbacks ad.

The billboard text reads "WATCH LIVE". This is the main focus of the billboard, because it needs to grab the reader's attention and get the message across quickly. It is a call to action for the audience to go to Diamondbacks games and see them in person rather than watching them at home on TV. It also catches the attention of shoppers, because Tempe Marketplace is known for having live music, but the image within the letters is that of an exciting baseball game. The website where viewers can find the Diamondbacks schedule is also listed, and the logo for the Diamondbacks so that it's clear which team they can go see.



# WATCH LIVE

[dbacks.com/schedule](https://dbacks.com/schedule)



## Guerrilla:

'Guerrilla marketing' is an advertising strategy that is traditionally used by smaller businesses with a limited budget, but it is becoming extremely popular with larger companies who wish to connect with consumers on a more personal and unforgettable level. Therefore, this would be an optimal strategy for the Arizona Diamondbacks. The essence of a guerrilla marketing campaign would need to incorporate high levels of imagination, creativity, and energy. Quantifiable results would include increased ticket sales and game attendance, while an unquantifiable result would include the "buzz" about the Diamondbacks that was created as a result. Downtown Tempe and Phoenix would be the perfect locations to implement this campaign for two main reasons: 1) the primary component of guerrilla marketing is that it takes place solely in public areas with sizable foot traffic and 2) the demographic compositions of both cities are comprised of a large number of unmarried individuals under 35 years of age with a substantial discretionary income. People that align with this demographic are the most likely to spend their money within the Arizona Diamondbacks organization. After careful deliberation, we believe the following "guerrilla" campaign would produce substantial results.

### **1) Advertisements/promotional messages on fences over freeways using Red Solo Cups**

This tactic would be extremely cost efficient while attracting an incredibly large amount of attention. Let's look at the specifics:

- 1000 Red Solo Cups wholesale for \$130-\$150
- Chase Field is located on 7th St. and Jefferson St., making the 7th St. exits on both the I-10 and the I-17 the two most practical exit route options on game days
- The AADT (Average Annual Daily Traffic) passing through 7th St. (and its overpass) on the I-10 is 266,938 — 237,406 from the 3rd St. to 7th St. corridor and 296,470 from the 7th St. to 16th St. corridor
- The AADT (Average Annual Daily Traffic) passing through 7th St. (and its overpass) on the I-17 is 128,377 — 130,428 from the 16th St. to 7th St. corridor and 126,362 from the 7th St. to 7th Ave. corridor

If the Diamondbacks organization were to create an advertisement using cups over the 7th St. overpasses on both the I-10 and I-17 that lasted a business week, the number of impressions would be 1,334,690 and 641,885, respectively. Using 15,000 Red Solo Cups between the two overpasses, which is an extremely generous amount, would produce a CPM



(cost per thousand impressions purchased) of \$1.10 or \$0.0011 per impression, which is well below the industry average of \$12 or \$0.012 per impression. As with any tactic, this campaign would require the circumnavigation of any city ordinances that would prohibit freeway advertising by way of Red Solo Cups.

\*\*\*All data collected from 2016 ADOT AADT reports.



### Relationship/Direct Marketing:

Relationship marketing and direct marketing are advertising strategies that are designed to nurture brand awareness, consumer loyalty, and both short and long term engagement. Strong, formidable connections are developed between the brand and its customers by directly providing said customers with information tailored to their unique needs and interests. This channel of communication is extremely open; presenting the brand using this method showcases its honest and transparent nature. While a positive, measurable result is the overall goal of any campaign, a brand that utilizes the relationship marketing or direct marketing tactics is primarily aiming to create a strong sense of emotion about the brand with its customers. The most common forms of relationship/direct marketing include telemarketing, newsletters, infomercials, and postcards. For the Arizona Diamondbacks organization, we believe the following 'relationship/direct marketing' campaign would produce the most significant results.

