



Social Media Campaign 2020

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Executive Summary

The Markakis Group has prepared a comprehensive social media plan for the Atlanta Braves Major League Baseball team to achieve the defined goal of unlocking Gen Z college students and get them to a game. Based on primary and secondary research, the resulting objective, strategies, and tactics were designed to increase engagement with the Braves online and in person, as well as improve relationships within this target audience through an ambassador program and experience packages. Through our research, we found that Gen Z, our target college-aged audience, enjoys spending money on experiences where they feel an experience is worth the money being spent. Our research also shows that video is taking over, therefore promoting these tactics through social media in short form video and YouTube content will increase the desired luxury lifestyle Gen Z student want while increasing ticket sales for the Braves. We want Gen Z to feel connected to the Braves so creating relatable posts on social media will drive engagement online and boost brand awareness among the demographic. We are confident that our social media plan will give the Braves the advantage when marketing to college students in the Southeast.



SITUATION ANALYSIS

INDUSTRY OVERVIEW

Sports Entertainment History

The Millennials have come of age and with that comes a new market of wallets to tap into. Matt Powell of Forbes' Speakernomics, describes Millennials as "frugal, not cheap," as they tend to buy things they see value in. Powell also notes that Millennials enjoy authentic brands to engage with, while maintaining the heritage of their brand (Powell, 2015). The sports industry at large is struggling with their relationships with millennials, as the NY Times describes, "Sports officials and leagues have been flailing about to get young adults to care about their games," (Longman, 2017) as they compete with video gaming, fantasy leagues, and streaming TV instead of watching live TV. This has led to drastic steps across the sports entertainment industry like including restaurants, bars, and designated kid corners.

The MLB is made up of 30 teams which divide into the National League (NL) and the American League (AL). These two divisions are also divided into three regional divisions; the east, central, and west, with five teams in each region. This campaign will be focusing on the east division of the National League, targeting the Southeast region of the United States.

Seasonality

The MLB season typically runs from the beginning of spring (late March or early April) to the middle of fall (usually the end of September). Marketing efforts should take place the entire year to maintain interest and team loyalty, but should certainly ramp up during baseball season to encourage ticket sales. Because the Braves have reach in Georgia and seven surrounding states, one must consider the weather during the summer season. Summer in the Southeast is hot and humid, and most people rely on air conditioning to keep them cool. Southerners will only leave the house for a good reason, so recognizing this facet is important in making marketing decisions.

Societal and Cultural Considerations

Research and Markets reports, "Despite being glued to their screens and living full lives on social media, these Generation Z digital natives continue to seek out consumer experiences in the brick-and-mortar world," (Markets, 2018). College kids, who have little time for jobs in their busy and erratic schedules, also have

little money to spend on entertainment expenses. For this reason, it is important to consider what they can afford. Simultaneously, Gen Z tends to live above their means, caring much more about the look of their Instagram feed than the state of their wallets, drawing the conclusion that with their limited funds, Gen Z is willing to spend money on experiences they feel has worth. Additionally, social media controls the life of young people, and they are always looking for an opportunity to post visually appealing content. Lastly, only 15% of Generation Z prefers baseball as their favorite professional sport and the MLB as their favorite league, indicating that baseball is no longer the great American pastime (Morning Consult, 2018). According to Statista on CNBC.com the average age of a baseball fan and TV viewer is 55. (CNBC, 2015).



CLIENT PROFILE

The Atlanta Braves

What is the Atlanta Braves now, started as the Boston Red Stockings on January 20, 1871. Two months after incorporation, the Red Stockings became one of nine charter members of the National Association of Professional Baseball Players and the forerunner of the National League. Winning six of the eight first pennants in history, National Association flags in 1872-1875 and National League championships in 1877-78, this team showed their strength from the start. After a decade of poor performance, the team known by the name "Braves", entered a new era of excitement and wins in 1912, earning two pennants in 1914 and 1948 and one World Series title in 1914 by the '14 Miracle Braves. By 1952, the Braves had lost much fan support to Boston's American League team, the Boston Red Sox. After 82 years in Boston, the Braves moved to Milwaukee and were welcomed with open arms. Later in 1966, the Braves moved once more to Atlanta after support dwindled in Milwaukee. After a disappointing decade in the '80s, the '90s brought success with a World Championship in 1995 and strong performance in 1996-1999 (MLB, 2019).

Team Value

Today, the team is valued at \$1.625 billion, which is up 8 percent from last year (McCosky, 2018). Liberty Media, parent company to the Braves, reported that 2018 revenue was \$442 million in their first full year at new stadium in SunTrust Park. This is up 14.5 percent from its earnings of \$386 in 2017 (Meltzer, 2019). When looking at ticket sales from gate receipts, the amount increased from \$47 million in 2016 to \$79 million in 2017 as seen in Figure 1 (Statista, 2019). The information in Figure 2 below shows more information regarding income and revenue.

