Project Proposal for IST 659: Syracuse Football Advertising Database

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1. **Business Description**

As playwright Joe Masteroff once wrote in the book for the 1966 musical Cabaret “Money makes the world go ‘round…”[[1]](#footnote-0) and companies wouldn’t make nearly as much money as they do now if it weren’t for the world of Advertising. Advertisers help to not only make companies more money in terms of gaining consumers but also help to get messages of great import out to billions of people around the world every day. It’s estimated that, in 2019, the United States Advertising business spent over $560 Billion[[2]](#footnote-1) in the conception, creation, and distribution of different adverts all over the country. In the world that we currently live in, however, it’s never been more important for these companies to get their messages out in new and interesting ways.

Meanwhile, the sport of American Football has become what is known as “America’s Sport”, overtaking baseball for the top spot in the minds of Americans everywhere. College football, in general, has grown to be just as popular, and potentially just as much of a cash cow, as that of the professional leagues (by leagues, we mean both the NFL and the XFL), garnering fans and creating rivalries that are as old as some of the Universities themselves. On average, the teams of schools and universities (at least those that fall under the umbrella of ‘Division I Athletics’) bring in around $31 million dollars every single year[[3]](#footnote-2) (according to a 2017 report by Business Insider). For many schools around the country, it seems, football is the sport that makes them the most money and gives them the most recognition. Because of this, these universities, along with different advertisers , are a force to be reckoned with when it comes to making money.

For simplicity’s sake, we plan to focus solely on Syracuse University’s football team as a model for outlining the connection between a school’s athletics program (specifically it’s football program) and the amount of money spent/made through both local and national advertising, and how the team’s success can either create or stifle profits.

1. **Problem Statement**

Since Governor Cuomo signed Executive Order No. 203.3 on March 12, 2020, suspending all gatherings of more than 50 people, Syracuse University Football has shifted its entire marketing strategy with an objective to upkeep its football game viewership. The main focus of the objective is to retain those 40,000 fans that once packed the Carrier Dome while changing their modes of entertainment from in-person to online. How are Syracuse University Football and advertisers able to reach these fans that are segmented by age group, interest, location and behavior?

Currently Syracuse University Football and its network providers are placing advertisements solely based on the viewer’s location. For example, placing an advertisement for Dinosaur BBQ for local Syracuse viewers while placing an advertisement for Inn-N-Out for viewers in California. The current solution lacks personalization and more in depth segmentation.

We recommend building a new database that retrieves and organizes data from its network providers, advertisers, local business and streaming services that enables the cross referencing of data to derive insights. These insights can help advertisers place relevant advertisements in front of audiences based on their preferences and behaviors.

1. **Proposed Solution**

Our proposed solution is to create a database that can easily store basic streaming information about consumers and then allows advertisers to work with those streaming services to create more personalized ad experiences. By doing this, we can hope to guarantee two things for users at either end of the system. For the spectators being affected, the goal is to give them their normal viewing experience (or as normal as it can be nowadays) while simultaneously giving them advertisements that best suit who they are as a consumer. For Syracuse University Football, this would help to show not only where their fans are within the scope of the country itself, but it would show the influence that their games have on businesses derived from those watching their games. And finally, for advertisers, this would allow for more streamlined advertising. By allowing these agencies/companies to utilize our system, we hope that they’ll be able to get consumers to move in ways that they never have before when it comes to advertising during sporting events. We also hope that working with those broadcasting the games will allow these advertisers to place these specialized ads within the game itself.

With this being the aim, however, we also acknowledge the fact that we won’t be able to encompass everything that has to do with the world of advertising. We know that the systems that we have in place, in terms of what ads go where, are much more complex than just taking data and assigning an experience to that data. Because of this, and because we’re only planning to focus on Syracuse Football rather than the entirety of the NCAA, we’re disregarding the totality of advertisers that could potentially show their ads during each game. We’re instead planning on working specifically with the largest of both national and local companies that have their ads shown to try and streamline their business. Similarly, we’re planning to focus much more on the service in which people are consuming this content as opposed to the broadcast or the game itself. Therefore, details regarding the operation of the broadcast and the game itself (other than the opponent and the location of the game) will be omitted as well.

