



Pre-Game  
Marketing  
Campaign

# BRING THE STING

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## **BRING THE STING**

### **Pre-Game Marketing Campaign**

#### **i. Executive Summary:**

Since 1967, Seneca College takes pride in offering students with sporting excellence that promote healthy living, school spirit and morale, this includes campus recreation and varsity sports. The varsity sport programs that Seneca offers have been acknowledge and rewarded by the Ontario Colleges Athletic Association (OCAA) and the Canadian Collegiate Athletic Association (CCAA). The Seneca Stings have won over 450 medals since 1967 from a variety of 16 sports.

In order to increase attendance and on campus awareness, as well as student support, the Athletics department at Seneca College asked the Event Marketing students to create different proposals which would be strictly pre-event and would aim to increase attendance and generate a level of excitement about the games, specially the game on February 11, 2015 between the Loyalist Lancers and Seneca Stings.

This proposal will focus on incorporating different marketing techniques in order to gain audience loyalty, awareness and excitement. Through our social media marketing approach, we aim to create a link between the players and the students, as well as mass media buzz that will spread awareness even further and translate into increased attendance. The experiential marketing campaign will aim to create unique and fun experiences for students that would otherwise not be offered, such as the "Sting Photo Booth" and the "Sting Shoot Out." In addition, the traditional marketing techniques will reinforce the overall marketing objectives to raise attendance.

#### **ii. Marketing Campaign**

- ALL projects have been approved previous to pitch
- Samples are provided at the end of the package

**Overall Goals:** To generate excitement and awareness for the Seneca Sting Men's Basketball Game, which will result in increased student attendance on February 10th, 2015, and improve loyalty and support.

**Overall Objectives:**

- Currently, the Seneca Sports department has an estimated attendance of 120-150 students for the February 10th game between the Seneca Stings and the Loyalist Lancers. Our main objective is to increase the number of attendants up to 200 for this game.
- The Seneca Sting Athletics & Recreation Facebook account has 2,063 likes, as a marketing objective we strive to increase this number by 5% (166)
- In contrast, the Twitter account for the Seneca Stings has a following of 1,831. Our goal is to grow the following by 5%

**iii. Social Media Campaign**

**Goals:** Create interactive content that will allow for Seneca students to get to know the basketball team players, increase awareness of the up and coming game, and create excitement.

**Objectives:**

- Increase Facebook likes number by 5% (166 likes)
- Increase Twitter following by 5% (91 follows)

**Method:** Throughout the week before the game, from February 3rd to the 9th, we will be actively engaging with Seneca students through various social media activities, contests and posts.

These are as follows:

**1. Player of the Day:**

- Post a picture of a one player each day with a list of answers to basic questions, such as what is your favourite colour, what position do you play, what do you love about basketball, pre-game ritual, lucky charm, and favourite pre-game jam

## **2. Day in the Life:**

- Film clips showing a fast-forwarded version of a player's day, which will allow the creation of a personal connection between the students and the team

## **3. Facebook Event:**

- Create a Facebook event, and have students click attend for a chance to win a prize
- Have students take pictures of themselves with their ticket and post them on social media. The one with the most likes can win a prize

## **4. Catch the Bee:**

- Social media contest in which the Sting Mascot will be running around in Newnham campus, students will be motivated to snap a picture of the Seneca mascot and post it on the Sting Facebook page to enter the draw
- We will tweet clues on where the bee will be seen running around
- Example: 10 am by the library, 12:30 by the Hot Dog Guy
- This will help increase both twitter and Facebook following

## **iv. Experiential Marketing Campaign:**

**Goals:** Create different activities and contests that will allow for Seneca students to experience memorable and unique moments that will boost excitement and desire to attend the game.

### **Objectives:**

- Have a total of 20-30 students participate in activities per day

**Method:** Throughout the week before the game, from February 3rd to the 9th, we will be actively engaging with Seneca students through various interactive activities, contests and posts.