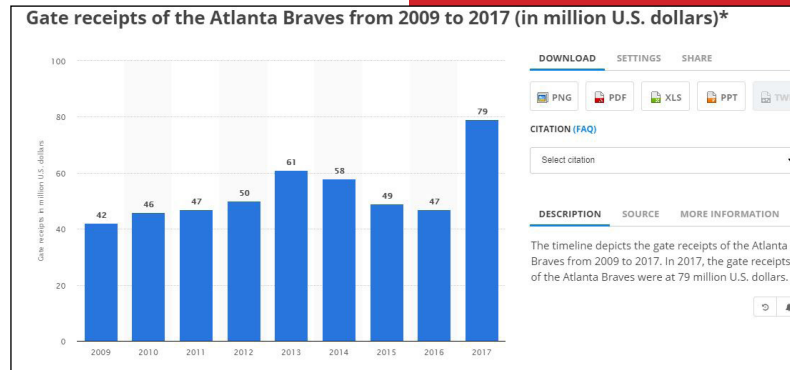


Figure 1

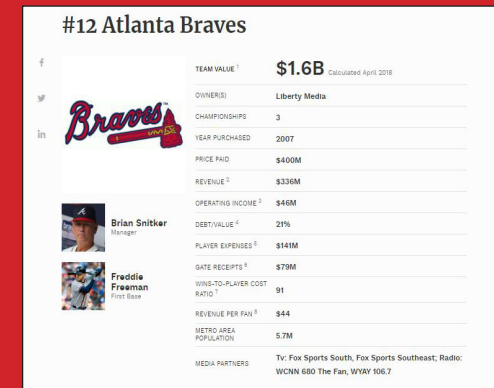


Figure 2

Media Allocation

Social Media

When looking at the Braves social media, the accounts, @braves, on both Twitter and Instagram are active in using these platforms to connect with their fanbase. The Instagram features players, Suntrust Park, game day and shows off team dynamics. The Twitter account retweets relevant content from news outlets, team members, coaches, other Atlanta sporting teams, etc. The Braves' Facebook page, containing photos, videos and information about upcoming events has a strong fanbase of 2.2 million. The Braves also have their own podcast, called Behind the Braves. There is more information covering the Braves online presence in Online Presence.

Earned Media

As an MLB team, the Braves are publicly discussed in the media. The team and individual players are covered by sports news outlets like ESPN, Fox Sports and Bleacher Report, as well as, Atlanta based news outlets like The Atlanta Journal-Constitution. Braves-focused fan sites like Tomahawk Take and Talking Chop mention all things Atlanta Braves from news articles to blogs. The team is also mentioned in sports forums and have an active Reddit feed.

Positioning

Being a key player in America's pastime, the Braves knows good fun and brings people together in the name of baseball. For college aged students concerned with having a valuable and enjoyable experience with their friends, an Atlanta Braves baseball game is the best way to spend leisure time. The Battery offers a diverse nightlife, multiple restaurants and the best entertainment around all in one place.

New Developments

The Braves made the move to the SunTrust Stadium in 2017. The Battery was marketed as "the place to be" -- an ultimate tailgating experience before a game with places to eat and shop. This makes the Braves game experience one to remember.

BRAVES SOCIAL MEDIA

The Braves have a very active online presence. They take advantage of engaging with their fan base by posting lots of pictures, videos, and other unique content that their consumers care about. In the coming months, it will be interesting to see how their online presence transforms during the baseball season, as the below information is based on their off-season online presence.

Website: www.mlb.com/braves (Atlanta Braves, 2019)

The Braves' website has all of their information appropriately organized. They publish news, videos, scores, rosters, tickets, schedule, statistics on their website. They also have more fan-centric focuses, such as community outreach, shopping, apps, and fantasy league information. It is important to note that their website is a page on the great Major League Baseball website, and therefore may have some restrictions on what they are allowed to post.

Instagram: @braves

Bio: "Doin' it for the gram and the game. #ChopOn | Braves.com/BehindTheBraves | Atlanta, Georgia"

On average, they post between 2-3 times per day. Their captions are short and bold. They feature mostly high quality images of their players, SunTrust Park,

moments from their games, and some promotional content. They have a good mix of videos and pictures. They actively use Instagram Stories, where they often promote their podcast, "Behind the Braves." They have 877,000 followers and receive between 25,000 and 40,000 likes per post.

Twitter: @Braves

Bio: "Tweeting about baseball since 1871. #ChopOn"













Compared to their Instagram being all owned content, The Braves take advantage of user-generated content and other news sources, and retweet more than they themselves tweet. They often use gifs of their players to create eye catching content, or post video from interviews or game moments. On Twitter, the Braves have 1.2 million followers and earn between 300 and 5,000 favorites per post.

Facebook: Atlanta Braves

Bio: "This is the official Facebook home of the Atlanta Braves. Find out more about the Braves at braves.com."

The Braves' Facebook page is very active, both in their posting, and in fan engagement. They post lots of videos and pictures of players and game moments. There is a ton of community engagement on their Facebook page, however, The Braves do not often respond to these comments. This is an opportunity for the team to respond to negative or positive comments and engage with the community. They also promote their other verified page, "Atlanta Braves Recaps," at the very top of their Facebook page. The Braves have 2.2 million fans on Facebook. Their fanbase is active, liking each post between 2,000 and 6,000 times, sharing them 200-1,000 times, and earning over 60,000 views on their videos. Other accounts include snapchat, pinterest, tumblr, email along with player and alumni accounts. Bravos de Atlanta accounts gives information in spanish. The content is shifted in its color scheme to be red and blue, indicating that the stadium shifts its visual content based on their major events (Instagram, 2019).



THE OFFICIAL ACCOUNTS OF THE BRAVES					
	Braves		Braves		braves
	braves		Atlanta Braves		atlantabraves
	atlantabraves		Braves		Braves Newsletters
LOS BRAVOS					
	BravosATL		LosBravos		LosBravos

Social Listening Insights

Upon analyzing the social listening summary of the Atlanta Braves, SunTrust Park, more information became available to how the audience feels about the team's stadium. From March 5-April 4, 2019 there were a total of 6k posts. 100% of them came from Twitter. In comparison to the previous time period, posts were up by 1k. On March 28, SunTrust Stadium was mentioned over 2,000 times, due to a game on that day. The top influencers were @mlbtraderumores, scoring 93/100, @Ken_Rosenthal, scoring 92/100, @11AliveNews, @AJC, @Buster_ESPN, @DeionSanders, @EdwerderRFA, @MLBONFOX, @MLBNetwork, @NyDailyNews, @wsbtv, all with a 91/100. While @Braves had a close score of 90/100. The top words were #braves, #2027, #eight-year, #atlanta, #acuña, and #contract. All of the posts were done within the US and written in English. The sentiment was overall positive, with 42% positive, 4.4% negative and 53.6% neutral (See Figure 3).

