

# NEW SEABIRDS WATERFRONT STADIUM DEVELOPMENT

# **MEDIA PLAN**

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Proposal by:

**Bell-Bottom Media**

Alison Donaghy  
& Avery Grundy

## The Challenge

The Central Coast Seabirds currently share Robinson stadium with NFL team, The Sharks. This contract has become a financial burden for the Seabirds. Their three-year stadium deal has expired and a new baseball-only stadium is in the works. The Waterfront Stadium Development plan is outlined to be constructed on the central coast. The plan is currently postponed due to the lack of correct zoning laws.

## The Solution

To proceed with the development plan the site would have to be correctly rezoned. The Scarborough city council must pass a bill to rezone the central coast for the new stadium. A surge of civilian support is necessary to convince the councilmen to vote in favor.

## The Result

A new stadium for the Seabirds would capitalize on their newfound success. A new stadium will boost attendance and give the team the push they need to maintain their position as a dominating force in the league.

# THE PITCH

### Goal

Persuade Central Coast City Council to pass the required zoning for the Waterfront Stadium Development Project.

### Strategy

Generate a surge of voiced support from the target market in favor of the Seabirds Waterfront Stadium Development Project.

### Tactics

- Use paid, earned, owned and shared media to target the three target market segments.
- Implement the community connection plan.

### Total Cost

**\$4**  
MILLION

### GRPs

**3,714**

### Impressions

**7,537,546**

### CPM

**\$14**

### Timing

**9 months**

### CPP

**\$1,042**

### Target

**Seabird Core Fans,  
High Turnout Voters &  
Cultural Donors**

# THE RUNDOWN

## Brand Promise

The Seabirds organization plans to not only erect a new stadium but also to establish a new residential and commercial neighborhood.

The project promises to bring in new retail stores, bars/restaurants and hotels, all of which will encourage job growth and tourism. It also promises to create a trendy neighborhood for future residents to live in.

## Brand Value

The Seabirds Waterfront Stadium Development will create value to the Central Coast community by providing a new, enterprising neighborhood for all Central Coast residents. Current and future residents will value the rejuvenated waterfront neighborhood for its unique character and spread of local shops and businesses.

## Competitors

### White Caps

The Seabirds share the Central Coast market with another major league team, the American League's White Caps. Historically, the White Caps' attendance has been 15-25% lower than the Seabirds'. The White Caps' attendance surged past the Seabirds' when they opened their new White Caps Park. However, the Seabirds have recently reclaimed the dominant position with their latest winning seasons.

Oilman and owner of the White Caps, Evan Kadick, holds an overt censure to the new stadium. When the stadium plans were submitted for approval from all the major league team owners, Kadick was the only member to oppose.

### Grassroots Campaign

According to some rumors, Kadick is planning to take his opposition to the Seabird stadium development outside the boardroom. It has been said that Kadick, the oil tycoon, has been working with environmental groups and lawyers to fund a "grassroots" organization to demand that the waterfront district be designated as protected wetlands.

So far, nothing has come of it.

## S Strengths

- Throughout the Seabirds' history, they developed a sturdy fan base.
- With the team's recent winning seasons and new pennant, the fan base is continuing to grow.

## W Weaknesses

- The Seabirds have a long-lived losing history in their current stadium.
- The shared stadium has proven to be detrimental to both the Seabirds and the Sharks.

## O Opportunities

- Seabird core fans have a high percentage of high turnout voters at 39%.
- With a new, state-of-the-art, outdoor, baseball-only stadium, the Seabirds would rise above the competition and redefine themselves inside the major league.

## T Threats

- With the upcoming election, the Seabirds face the issue of a 3.5 to 1 voter ratio against them. This threatens the possible feasibility of the required zoning permits.

# WHO'S ON FIRST?

The Seabirds organization seeks to earn support from all the people in the Central Coast community. We've divided the population into several segments and identified the most influential segments for this campaign in order to effectively and efficiently advertise to the target audience.

## Objectives

- Engage existing Seabird core fans to improve loyalty & customer lifetime value
- Persuade Heavy Voters to support the stadium development
- Build a positive reputation for the project in the eyes of the Central Coast public population

## The Lineup

### Seabird Core Fans

The Seabird core fan segment makes up 18.4% of the Central Coast adult population and roughly 79% of Seabird core fans either always or never vote at local elections. Seabird core fans won't require a lot of persuasion, for the most part they already support the Seabirds Waterfront Development Project.

Advertising for this segment will focus on persuading individuals to express their support to their city council representative.