These are as follows:

### **1. Shoot Out**

- Small basketball nets in cafeteria or rez (small gift cards)
- Mini basketball tournament photo contest or "take a picture of your ticket" at residence

### **2. StingFace**

- Face painting before the game itself
- Ran by volunteers

### 3. Snapshot the Sting

- A photo section will be set up by the promotion table in order to entice people to take pictures with Sting or with frames and signs that will promote the basketball game
- Prizes will be given out to the one with most shares or likes

### 4. Hype Booth

- Hype Booth is the table that will be set up in the main are of Newnham
- Seneca Flag will be displayed
- Music will be on while the Hype Booth is in action, in order to get people pumped up at booth
- Give out free Seneca swag

### v. Traditional Marketing Campaign:

**Goals:** Use different mediums for traditional marketing that will allow us to raise awareness for the basketball game on February 10th, 2015.

### Objectives:

- Increase the number of attendants up to 200 for this game

**Method:** Throughout the week before the game, from February 3rd to the 9th, we will be actively posting on traditional marketing channels.

These are as follows:

### 1. Rez- Sting Plaster

- Rez- Plaster Flyers with permission of rez
- Cut out Sting Bee with basketball poster will be posted by the elevators on campus and res

### 2. Campus Monitors

- Our picture of the day, as well as our flyers will be featured on the Campus Monitors

### 3. Seneca Sting

- The flyer will be posted on the website
- Video will be featured

### 4. MySeneca, Blackboard

- E-mail blast the students with information about the game, contests and activities

- My Seneca posts
- Blackboard informational postings

## **vi. Budget**

### **Marketing Items Provided by the College**

- My.Seneca Posting(s)
- Athletics Bulletin Boards (4 campuses)
- Senecasting.ca
- Outdoor Sign Boards (Newnham Campus)
- Newnham Residence Boards
- King Residence Boards
- Mascot Costume for Events
- Social Media
- Intercampus Monitors
- Sammy Sting Mascot costume
- Thundersticks
- Programs
- T-shirts
- EZ Up Tent / Table (to put together a display booth)
- Sound System – Microphone, Speakers

### **Materials Covered by Budget**

- Mini Basketball Nets
- Flyers
- Face Paint
- Staffing- Volunteers
- Prizes: Candy, Tim Horton's Gift Cards

## Budget

	Marketing Campaign	PERCENTAGE
<b>Revenues</b>		
Athletics	\$200.00	
<b>Expenses</b>		
Staff	\$0	0%
Printing		
Posters		0%
Flyers		0%
Activities		
Face Paint	\$11.94	6%
Mini Basket Ball		
Nets	\$12.00	6%
Prizes		
Candy	\$83.88	42%
Gift Cards	\$50.00	25%
<b>Total Expenses</b>	<b>\$157.82</b>	<b>79%</b>


## Samples:

### Social Media Marketing

#### 1. Player of the Day

facebook.com

- Assistant Brand Manager, Minute Maid and Five... (2) Dany Lopera Sting Basketball Game - Google Docs ▶ Mark Lower ft. Scarlett Quinn - Bad Boys Cry...



**Dany Lopera**  
Just now · 🌐


Favourite Colour: Black  
What Position Do You Play: Point Guard  
What Do You Like About Basketball: The Thrill Of Scoring  
Pre-Game Ritual: Eat pancakes in the morning, and do yoga to calm my nerves  
Lucky Charm: My jersey #2  
Pre-Game Jam: Ain't Nobody Beat session Remix

🏷 Tag Photo 📍 Add Location ✎ Edit

Like · Comment · Stop Notifications · Share

Write a comment...

**Sponsored** Create Ad



**Earn extra Cash in 2015!**  
mmps.mediastats.com  
Log your media usage for rewards! Earn up to \$50 a month with the Mediastats Panel Survey.

