

Pre-Game Marketing Campaign

# BRING THE STING

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#### 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

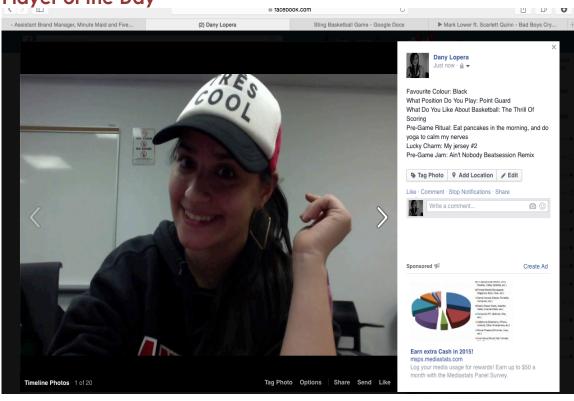
# Budget

	Marketing Campaign	PERCENTAGE
Revenues		
Athletics	\$200.00	
Expenses		
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%
Total Expenses	\$157.82	79%

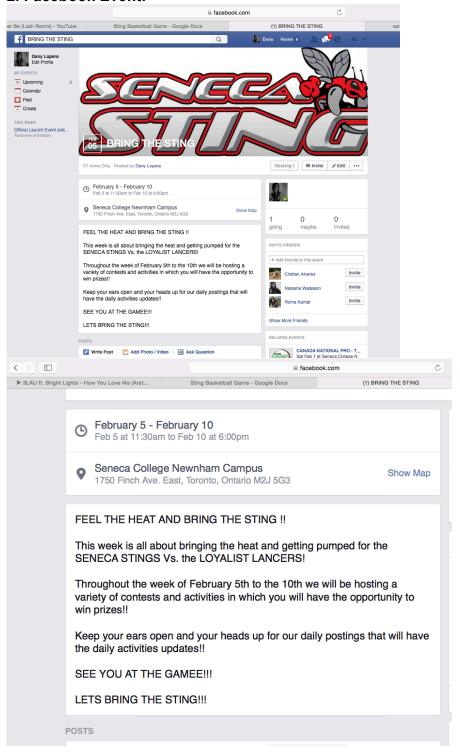
# Samples:

# **Social Media Marketing**

1. Player of the Day



#### 2. Facebook Event:



1. Rez-Sting Plaster: Flyer





# 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!!

# ATTENTION SENECA STUDENTS

On Tuesday, Feb 10th 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