1. **Sending newsletters by mail to local businesses monthly during baseball season, every other month during the off season**
2. **Diamondback representatives placing newsletters in the mailboxes of residential homes and engaging with homeowners around Arizona consistently during baseball season and the off season (goal is to hit every Phoenix-Metropolitan home by the conclusion of the calendar year, a majority of homes in other areas)**

Let's look at some statistics:

- The Phoenix-Metropolitan area has a total population of 4,308,157, and is distributed amongst a total of 1,576,337 households; 2,961,003 total homes in Arizona
- As of 2017, there are 98,257 small businesses with employees in the state of Arizona; 43,562 of those are in the Phoenix-Metropolitan area
- The baseball season lasts for a total of 26 1/2 weeks, which equates to roughly 7 months
- Wholesale pricing is typically 2x the cost of materials and labor, while retail pricing is 4x
- Studies on [political] canvassing report it as the most effective contact method; turnout increases by roughly 7 percentage points
- (1,576,337 Phoenix-Metropolitan homes) + (51% of the other 1,384,666 Arizona homes) = 2,282,516 homes to be engaged by the end of the calendar year

- $(43,562 \text{ small businesses in Phoenix-Metropolitan}) \times (9 \text{ total newsletters per calendar year}) + (54,965 \text{ other small businesses in Arizona}) \times (3 \text{ total newsletters per calendar year}) + (2,282,516 \text{ newsletters for homes}) = 2,839,469 \text{ newsletters needed}$
- $(\$ .28 \text{ retail price for a colored, tri-folded newsletter}) \times (1/2 \text{ wholesale price compared to retail}) \times (2,839,469 \text{ newsletters needed}) = \$397,525 (\$33,127 \text{ per month})$
- Recruiting the help of 750 volunteers, who would be paid in free tickets and other organizational benefits, would require them to engage with 58 homes every week or just under 12 per day on a business week schedule

This campaign would be relatively inexpensive when compared to other employed tactics. It would keep individuals updated on recent actions of the organization while garnering a substantial amount of local support from both fans and non-fans. While subscription based methods should still be employed, distributing newsletters to individuals regardless of their affiliation with the organization would let people know that the Diamondbacks represent the entirety of Arizona, not just those in attendance at games, and are extremely proud to do so. To encourage feedback, all newsletters should include promotions and participation-based offers.

\*\*\*Statistics provided by the Small Business Administration and Point2Homes.com



## Public Relations:

Public relations play a critical role in building a relationship between a brand and its audience. It is crucial for the Diamondbacks to not only build their brand, but also maintain past relationships with loyal fans as well. The Diamondbacks will focus their public relations efforts in media and charity events.

The media kits will be sent out to people who have purchased Diamondbacks tickets in the past. The media kits will be sent out during baseball season as well as off season. The media kits will keep fans up to date with the latest Diamondbacks information. They will include a variety of information: the team/mission statement, recent news coverage, upcoming events, game schedule, and statistics.

The media kit will also touch on the Arizona Diamondbacks foundation and their charity events. The foundation focuses on three areas: health-care for the poor, homelessness, and children's programs. Charity events not only help a great cause, but will increase the brands appearance on the news and in newspapers. The Diamondbacks will be adding more charity events to host and adding to the list of foundations they support. The Diamondbacks will continue to show their audience that they are a brand that gives back.



### Internal Rollout:

We want to make sure that everyone in the state of Arizona believes in the Diamondbacks and to do that, we have to start internally with the Front office or as we like to call them, The Diamondbacks Family. The front office, which includes the executive office to ticket sales and operations and everyone in between, has to believe in the organization and its mission statement for its audience and fans to believe in the team. Without these special people who work every day to make sure the organization is running as smoothly as possible, nothing else can happen. That is why during the off-season, we will have a two-day D-Backs Retreat that will as a training for everyone in the front office to remind them of the Diamondbacks mission and why they do what they do every day. The training will come from the Marketing and HR department as well as an outside promotional specialist for the NL West to focus on how to build a memorable game experience. During the training, employees will provide a beautifully bound book with the short but successful history of the organization, the Diamondbacks Mission, and how the organization plans to develop with the Arizona community. Employees and their families will also be provided game tickets for an employee organization appreciation game as well as custom Diamondbacks jerseys for each employee to show the appreciation for what each person contributes to the organization.