Timeline Photos 1 of 20 Tag Photo Options | Share Send Like



## 2. Facebook Event:

The image shows a screenshot of a Facebook event page titled "BRING THE STING". The event is hosted by Dany Lopera and is scheduled for February 5 to February 10, from 11:30am to 6:00pm. The location is Seneca College Newnham Campus, 1750 Finch Ave. East, Toronto, Ontario M2J 5G3. The event description reads: "FEEL THE HEAT AND BRING THE STING !! This week is all about bringing the heat and getting pumped for the SENECA STINGS Vs. the LOYALIST LANCERS! Throughout the week of February 5th to the 10th we will be hosting a variety of contests and activities in which you will have the opportunity to win prizes!! Keep your ears open and your heads up for our daily postings that will have the daily activities updates!! SEE YOU AT THE GAMEE!!! LETS BRING THE STING!!!". The page also shows a "POSTS" section at the bottom.

facebook.com

er Be (Lash Remix) - YouTube Sting Basketball Game - Google Docs (1) BRING THE STING

BRING THE STING

Dany Lopera  
Edit Profile

MY EVENTS  
Upcoming 2  
Calendar  
Past  
Create

THIS WEEK  
Official Launch Event and...  
Tomorrow at 8:00pm

**BRING THE STING**

53 Invite Only · Hosted by Dany Lopera

Hosting 5 Invite Edit ...

February 5 - February 10  
Feb 5 at 11:30am to Feb 10 at 6:00pm

Seneca College Newnham Campus  
1750 Finch Ave. East, Toronto, Ontario M2J 5G3 [Show Map](#)

FEEL THE HEAT AND BRING THE STING !!

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Keep your ears open and your heads up for our daily postings that will have the daily activities updates!!

SEE YOU AT THE GAMEE!!!

LETS BRING THE STING!!!

1 going 0 maybe 0 invited

INVITE FRIENDS

+ Add friends to this event

Cristian Alvarez Invite

Natasha Wadeson Invite

Roma Kamat Invite

Show More Friends

RELATED EVENTS

CANADA NATIONAL PRO - T...  
Sat Feb 7 at Seneca College N

POSTS

Write Post Add Photo / Video Ask Question

facebook.com

3LAU ft. Bright Lights - How You Love Me (Arista... Sting Basketball Game - Google Docs (1) BRING THE STING

February 5 - February 10  
Feb 5 at 11:30am to Feb 10 at 6:00pm

Seneca College Newnham Campus  
1750 Finch Ave. East, Toronto, Ontario M2J 5G3 [Show Map](#)

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SEE YOU AT THE GAMEE!!!

LETS BRING THE STING!!!

POSTS

Traditional Marketing Campaign:

1. Rez-Sting Plaster: Flyer



**COME FEEL THE HEAT  
AND BRING THE STING**

**SENECA STING VS. LOYALIST  
LANCERS!!**

**TUESDAY, FEBRUARY 10TH  
6:00P.M. & 8:00P.M.**

**\*Pre Game Face Paint**

**\*Exciting Half-Time Show**

**DON'T MISS OUT ON THE CONTESTS  
TO ENTER A DRAW FOR AWESOME  
PRIZES!!**

Created by Paint X



## SENECA STING VS. LOYALIST LANCERS

TUESDAY, FEBRUARY 10TH  
6:00P.M. & 8:00P.M.

- \* Pre-Game Face Painting
- \* Half-Time Show
- \* DON'T MISS OUT ON CONTESTS TO ENTER  
A DRAW FOR AWESOME PRICES!

**SUPPORT YOUR TEAM & FEEL  
THE STING!!**

Created by Paint X

3. E-Mail Blast

# **ATTENTION SENECA STUDENTS**

**On Tuesday, Feb 10<sup>th</sup> 6 & 8 PM**  
**Seneca Newnham Campus Gym is**  
**welcoming students to supports**  
**Seneca Sting Basketball teams in**  
**games with Loyalist College's**  
**Loyalist Lancers!**

**Exciting half-show and positive  
emotions are guaranteed!**

**\*Pre-show free face paint**

**\*Join in the Half-Time Show!**

**NOTE: Don't miss the contests to  
enter a draw for awesome prizes. Get  
more information on**

**<https://www.facebook.com/SenecaSting>**