### High Turnout Voters

Persuading high turnout voters to support the Seabird Waterfront Stadium Development Project is critical to the campaign. High turnout voters are important because their heavy involvement in local politics will have a significant influence on the city council.

High turnout voters make up 38% of the Central Coast population. We will need to convince the high turnout voters that the development project will benefit not only Seabirds fans, but the entire city.

### Cultural Donors

This segment cares about the Central Coast community as a whole and they contribute their time and money in the interest of bettering the community.

Cultural donors make up 14% of the population. Cultural donors were chosen for this media plan because they have a strong influence in local politics.

## Definitions

### Seabird Core Fan:

Any Central Coast adult who, in the past 12 months, both purchased tickets to at least one Seabirds game AND watched/listened to at least one Seabirds game on TV/radio.

### High Turnout Voter:

Any Central Coast adult who always votes in local elections.

### Cultural Donor:

Any Central Coast adult who has donated money to an arts/cultural or political organization in the past 12 months.

*Seabird Core Fan:*  
**Meet Mark**



 31

 Real Estate Agent

 Married, 2 kids

**“Finally! I love Robinson Stadium and all, but the Seabirds need an upgrade.”**

Mark has always been an avid Seabirds fan. He drives a Kia Forte, the perfect car to haul around his two children to soccer and little league practice. Mark enjoys many outdoor activities, including taking his kids to see the Seabirds.

*Seabird Core Fan:*  
**Meet Brian**

Brian works at the Central Coast Public Utilities as the Department Director. He is a very active in local politics and never misses an election.

In his spare time, Brian enjoys golfing, hunting, and caring for his lawn. Brian is not a Seabirds fan, but would enjoy having some new restaurants and bars to visit.

 64

 Public Utilities Dept Director

 Widower

**“That Waterfront district is such an eyesore. Its about time it got cleaned up.”**



*Cultural Donor:*  
**Meet Cheryl**



 52

 Professor

 Married

**“I hope a new art gallery opens up in that area, I’m always searching for new art.”**

Cheryl is a professor at the Central Coast State University. Cheryl often volunteers for sustainability projects such as roadside clean up, local recycling sorting and supports politicians based on environmental positions. She drives a Toyota Prius and never forgets to bring her reusable bags for grocery shopping.

# MEDIA MIX

## Paid Media



### ***Local Sports Broadcast TV***

Through local sports broadcast TV, this media plan will be reaching the heart of the market. Our message will be exposed to Central Coast citizens who care about local sports. This medium is one of the most expensive medium chosen for this plan (\$33 CPM), but this vehicle performs very well across all three of our targeted segments.

Local sports broadcast TV reaches at least 50% of each targeted segment. Seabird core fans index the highest, specifically Seabird core fans that always vote in local elections which indexes at 180. And the 1st (heaviest) quintile for TV use is strong among heavy turnout voters.

### ***News Talk Radio***

News talk radio also has a strong reach across all market segments. Both high turnout voters and cultural donors index high for news talk radio at about 30% more than the whole population. 42% of high turnout voters and 43% of cultural donors listen to news talk radio. The 1st (heaviest) quintile for radio use is strong among Seabird core fans.

### ***Mobile Display***

Mobile digital display ads received \$1.45 million and will give this campaign an estimated 90.6 million impressions. At only \$16 CPM, over 80% of each segment will receive the message. This medium alone creates a GRP of 1,202 among the entire population. Mobile digital display efficiently targets each segment equally, giving us the most impressions for our money.

### ***Transit Ads***

Transit advertising is one of the most affordable mediums at just \$4 per CPM. With only 9% of the total budget, we gain 87.5 million impressions or 31% of the total estimated impressions. Outdoor is most effective with core fans and cultural donors reaching over 52% of both segments.



## Earned Media

### ***Interviews and Press Releases***

Doing interviews and press releases are vital to informing the public audience of the zoning obstacle, the amenities that will come with a new stadium and how they can get their voices heard.

### ***Cold Calls and Canvassing***

Using the data and individual contact information collected from the Waterfront Renewal Coalition, this media plan will utilize a cohesive outreach strategy with cold calls and door-to-door canvassing.

### ***Political Connections***

Owner of the Seabirds, Maria, is a well-known face in the Central Coast area. She is well acquainted with many Central Coast politicians. Keeping this relationship is vital to the passing of the zoning bill.

# Shared Media

## Social

Through the Seabirds social media, we will be able to keep fans informed and engaged by interacting through posts with them. This form of media feels very personal and creates a close bond between both the brand and target market.

## Search

Through geographical targeting, we can set sponsored search links for the Scarborough area. Utilizing keywords and audience targeting we estimate to reach over 75% of each target segment. Only 1% of the budget is allocated to this medium.