As was stated before, the advertisers and consumers are the keys to all of this. We want to omit any and all information that could clutter up the system and plan on doing so throughout the process of collecting and observing the data needed.

1. **Users:**

Media Buyer

Media buyers are individuals who buy advertising inventory for clients. These clients could be national and local businesses. Media buyers ensure ads are reaching its targeted audiences and that it has a high return-on-investment. He or she will decide whether to purchase this ad space and if the airtime is most suitable to the advertisement that he or she is promoting. A media buyer would need to access this database to look for evidence that there is a return-on-investment. For example, if his or her advertisement is targeting the age group of 18 to 24, he or she will want to see that the network is appropriately reaching this age group during a football game. Ideally, he or she will only have access to an user interface with easy to read reports.

Advertising agency

Similarly to the media buyer, an advertising agency would want to access data that shows results for its advertisement and data that helps with creative development. A data question these agencies might ask is, “how are people accessing tv shows that they are consuming?” or “what devices are people using with a streaming service?” The answers to these questions determine creative decisions such as whether to include QR codes in advertisements that are displayed on a TV and scanned by an additional device. Like a media buyer, people of advertising agencies will only have access to an user interface that shows insights rather than raw data.

Data visualization developer

A data visualization developer transforms raw data into graphically pleasing charts and graphs in an user interface. He or she must spot trends, patterns and correlation within the huge dataset that comes from different sources. Data visualization developers are granted full access to this database in order to generate reports to guide either Syracuse Football or local/national business to strategic decisions.

Data administrators

Since sources are coming from network providers, streaming services, wifi providers, advertisers and local and national businesses, data administrators will be in charge of the overall management of the database. They are responsible for fixing any technical issues, cleaning duplicated data, etc. Data administrators are granted full access to the database as they are fixing errors and finding more efficient ways to manage and store new incoming data.

Network Provider

Network providers are companies that sell network access or bandwidth. They are one of the data sources in this database. They provide personal information of the customers that are within their network. They provide data such as the age of the customer, the customer’s subscription package type, the customer’s number of devices, etc. Network providers are granted access to the data that they provide. The aim of the database is to give Syracuse University Football and its advertisers a competitive advantage to reach its audience, therefore, network providers should not have access to the whole database that could help generate insight for their benefit.

1. **Entities**

Customer:

* Customer ID- PK
* Customer First Name
* Customer Last Name
* Customer Address
* Type of subscription package
* Network provider
* Wifi provider

Network Provider:

* Provider ID- PK
* Customer ID
* Product ID (the ID of the shows)
* Type of Services (Internet + Cable vs Internet)

Household:

* Subscriber ID- PK
* Number of children
* Number of adults
* Number of people in total
* Number of devices (TVs, Smartphones, Tablets, etc.)

Syracuse Football/ACC:

* Game ID - PK
* Time of game
* Location of game
* Opposing team ID
* Ranking of opposing time
* Syracuse’s ranking at the time

Sponsors:

* Sponsor ID -PK
* Rate of advertisement per minute
* The timestamp of when the advertisement was placed
* Investment of ad
* Return revenue from ad

Advertisers:

* Agency ID -PK
* Service or product provided
* Business ID (who they are representing)

1. “Money Makes The World Go Round English Literature Essay.” *UKEssays.com*, www.ukessays.com/essays/english-literature/money-makes-the-world-go-round-english-literature-essay.php. [↑](#footnote-ref-0)
2. Guttmann, A. “Topic: Global Advertising Market.” *Statista*, www.statista.com/topics/990/global-advertising-market/. [↑](#footnote-ref-1)
3. Gaines, Cork. “The Average College Football Team Makes More Money than the next 35 College Sports Combined.” *Business Insider*, Business Insider, 5 Oct. 2017, www.businessinsider.com/college-sports-football-revenue-2017-10. [↑](#footnote-ref-2)