More recently the Braves agreed to terms with Ronald Acuña Jr on an eight-year contract extension through 2026, providing lots of positive sentiments and excitement (Social Studio, 2019).

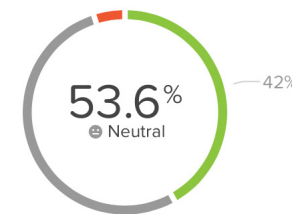


Figure 3

COMPETITOR ANALYSIS

In looking for competitors for the Braves, we decided to focus on three main types of competitors, like local minor league teams, other Major League teams, and other attractions in the Atlanta area. While these competitors might be broad, we will be using specific examples to further solidify our thought process.

The first competitor are local, minor league teams. Supporting a local minor league team provides easy access to the sport of baseball and promotes small business. Most minor league baseball (MiLB) teams are a hierarchy of professional baseball teams and are affiliated with a Major League Baseball team (Bernier, 2012). MiLB teams offer a fun baseball experience at an affordable price. Specifically in the Knoxville area, the Tennessee Smokies offer a night of baseball fun for fans at low ticket rates.

The Tennessee Smokies are currently affiliated with the Chicago Cubs and thus can promote a fan affiliation with the Cubs. These affiliations provide a way to see great players without the Major League Baseball ticket price tag. For example, in the summer of 2018, major player Kris Bryant was sent to the Smokies for rehabilitation assignment at the MiLB level as he recovered from a shoulder injury. This gave many Knoxville area residents the opportunity to see him play in the Smokies Stadium (Wilson, 2018).

The Smokies also offer multiple themed nights to draw in fans. From \$1 hot dogs and beer nights, to Hawaiian night, the Smokies are heavily promoted during in season. They constantly run radio ads across four major radio stations in the Knoxville area as sales representative for the Smokies, Baylor Love, told us. In addition to in season promotion the Smokies Ballpark hosts events like Beerfest, the Smokie Trot 5K and more personal events like weddings and corporate retreats and dinners. (Tennessee Smokies, 2019) These events are specific to the Smokies, but many minor league teams host similar events all over the nation. These events are promoted on their Instagram @smokiesbaseball (Instagram, 2019) where they also unveil new merchandise and uniforms. However, the team rarely has engagement or comments on their photos unlike the Braves.

Another example of a Minor League team are the Durham Bulls, located in Durham, North Carolina. Looking to win their third championship this season after two back to back champion seasons the Durham Bulls bring high energy to the Raleigh Durham area. As seen on the next page, the Durham Bull's season does not open until April 11th, the Bull's social media team have a Twitter handle full of information, comedy, sports logo and news (Figure 3). For example the team announced it's new concession stand menu and within a few hours the local newspaper, The News and Observer, picked up the story, and the Bull's engaged with the N&O's content by tweeting back at them (Figure 4), also seen on the next page. But the Bull's engage with the everyday man as well, not just to local celebrities.

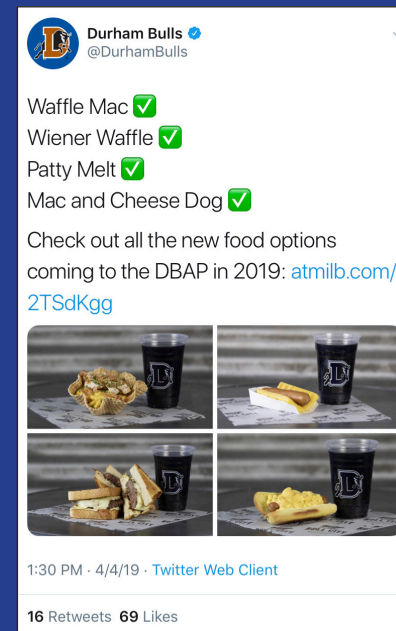


Figure 4

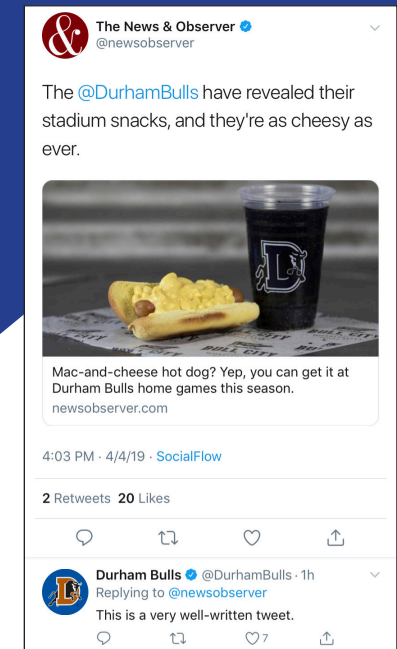


Figure 5

Our final example of a MiLB team are the Mississippi Braves since they are the AA feeder team for the Atlanta Braves (MiLB, 2019). Unlike the Durham Bulls, the Mississippi Braves seem to stake their whole identity into being a feeder team, not on creating their own brand online since the teams share the same colors and a partial logo (Mississippi Braves, 2019). The team's content is filled of the same repetitive content and players photos and stats but show little to no engagement with fans via their replies stream (Mississippi Braves, 2019).

Another competitor are other MLB teams. On average universities in the Southeastern Conference (SEC) have about 31.5 percent of out of state students. (Fact Book, 2019; The University of Alabama, 2019; The University of Mississippi, 2019; Louisiana State University, 2019; University of Missouri, 2019; G.A., 2017; Quick Facts, 2019, University of Georgia, 2019; Brantley, 2018; Team, 2018; University of Florida, 2019; Watkins, 2017; University of Kentucky, 2019; Jaquette 2017) This suggests that despite the Braves' seven-state reach, there is the possibility that multiple college students already have loyalty to another team.