# Owned Media

## Blog

We will create a progress blog for the Waterfront Stadium Development Project to better inform the public of the project plans and how we could use their help. The blog will also contain a link to contact their city council representative.

## Community Connection Plan



### Street Art

Local artists will be hired to paint several murals around the neighborhood. Each mural is expected to be designed in the artist's unique style, but all the murals will have a central theme, the Seabirds or the city of Central Coast. The street art will beautify the neighborhood, while fostering sense of local pride and supporting local artists.



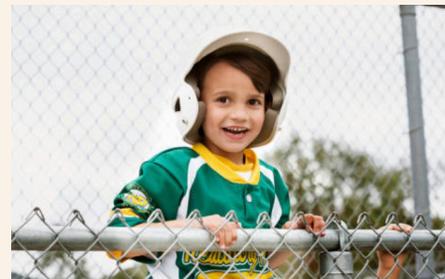
### Neighborhood Maps

Neighborhood maps will be created for the district and will be updated every 6 months. The maps will show patrons where to find every business and how to access the free public transportation. The businesses in the neighborhood will be expected to distribute the maps to customers.



### Coupon Book

Local businesses are the building block of any community and what makes an area so unique. We want to give back to the small businesses with free promotion and help stimulate cash flow by creating a coupon book that is sponsored by the Seabirds.



### Hatchlings Baseball

Hatchlings Outreach will be an after-school program for underprivileged children. They will get the opportunity to learn about the classic American game of baseball. This program will create give the children mentors to look up to and foster a positive environment for them to grow.

# MONEYBALL

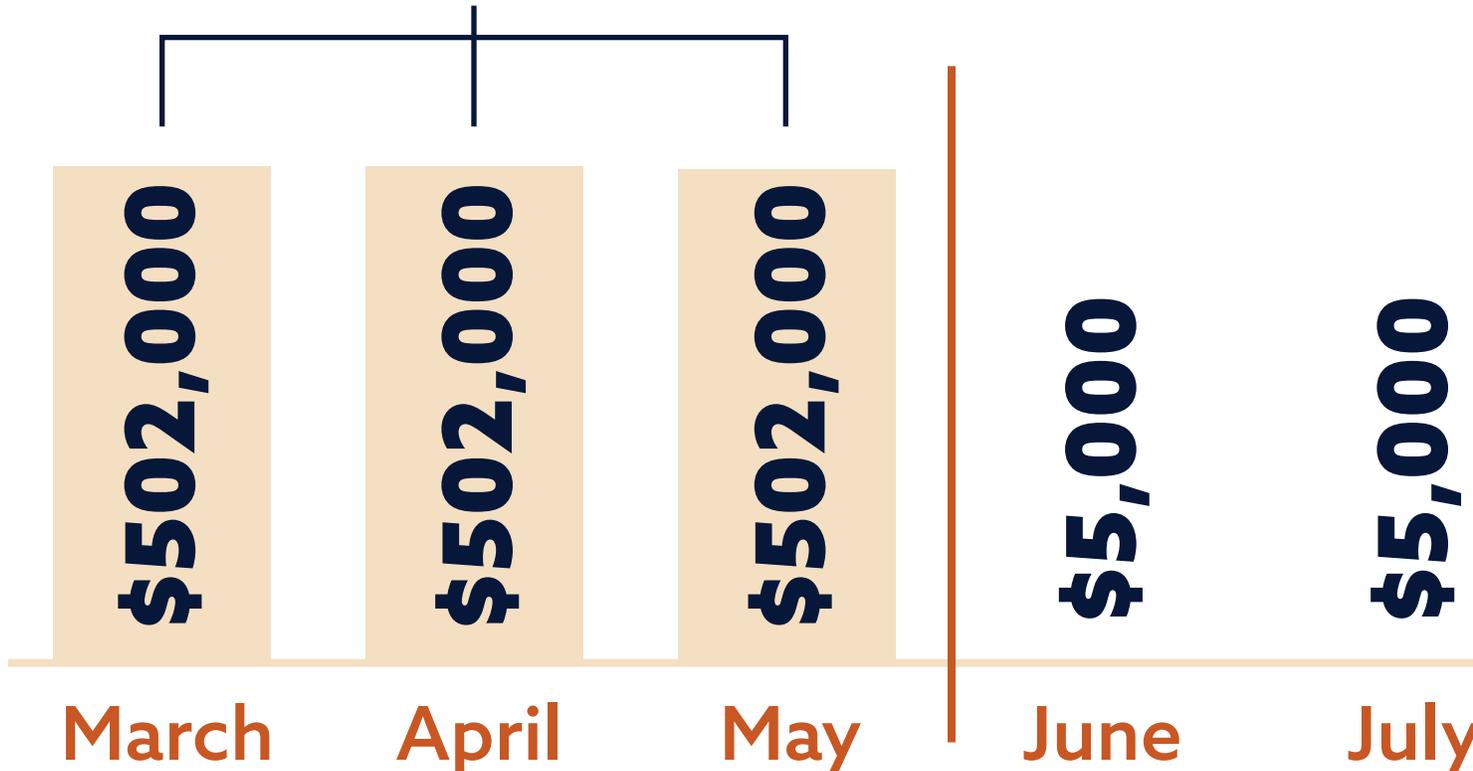
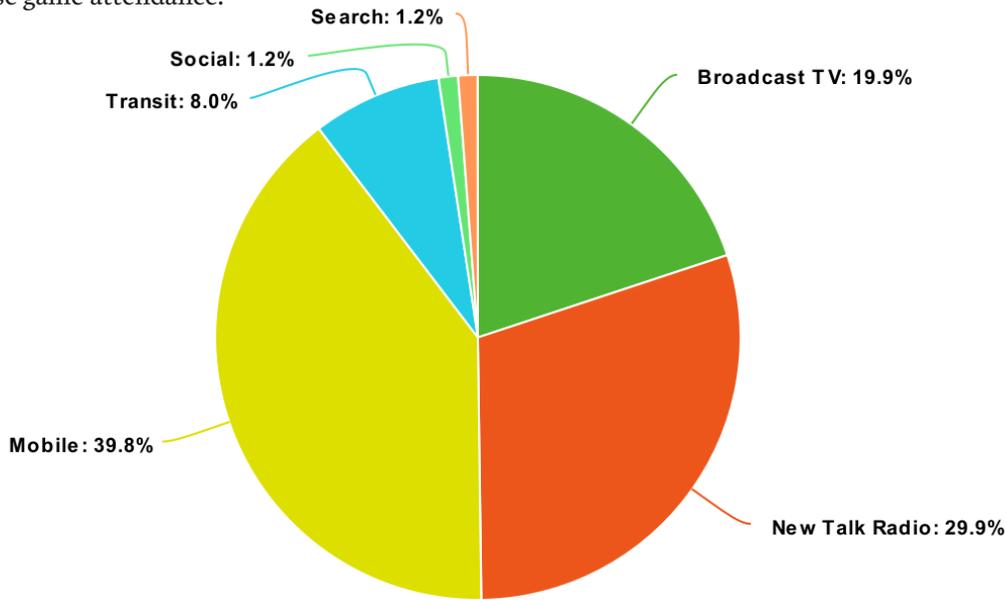
This plan will run for nine months with a flighting budget schedule that is split into three stages.