## Media Strategy Media Objectives

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### Media Mix and Rationale:

Our team will be touching on all of the IMC tactics to allow for a wide range of coverage. Although, we believe it will be the more beneficial to focus a majority of our budget on certain tactics rather than others. We plan to focus more so on the social, digital, and radio tactics. Our advertisements will be displayed on platforms that are ensured to catch our target audience's attention. Millennials are constantly on their phones checking social media. Since their eyes are glued to their phone screens, we thought we would make it even easier for them and have our advertisements shown on some of the most used social networking sites. They will appear on apps and websites such as Facebook, Twitter, and Instagram. On each network the Diamondbacks will have their own profile which will post information about upcoming games/events, special giveaways, and fan features with the hashtag #notmissingout. Another way we thought we could really reach out and catch millennials' attention is on the radio. Many drive to school or work throughout the day which means they will be tuning into the local radio stations. We are looking to target the college students as well as graduates in the Metro Phoenix area so our commercials will be featured on local radio stations: 97.5, 101.1, 97.9 and 101.5. On morning shows like 101.5's Morning Mess and 97.9's Morning Sickness, we will be doing ticket giveaways and chances to meet the players. Although not everyone listens to the radio, we believe that providing incentives will increase the non-listeners to continue to tune in.



## Timing and Rationale:



All if not most IMC tactics will be released at the beginning of Spring Training. The Radio Campaign will only happen during the month of March in the early hours from 06:00am-10:00am weekdays with the Morning Mess. Television Campaign will begin in March and continue throughout the 2018 season. Social Media will take place the day before, the day of, and the day after any game. Our Interactive/Digital Campaign will run throughout spring training and the regular season. Out of Home will be highlighted immediately before the season and run throughout the season but will remain to be held at designated locations based on partnership agreements on visual space such as billboards, Bus stop signs and Light rail decals. The Guerilla marketing will right before the regular season at a random time. Relationship/Direct will happen during season. Public Relations will take place before, during, and post season. Internal Rollout will take place all year round whether it be spring training, the regular season, post season or the off season.