In addition to affiliation, distance plays a huge factor in driving students to attend a game. In the chart provided below we took the two biggest schools in the seven state reach of the Braves, as well as a few schools attended by our survey respondents, and found an average driving time from these schools to

School	Distance to Atlanta	Distance to Cincinnati
University of Tennessee, Knoxville	2 hours 58 minutes	3 hours 47 minutes
University of Alabama, Tuscaloosa	3 hours 10 minutes	7 hours 42 minutes
Ole Miss	5 hours 1 minutes	7 hours 59 minutes
Mississippi State	4 hours 30 minutes	8 hours 41 minutes
Vanderbilt University	3 hours 51 minutes	4 hours 20 minutes
University of South Carolina	3 hours 26 minutes	7 hours 54 minutes
Auburn University	1 hour 52 minutes	8 hours 31 minutes
University of Georgia	49 minutes	7 hours 53 minutes
University of Florida	4 hours 59 minutes	11 hours 38 minutes
University of North Carolina, Chapel Hill	5 hours 54 minutes	8 hours 8 minutes
Duke University	5 hours 47 minutes	8 hours 2 minutes
Clemson University	1 hour 54 minutes	7 hours 4 minutes
Georgia Tech	29 minutes	7 hours 2 minutes
Florida State	4 hours 33	11 hours 11 minutes
Wake Forest University	4 hours 59 minutes	6 hours 50 minutes
Elon University	5 hours 21 minutes	7 hours 37 minutes

Figure 6

both Atlanta and Cincinnati. The average drive time to Atlanta was between four to five hours, while driving to Cincinnati averaged between seven to eight hours (Figure 6).

There is very strong city-wide support for the Cincinnati Reds. Opening Day parades taking over Downtown Cincinnati, the Reds used their Instagram and Twitter platforms to show off the celebration. The Reds also use the color red in almost every photo posted to any of their platforms, offering a bold, consistent aesthetic to their feed. Their Instagram account, @reds (Instagram, 2019), uses Story Highlights feature that spotlight their promotion of the upcoming season as well as the very popular “dog takeover” with all the dog photos a consumer would want.

Comparatively, Atlanta offers so many attractions that might also overshadow a Braves game. One of their biggest assets is the Mercedes Benz Stadium, which hosts the Atlanta Falcons during the NFL playing season, just hosted the Super Bowl this year, and is home to the Atlanta United Football Club. (Mercedes Benz Stadium, 2019) The stadium is a major draw for sports fans. And while it is mostly active during football season, its multiple events that happen all year provide entertainment year-round. The Mercedes Benz Stadium hosts multiple popular artists who make an Atlanta stop on their tour. According to the Atlanta Journal Constitution, the Mercedes-Benz Stadium hosted 60 public ticketed events and 239 private events in its first year alone. (Tucker, 2018) Like the Smokies, the Stadium also hosts corporate events. (Private and Corporate Events, 2019)

The Instagram of the stadium is very unique in that it only posts photos of the stadium. Most of the content provides artistic shots from seats in the stadium. These shots normally contain red hues as that is a color of the Falcons and Atlanta United. However, during the promotion of the Super Bowl, the content shifted its color scheme to be red and blue, indicating that the stadium shifts its visual content based on their major events. (Instagram, 2019)

AUDIENCE ANALYSIS

Demographics

Current college students are members of Generation Z, or Gen Z. Typically born between mid- 1990s and later 2000s, this generation has a population of 86.43 million in the United States (US Census Bureau).

Psychographics

Gen Z has grown up in the digital age being exposed to the Internet, mobile devices, and social networking. This exposure has allowed this generation to be very comfortable in integrating online and offline experiences (US Census Bureau, 2017). They have a purchasing power of \$44 billion (Francis, & Hoefel, 2018). Nearly half of Gen Z's spending about 10 hours a day on devices, 85% of them learn about new products through social media. The kicker is that this generation only has an attention span of about 8 seconds (Arruda, 2019) making it easy for them to scroll on by. It is important to note that they are image-driven consumers where an aesthetic and fashionable design matter to 67% of Gen Z shoppers (Media Kix, 2017). It is also important to note that 71% this generation watches more than three hours of online video daily and 67% of Gen Z prefers seeing “real people” in ads (Claveria, 2019). Putting it all together, with media consumptions rates being high and attention span being low, this generation needs to see the right combination of aesthetic photos and videos of real people to engage with online ads.

Geographics

The Atlanta Braves have seven states that they reach: Georgia, Tennessee, Alabama, Mississippi, South Carolina, North Carolina, and Florida. There are over 539 colleges and universities in these seven states, each having multiple universities that enroll over 20,000 students. The closest MLB team is the Tampa Bay Rays, which is roughly 500 miles away.



Behavioristics

Gen Z grew up in the age of using smartphones for everything. They are known for giving feedback to brands. Close to 50% of Gen Z social media users say that they engage with brands and give feedback. According to Hootsuite, brands should focus on using private and direct channels to talk with their customers about their experience with the brand.

As previously stated, it was discovered that 85% of Generation Z learns about news and products through social media.

Over 45% of teens reported that Instagram is their favorite app to use when wanting to discover new things. YouTube is also another place Gen Z looks to for information on whether or not they should invest in a brand. As a more recent trend, social media ambassadors and influencers have quickly developed a big impact on Gen Z. They are look for real and authentic ambassadors that will sway them to buy a product or engage in a brand, because they feel like they can trust their opinions (Sehl, 2018). In Figure 7, Cole Swindell, popular country artist, tweeted about his excitement surrounding the Braves recent signing. This is helpful towards the brand because people trust celebrities and acknowledge their interests. (Twitter, 2019)

It is reported that Gen Z earns an aggregate income of \$463 billion dollars. (Trading Economics, 2019) As stated earlier by Matt Powell, Millennials are willing to shell out money if they see value in the experience, products, or services. (Powell, 2015) We have reason to believe college-aged youths will be willing to spend a little extra on an experience like a Braves' game.