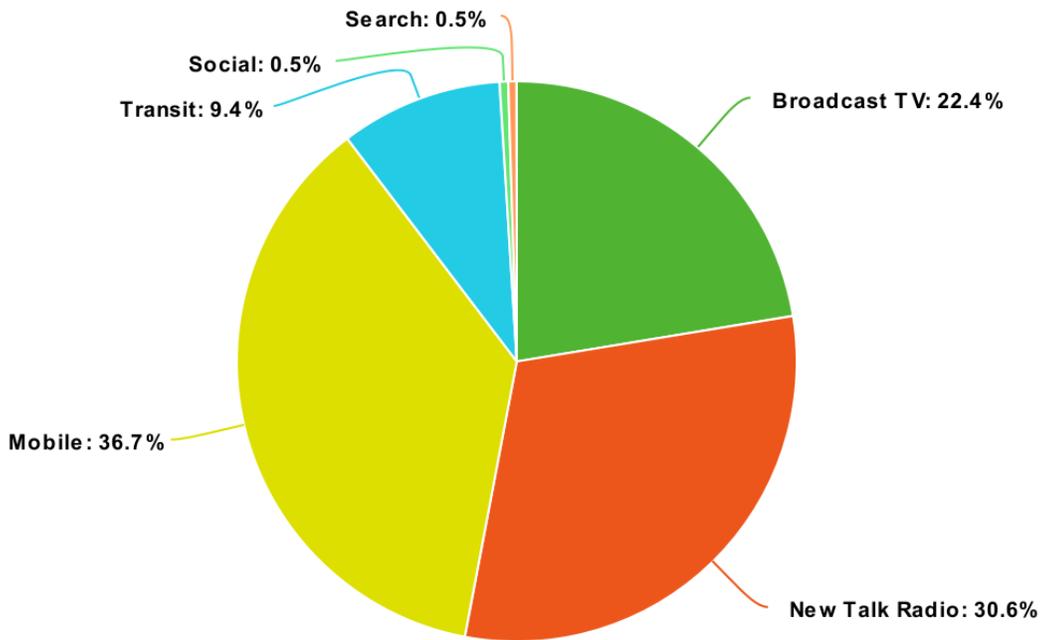
## PHASE 1

The first phase will run paid, earned, owned and shared media from March to May with a total budget of \$1.5 million. Baseball season starts at the end of March. In this phase, the campaign is starting with a mild amount of advertising to get the audience familiar with the campaign. Advertising during this time benefits the Seabird brand as a whole and could increase game attendance.

## PHASE 2

In phase two, all paid media will stop running, but the shared media will continue. The total budget for phase two is \$40,000. We will rely heavily on our earned, shared and owned media.



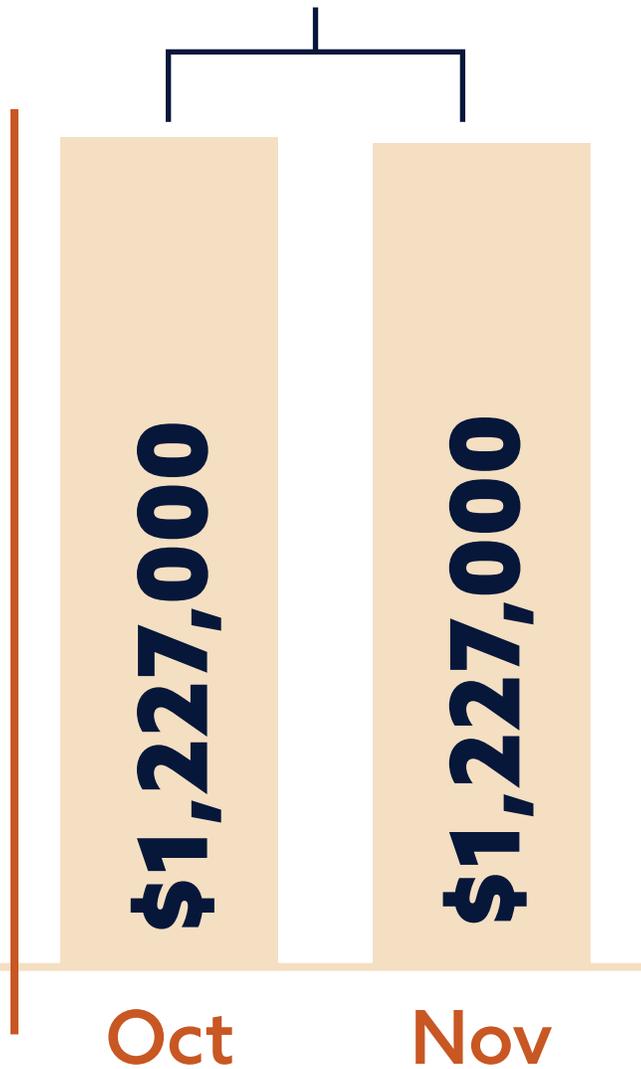


### PHASE 3

Phase three will run in October and November. MLB will be wrapping up the regular season games in October and going through the postseason series in November. Also in November, local elections will take place. These months will be a blast of paid advertising. Over 60% of the total budget is being saved for these two months. Even though the media is expected to be saturated with political advertisements at this time, we expect to cut through all that noise by dedicating a large portion of the budget to this period.

**\$5,000**  
Aug

**\$5,000**  
Sept



# PLAN EVALUATION

## *Plan Efficiency*

With the **\$4 million budget**, this media plan is estimated to receive **282 million impressions** across the entire Central Coast population for total estimated **CPM of \$14**. The plan utilizes paid, earned, owned and shared media to achieve these numbers.

## *Plan Evaluation*

- All together this plan generated a total of **3,741 GRPs** for the Central Coast population.
- This plan employs tactics to increase support of the Seabird Waterfront Stadium Development Project from unlikely segments who otherwise would not be conscious of the zoning issue.
- The Community Connection Plan will establish the Seabirds organization as a positive and promising part of the up-and-coming Waterfront district of Central Coast. It creates a business-to-consumer relationship not only with the organization itself, but also with surrounding local businesses.
- When the Central Coast City Council is faced with the Seabird Waterfront Stadium Development Project zoning bill, there will be no question in their mind but to pass it.