## Cost + Pie Chart

### **Print/Magazine Total: \$1,000,000**

Front Cover & 2 page centerfold spread: \$1 million

### **Television Total: \$30,000**

Local Television ad: \$1,000 x 30 days

### **Radio Total: \$100,600**

3 pairs of VIP Tickets to raffle: \$600

Paid Advertising on Radio: \$100,000

### **Social Total: \$1000**

Facebook promoted posts daily: \$1000

### **Interactive /Digital Total: \$5,000**

Microsite for Merchandise Challenge: \$5,000

### **Out-of-Home Total: \$3,000**

Billboard Ad: \$3,000

### **“Guerrilla” Total: \$2,100**

15,000 Red solo cups @ \$140/1000: \$2,100

### **Relationship/Direct Marketing Total: \$397,525**

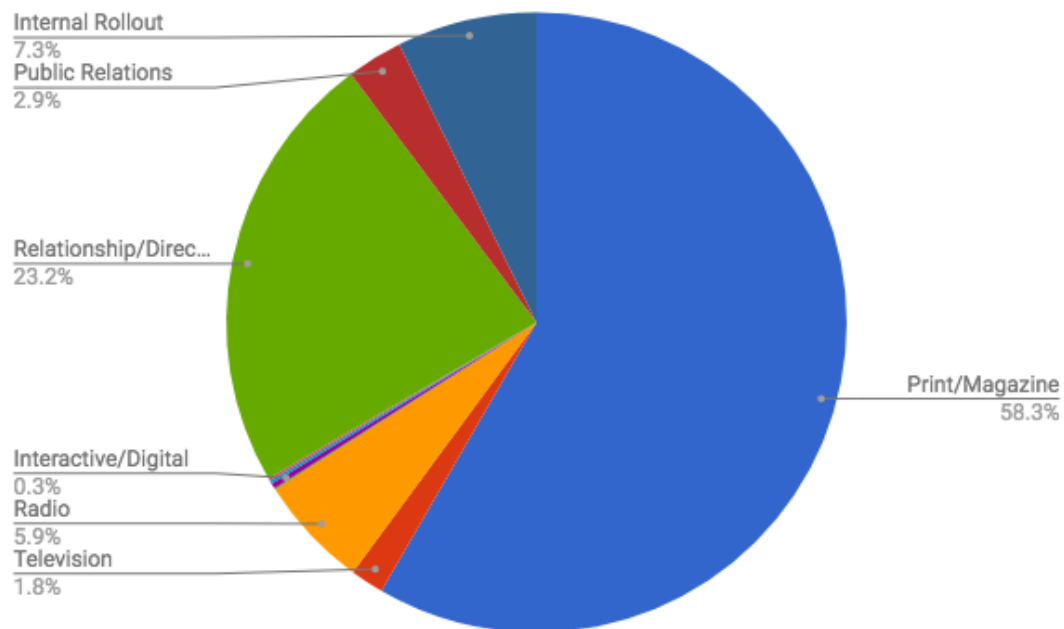
Newsletters: \$397,525

### **Public Relations Total: 50,000**

Media Kits: \$50,000

### **Internal Rollout Total: \$125,000**

Diamondbacks employee retreat: \$125,000



### Evaluation Plan/Assessment Measures:

The results that we believe will be achieved as a result of our efforts include an increase in individual game ticket sales by at least 10%, the growth of a proud fan base, and the formation of a deep, newly found relationship between the citizens of Arizona and the Diamondbacks organization. Since Arizona's demographic composition is very diverse and its native-to-Arizona population is relatively low, the organization's fan base has never been as sizable and loyal as its biggest competitors, whom are the Los Angeles Dodgers, Colorado Rockies, and San Francisco Giants. Many of the individuals from the aforementioned fan bases are native to the respective areas, and while the population of Arizona-natives will naturally increase over time, we hope to expedite that process and foster the relationship the organization has with fans and non-fans alike. This, in turn, will produce a larger population of repeat customers that will consistently spend money that will not only positively affect the Diamondbacks organization, but also the local businesses in close proximity to Chase Field. The Diamondbacks' recent success during the 2017 season, which resulted in a long-awaited playoff berth, has many experts and fans believing the organization is finally getting over the hump and transitioning into a franchise that will contend for a World Series title on a season to season basis. Over the next decade, we hope that there will be a noticeable increase in fans that proudly affiliate themselves as fans of the Diamondbacks and the Diamondbacks only. Reporting a profit at the end of the fiscal year is our overall goal, but we ultimately hope to create an observable Diamondbacks culture that will exist for many years to come.

### Assessment Measures:

During the 2017 season, the Diamondbacks sold a total of 2,134,375 tickets for their 81 games played at Chase Field. This translates to an average of 26,350 tickets sold per home game, which was good for 11th best out of the 15 teams in the National League and 21st best in the entire Major League. The gate receipts, or the sum of money from the sale of tickets, totaled \$45 million and equated to an average sold ticket price of \$21.08, which was the 14th most expensive ticket price amongst teams. Furthermore, their revenue for the 2017 season amounted to only \$253 million, which was 26th out of the 30 teams. After taking these statistics into consideration, it is evident that the Diamondbacks need to be selling more tickets per game

in order to justify their average ticket price and find a way to increase their total annual revenue as well. Naturally, when teams are performing well on the field, more tickets are sold and more revenue is earned. Although the trends of the aforementioned conditionals are gradually increasing, the organization is failing to create an atmosphere that encourages attendee spending. Embracing new advertising campaigns will certainly produce better outcomes, and their success can be measured by the gate receipt, revenue, television rating, and revenue per fan totals. But apart from the reported ticket sales, the increase in the number of individuals at games wearing Diamondback colors should gradually become more and more evident. The Diamondbacks, who play at a stadium that is considered one of the best and who have an incredible amount of potential, should realistically strive to be ranked in the top 1/3 of the league in all of the previously mentioned composite statistical categories within the next 5-7 years.