AUDIENCE INSIGHTS

Our team began our primary research with a focus on college students from the southeast region. To gain a preliminary overview of the target market, a survey was administered online to 112 college students from multiple universities. 66% of respondents were students at The University of Tennessee, Knoxville, which the remaining 33% attended University of Georgia, Auburn University, Clemson University, Elon University, The University of Florida, and many more --- an intentional choice to gain a wide variety of perspectives. Around 92%

of respondents identified as undergraduate students, and the other 8% as graduate students. We are focusing in on college students, who are members of Gen Z, in the Atlanta Braves seven state area reach.

According to our research, we found that over 47% of respondents said that they check Instagram hourly, and 38% said that they check Snapchat hourly. Around 23% of Twitter users said they check hourly, and in comparison around 18% said they do not even use Twitter. For Facebook, 40% of respondents said they check Facebook hourly. Facebook and Instagram are the two top most effective ways of interacting with college students. If college students are checking these social media platforms hourly, then the best way to grab their attention would be to make them see something consistently. We also found that Gen Z enjoys GIFs, emojis, memes, and short-form videos, so these should be prominently featured on our social media.

Our research revealed that college students are primarily focused on spending time with their friends on the weekend. Most respondents stated that they enjoy relaxing, traveling, spending time outside, going out, and dancing. Around 38% of respondents answered that are likely to go out of town for the weekend to a place other than home. College students are looking for new and exciting things to do on the weekend with friends. For traveling purposes, our participants stated that they mainly use Uber, AirBnb, and staying with friends and family when traveling. College students are very resourceful are looking for the cheapest way to travel.

Our target market described their previous experience with Atlanta Braves games to be generally enjoyable. Many described the game to be pleasant, but they often lose interest over the course of the game. Around 31% of participants said that they would spend on average \$71 for a concert or experience. The other 69% said they would spent less than \$71. Average prices for tickets in the upper deck at an Atlanta Braves game run for \$10-\$15. When participants were asked how much they would expect a game to cost, a majority said \$50. Our target market is on a budget, and the price of ticket to an Atlanta Braves games fits well within their range. From our research, we found that college students need something that they can engage with the entire time, whether that be food or music, they are looking to have an experience that they will remember. One respondent said, "I feel like if there was a level up or down package with a better hotel and seats to the game, then I'd like that." When that same respondent was asked about price, she said that she'd pay around \$300 for a concert and food experience. This indicates that they're willing to pay more for a dynamic experience.

OBJECTIVES

The target audience, college students will mainly consist of members of Gen Z. More specifically it will be concentrated to only include students from the Atlanta Braves seven state reach. The campaign objectives are as follows.

Marketing

- To increase ticket sales from colleges students by 10% from March 2020-October 2020.

Social Media Objectives

- Increase college-aged Instagram followers by 10% to increase brand preference between March-October 2020.
- Increase "relatable" and funny captions to every two posts on Twitter to increase brand preference between March-October 2020.
- Identify 1-2 college students on 14 college campuses across the seven state reach to serve as campus influencers on their respective college campus to increase brand awareness by March 2020.
- Increase one-to-one personal interaction by 30% on Twitter to increase knowledge about specifics of "Braves or Bust" event from March-October 2020.
- Utilize YouTuber's content regarding the Braves to promote a willingness to try the "Braves or Bust" event during April and May 2020.

STRATEGIES AND TACTICS

The "Brave or Bust" weekend trip promotion will combine a Braves game, a concert, meal vouchers, and a hotel booking, all at a fair, inclusive price. By providing other services at a lower price, this will raise Braves ticket sales, which will be included in the price of the package. Additionally, our research shows that Gen Z is always looking for an Instagrammable experience. If we can provide them with a post-worthy trip - including a fun concert, an aesthetically pleasing meal, a luxurious hotel room, and of course, an exciting Braves game - we can then encourage our guests to inspire their friends to engage in the same experience through their own personal social media channels.

We will offer two packages, the Blue Package, a more premium experience, and the Red Package, a more budget-friendly package. The Blue Package will include a two-night stay at The Omni Hotel (\$152/night), a ticket to a concert like Ariana Grande (\$199/ticket at State Farm Arena on June 8) or Thomas Rhett (\$120/ticket at Cellaris Amphitheater on August 10), a \$50 voucher to one of the 16 eateries in The Battery at an upscale restaurant such as, and of course, a great seat to a Braves game in Section 140 (\$36/ticket). If someone were to buy all of these experiences on their own, it would cost \$589. However, with the many connections that the Braves share, we believe that we could find deals to be able to sell the package at \$499.

The Red Package will include a two-night stay at the DoubleTree Suites (\$102/night), a general admission ticket to a concert at the Cellaris Amphitheatre (\$40/ticket), such as Thomas Rhett, Luke Bryan, Luke Combs, or Florida Georgia Line, a \$25 voucher to a restaurant in The Battery, and a value ticket to a Braves game (\$12/ticket). This package would cost \$281, but we would price the all-inclusive weekend experience at just \$249.

While purchasing this package, there will be a group rate option for those that would like to share a hotel room, like a "two-for" deal, with a friend or significant other. They will be able to use the voucher at any of the top restaurants in The Battery, including Yard House, Punch Bowl Atlanta Social, and Garden & Gun Club. The package will run throughout the entire season, making adjustments for price depending on concert schedules and performers.

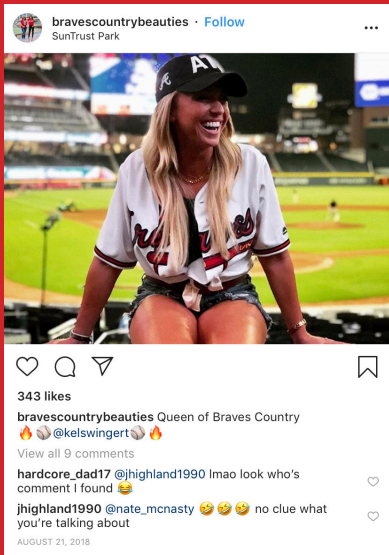
In order to allow flexibility while still creating a sense of urgency, we have decided to plan three public "Braves or Bust" weekends. They will be held once a month - May, June, and July. The first "Braves or Bust" experience in April will be private, offered only to influencers and YouTube reviewers. Then, they will promote the upcoming events on their own social media accounts. We will ask them to create "hype videos" that will excite their followers for the experience.

Paid Media

Strategy: Pay for advertising space on Facebook and Instagram in order to encourage consumers to buy tickets to the "Braves or Bust" experience.

Tactic: Make posts that highlight how buying the entire package to the game and concert will increase your overall experience).





Strategy: Create "BravesU" campus influencers on two college campuses in each state of the seven state reach.

Tactic: Have these campus influencers retweet, share, or re-gram, video content for organic views and hopefully build to a viral effect. All of their posts will be found on the "@BravesU" Instagram page to create a homebase for their Braves promotion. "@BravesU" will also post funny Braves and Atlanta-related memes.



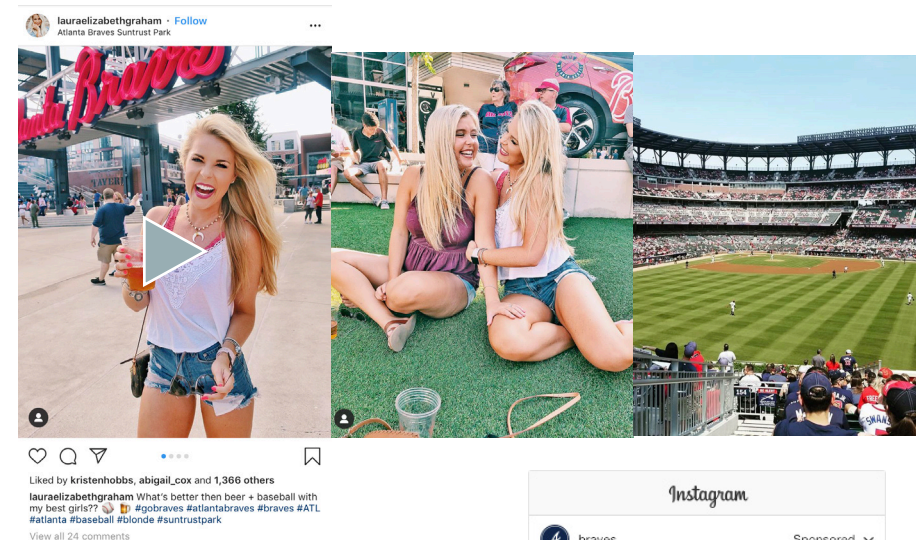
Strategy: Have YouTubers create original content regarding their trip to a Braves game promoting the experience.

Tactic: Offer a free weekend to 2-3 YouTubers in exchange for them to review the package experience. Because Gen Z turns to YouTube before they invest in a brand, we want to give honest reviews from people they trust so that they will be convinced to make a purchase. We can then post these reviews on a playlist on our YouTube channel.



Strategy: Have influencers post and create luxury lifestyle videos to post on social media channels.

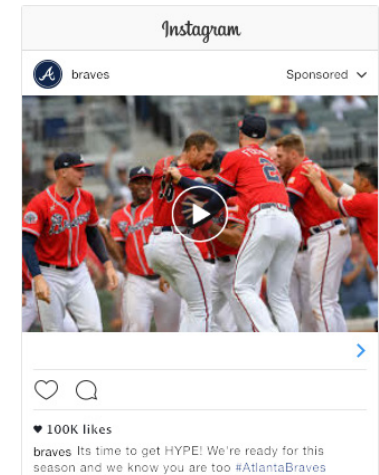
Tactic: Video influencers weekend experience and make a "hype" video for the package to highlight all the things that are included in it.



Owned Media

Strategy: Use season hype videos to excite audience about the games.

Tactic: Taking footage from past seasons to create the ultimate hype video for fans. By using footage from past years of the players, actual game footage, and fans at SunTrust Stadium, it will show the opportunity and experience a Braves game can provide for our target.



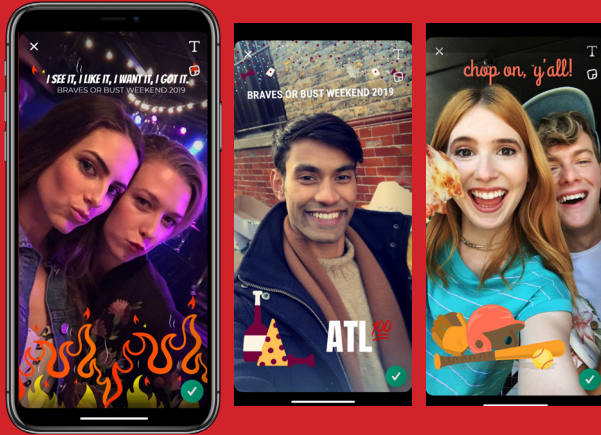
Strategy: Create relatable content like memes and GIFs to connect with Gen Z.

Tactic: Create memes using popular meme pictures/GIFs and a caption related to the Braves OR a GIF/picture of a player with a funny caption on relatable everyday things to post on Twitter, Instagram, and Facebook. Ex: A GIF of a player strutting onto the field with a caption like "Put your hands up if you're going to Brave or Bust".

Earned Media

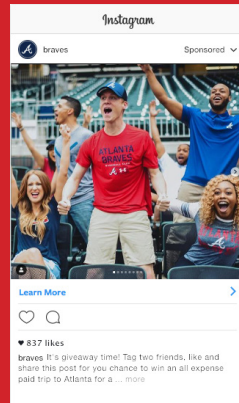
Strategy: Create an Instagram giveaway post.

Tactic: Promote “Braves or Bust” on Braves’ Instagram, make “giveaway” post, encouraging fans to like, share, and tag their friends in the post in order to win an all-inclusive college-themed weekend trip to Atlanta. The image used in the post will highlight college-aged students enjoying a Braves’ game.