#### Future Recommendations:

As we run our Watch Live campaign, we will analyze the results and measure the effectiveness of how our campaign reached our key consumer both during and after the campaign. As well as how well we did in meeting or exceeding our IMC objective. Using all the tools available and measuring the data collected from our multiple marketing strategies from Print, Television, radio, direct marketing, and social media. Analyzing this data will allow us to see which areas performed better than others and what areas need to be re-evaluated so we can make adjustments and improvements which will allow us to continue and grow, while building the brand and ultimately allowing us to achieve our overall goal of a ten percent increase of ticket sales, while also achieving our secondary objective of extending our local fan base and solidifying our relationships with our Key consumer, male millennials ages 16-35.

Our main goal is to increase the attendance of a younger demographic while still growing the team's local fan base. Luckily, we just finished up one of the best seasons the Diamondbacks have had in years, so it helped spark the interest of people throughout the valley and gave hope to fans that had previously would "pause" when asked who their baseball team was before responding "The Diamondbacks..." Since our main goal is to increase ticket sales we can measure both during and after the season. We can use our data analytic tools to measure how many tickets were sold per game and compare them directly to last year's numbers, then once the season ends we can compare the total number of Ticket sales and Gate

receipts for 2018 and compare to the total in 2017. In order to measure the effectiveness of building and maintaining the brand and its relationship to the fans, to do this we can look at the total number of merchandise sold at retail stores as well as our fan shop in-store and online. If more people are buying D-backs apparel and gear not only is it increasing revenue but that means more people are wearing it which increases brand awareness and markets the team to anyone who see's someone in public with Diamondbacks gear. As these numbers increase it should directly reflect it in the stands during the games. You can compare shots from last season's games and take pictures of the stands for this upcoming season and see if there are more people sporting red, black or teal colored apparel. Comparing these photos side by side will give you a way to measure something intangible like brand loyalty because even if the stands are more full than previous years and you're selling more tickets, that doesn't necessarily mean the brand loyalty has increased, because there are always people buying tickets to see the opposing team. In order to measure the effectiveness of our radio campaign we can measure how the total amount of people are calling in for a chance to win Tickets. The more we run the radio promo the more the word will get out and the amount of calls into the radio station should go up. We will then collect data on the numbers of total calls during the morning mess for the D-backs tickets and after every morning then chart those numbers, so throughout the season we can measure the effective reach of the promotion and the popularity of it. For the direct marketing promotions, we will use both promotional codes and participation based offers on material given out through our various methods listed in our marketing strategy and we can chart the numbers of total media given out and the total amount that redeemed the offers. This will directly show how many people received material and how many actually redeemed the offers inside. Since the Main demographic we want to reach is relatively young our main sources to advertise to them will be Television and Social media. For television, we can use the ratings and numbers from the total views of people watching the Diamondbacks play and chart those numbers for every game, ideally, we should see an increase of viewers as our campaign continues as well as the season. For Social media, we can use our Hashtag to track how many people are using it, we can also track how many people are either posting pictures at the games, talking about the D-backs or just making conversations online by applying filters that include anything related to the Diamondbacks organization, these can be measured using analytic tools provided by Instagram, twitter and Facebook. Overall, we want people to be talking more about the Diamondbacks, show team pride by wearing team gear, participating and interacting with the



brand over social media platforms, and involving the fans in our media so we can facilitate relationships with our new fans as well as the die-hard fans.

The next Steps to build the brand and increase brand loyalty need to start with looking at our key consumer and look at the data collected from the campaign and see how well we did at achieving our goals. As the brand continues to grow so will need to come up with more creative and unique marketing campaigns that will continue to bring in new fans and create a relationship with them while still nurturing the relationships with the current fans. We will utilize all the tools we have available and as technology constantly grows we will need to use this to innovate new ways to interact with people and connect with them. After our campaign is over we should set new goals for ticket sales and crowd attendance, since our previous goal was an increase of 10% I would want to increase it by 5% every year for the next five years. This should be easily doable especially if we can keep the momentum from last season and head to the postseason consistently year after year. Our next big challenge will be converting the Arizona transplants to Diamondback fans for this I think the best way would be a barrage of direct marketing and support media all over the city. These ads will be bold, and simple but capture the attention of the transplants and get them to think more about the diamondbacks organization and how living in Arizona should compel you to support “your new home team”.

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