Strategy: Create and promote Snapchat geo-filters at specific partnered locations, such as the hotel or the concert.

Tactic: Once they get to ATL for “Braves or Bust” package, we want to capitalize on the efforts we’ve made by making sure that guests are using our name on everything that they post, by using Snapchat geo-filters branded with the “Braves or Bust” experience. The geo-filter will use a 2020 meme or pop culture reference, which will inspire them to actually use the geo-filter.



Social Media Channels and Rationale for Each

We will frequently promote the “Braves or Bust” Weekend Package on the “@Braves” Instagram account. Instagram Gen Z’s favorite way to follow brands, as seen in Figure 8. Additionally, our “@BravesU” account will be home to all of our campus influencer activity, and will consistently post “Braves or Bust” content, and will repost all hype videos and influencer posts from our campus influencers. These will feature college students in all of the images that we post, making sure to highlight the demographic that we wish to target. Using paid ad space, we will effectively target college students within the seven-state reach.

As shown in Figure 8, the second most popular social media for Gen Z is Facebook. With their 2.2 million Facebook fans, the Braves are already in a great place to earn high interest on their posts. Using paid ad space on Facebook to target college students, we will promote the Braves or Bust experience video reviews from influencers and Youtubers, as well as, links to the event pages for each weekend that provide more information about that specific weekend experience and a link to buy the package. Campus influencers will also use this platform to promote Braves content and event pages.

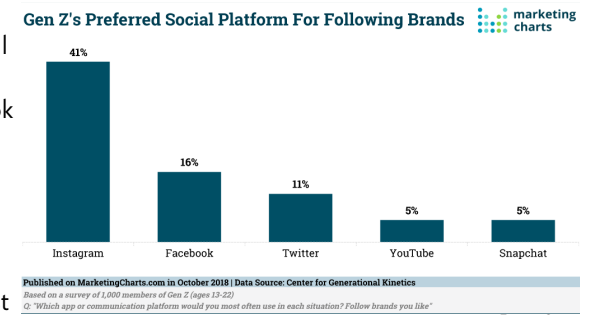


Figure 8

Gen Z turns to YouTube for information before making purchasing decisions. By pairing YouTubers that they trust with honest reviews of the experience, we will instill trust and excitement in the viewers. All they have to do is type “Braves or Bust review,” and they’ll get 2-3 videos that describe the weekend in depth so they know what to look forward to and will be more willing to purchase the package. Additionally, we will make sure that our BravesU campus influencers post their hype videos to YouTube. All of these videos will be re-posted to a Playlist on YouTube, making sure to give a home to all of the information and promotion regarding the “Braves or Bust” event. Subscribers and their videos receive between 2k-45k views. These videos will be posted onto other media channels, but will be linked to YouTube so that more Braves content will show up on the target’s homepage when they go to watch other videos.

Budget Explanation

As previously noted, our Blue Package will cost \$589 but will be sold at \$499, and the Red Package will cost \$281 and will be sold at \$250. However, it is the customer that covers all of these costs. We will pitch this idea to other Atlanta businesses as a way for them to receive great publicity and boost sales. If each of the other businesses can agree to give the guest between a \$5-10 discount, then we can sell the package at a value-friendly cost, while sharing success with other Atlanta businesses. In order to boost sales among college-aged students, we will not offer a price discount on Braves tickets, but rather offer the organization of the packaged-deal as our contribution.

We must also factor in the costs of promoting the package. These costs include promoted Facebook and Instagram posts, geofilter costs, and influencer costs. As far as influencers, we hope to target either 1-3 campus influencers on multiple college campuses within our seven-state reach. For their compensation, we will offer them a commission program. We will give them a code to use, and for every package sold, they will receive 5%, and for every Braves ticket sold, they

will receive 10%. This offers them an incentive to promote the brand as much as possible with the motive to increase sales, rather than simply pay them for a specified number of posts that would only increase brand awareness. We will offer Braves merchandise to promote the team at the games, on their social media, and day-to-day on their respective college campuses. Snapchat Geo-Filters will cost around \$700 each weekend, for a total cost of \$2,800.

When it comes to paid advertising on social media platforms, cost per clicks vary for each industry. Generally paid space for advertising on Instagram averages between \$0.70- \$1.00 per click, however, there are some factors to consider like age range and gender that may affect the price (Karlson, 2018). The same thing goes for paid space on Facebook, but costs per click average higher from \$1.90 to over \$5.00. For industries like apparel costs per click tend to be lower whereas more specific industries, like insurance, tend to be higher. The Braves industry would fall somewhere in between the travel and hospitality which has an average CPC of \$0.63 and the consumer services industry averaging a cpc of \$3.08 so let's say about \$1.85 CPC. Facebook also has a minimum daily ad spending requirement of \$1, or two times the cost of your average CPC (Main, 2018). Facebook does offer a cost per 1000 impressions (CPM) which averages \$2.29. With those options, setting a budget of \$500 for Instagram would allow from 500 to 714 impressions. On Facebook, a budget of \$500 and \$1.85 cpc would promote posts with a signup link for the Braves or bust experience for 270 impressions. For brand awareness among the demographic using the CPM model, and budget of \$100 at \$2.89 per 1000 impressions would result in 34,602 impressions.

Evaluation

At the end of the campaign, we will evaluate how many college-aged Instagram followers we gained, see if we stayed on track with posting funnier content and measure the likes/retweets on those posts, check the followers on our @BravesU account, ensure that we are responding to all questions about the "Braves or Bust" weekend, and measure views, likes, and comments on our Playlist on YouTube. These efforts will make sure that we are reaching all of our campaign objectives.

Because such a large part of our campaign is based on influencers, we will be sure to get reports of each Braves-related post from each influencer with the use of Instagram for Business. From this, we will be able to see their number of link follows. Our servers will already show us sales based on the codes that they used, so we can compare these numbers. The idea of the unique coupon code solves a lot of the issue of evaluation -- if it works, we can see the sales directly from each influencer. This is also helpful because if we see that multiple people are following the link but not as many are making purchases, we can make adjustments to our package to better interest the consumer.

The Braves have recently started using Social Studio as a social listening tool to better understand the online sentiment surrounding the team. Once the social media plan is executed, Social Studio can be used to monitor conversations around the concert experience, BravesU campus influencers, and the Braves in general in response to our strategies and tactics. Using specific keywords regarding the "Braves or Bust" weekend, we will gauge sentiment, mentions, who specifically is engaging with the topics the most and see what the most used words related to the programs are. For our purposes, Social Studio will be most helpful in monitoring Twitter, and some more public Facebook accounts. The Braves also utilize an MLB platform that is home to all of their social analytics, especially in comparison to other MLB teams. They already actively use specific platform analytics, such as Instagram for Business, Facebook for Business, or Twitter for Business, to measure their social media channels, and we recommend that they continue to do so.

Conclusion

Moving forward, we believe our goals will be met through our social media tactics and our target market's desire for a luxury lifestyle. The combination of our research and creative decisions will create an increase in sales for the Braves. Our insights, that showed that Gen Z likes to live beyond their means, that they trust real people, and that they like funny content, will be the driving force behind this boost in sales. With our "Braves or Bust" package, @BravesU campus influencer program, and our increase in memes and other funny content, we are sure to relate more to Gen Z. Additionally, we will increase brand awareness, brand preference, knowledge, and willingness to try within our college-aged target market. The campaign will have lasting benefits for the Braves because as guests post their experience to social media, the created ripple effect will excite more and more college students to see the Braves for themselves.



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APPENDIX

Social Media & Sports Survey

Thank you so much for your participation! We are looking for respondents who are

1. In college
2. Live in either Tennessee, North Carolina, South Carolina, Georgia, Alabama, Mississippi, Florida, or Virginia

Please make sure you meet these qualifications before proceeding.

1. How do you identify?

Mark only one oval.

- Male
- Female
- Other: _____

2. What college do you go to?

3. Are you an undergraduate or graduate student?

Mark only one oval.

- Undergraduate student
- Graduate student

4. What do you like to do on the weekend?

5. How likely are you to go out of town for the weekend to a place other than home?

Mark only one oval.

- Very unlikely
- Unlikely
- Neither likely nor unlikely
- Likely
- Very Likely

6. What services do you use when travelling?

Check all that apply.

- Uber
- AirBnB
- Option 3
- Travel websites ([hotels.com](https://www.hotels.com), [expedia.com](https://www.expedia.com), [trivago.com](https://www.trivago.com), etc)
- Stay with friends/family
- Other: _____

7. Which social media platforms do you use most?

Check all that apply.

	I check... hourly	Once a day	Every other day	Once a week	I do not use
Instagram	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facebook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Twitter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Snapchat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. Which social media platform do you like to receive updates/notifications on?

Check all that apply.

	Instagram	Facebook	Twitter	Snapchat
Check all that apply	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. What are your favorite baseball teams? What do you like about them?

10. What do you think of when you hear "baseball game"?

11. What would make you want to attend a baseball game?

12. Have you ever attended a Braves game? If yes, please describe your experience.

13. Do you tailgate?

Mark only one oval.

- Yes
 No

14. What's the average amount you're willing to spend on an event/experience/concert?

Check all that apply.

	\$5-10	\$11-20	\$21-40	\$41-60	\$61-75	\$76-100	\$100+
\$ (in dollars)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

15. How much would you expect to pay for a ticket to a MLB game?

9 WEEK CONTENT CALENDAR

	Instagram	Twitter	Facebook	Youtube
Week 1	Post 4-6 photos regarding upcoming events.	Tweet 4-6 times regarding upcoming experience.	Create event for Braves or Bust experience.	Post hype videos for season
Week 2	Post 6-9 times regarding information about Braves or Bust event.	Tweet release of information regarding next experience. Tweet 6-9 times regarding event and event details.	Post information regarding event, leading up to event date including hype video.	Post introduction videos for the Braves or Bust experience.
Week 3	Post 4-6 photos and videos of hype footage of most recent Braves or Bust event, building suspense for information release for next one.	Tweet hype videos regarding event. Tweet 6-9 times to build suspense regarding event.	Continue to moderately post event information.	Post hype videos of Braves or Bust experience.
Week 4	Repost 5-10 influencer photos and videos from their Braves or Bust experience.	Tweet influencer reviews regarding most recent experiences. Live broadcast with influencers to share their experience at Braves or Bust.	Most influencer reviews from past Braves or Bust experience to gain more interest.	Most influencer reviews from past Braves or Bust experience to gain more interest.
Week 5	Post 4-6 pictures regarding important event information.	Tweet about 5-7 times regarding important details about event.	Post "week of" information concerning event.	Post "week of" information concerning event.
Week 6	Instagram story behind the scenes and live broadcast of event.	Live Tweet entire event	Facebook Live from behind the scenes of event.	Post Braves related season hype video.
Week 7	Post 7-10 photos and videos of event highlights and influencer reposts.	Tweet 6-10 times regarding event. Post most recent event highlights and hype video.	Post Braves or Bust hype video from most recent experience.	Post Braves or Bust hype video from most recent experience.
Week 8	Post 6-9 photos to build suspense for information about next Braves or Bust event.	Tweet 6-10 times building suspense regarding next Braves or Bust experience. Release details about next experience.	Release information regarding next Braves or Bust experience.	Release information regarding next Braves or Bust experience.
Week 9	Continue to repost fan and influencer posts from most recent Braves or Bust event.	Retweet fan posts from most recent Braves or Bust experience.	Re-post next experience information. Continue to re-post photos and videos from most recent experience.	Re-post next experience information.

FLOWCHART

Atlanta Braves Social Media Flowchart for Paid Advertising : May 1, 2020 - June 30, 2020

