



Queens  arketing
Consulting



Akron Premier League

Integrated Marketing Communications

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Presentation Preview



1. Introduction
 - Campaign Goals and Objectives
 - Target Audience
2. The APL Brand
 - Creative Strategy
 - Brand Identity Kit
 - Logo
3. The Marketing Game Plan
 - Recommendations
 - Media Planning Strategy
 - Budget
4. Did The Marketing Score A Goal?
 - Evaluation
 - Key Takeaways





Introduction



We have three main goals, each of which is centered around a central opportunity for growth:

- Increase **players** in the league
- Increase **brand awareness**
- Rebrand the organization with **logo and brand identity kit**





Target Audience for Campaign



Target: **Players**

- Moles
- Ages 17 - 35
- Live in 30 mile radius of Akron
- Athletic
- Love for the game of soccer

Target: **Spectators/Fans**

- All Ages & All Genders
- Soccer Enthusiasts
- Love/pride for community



THE APL BRAND



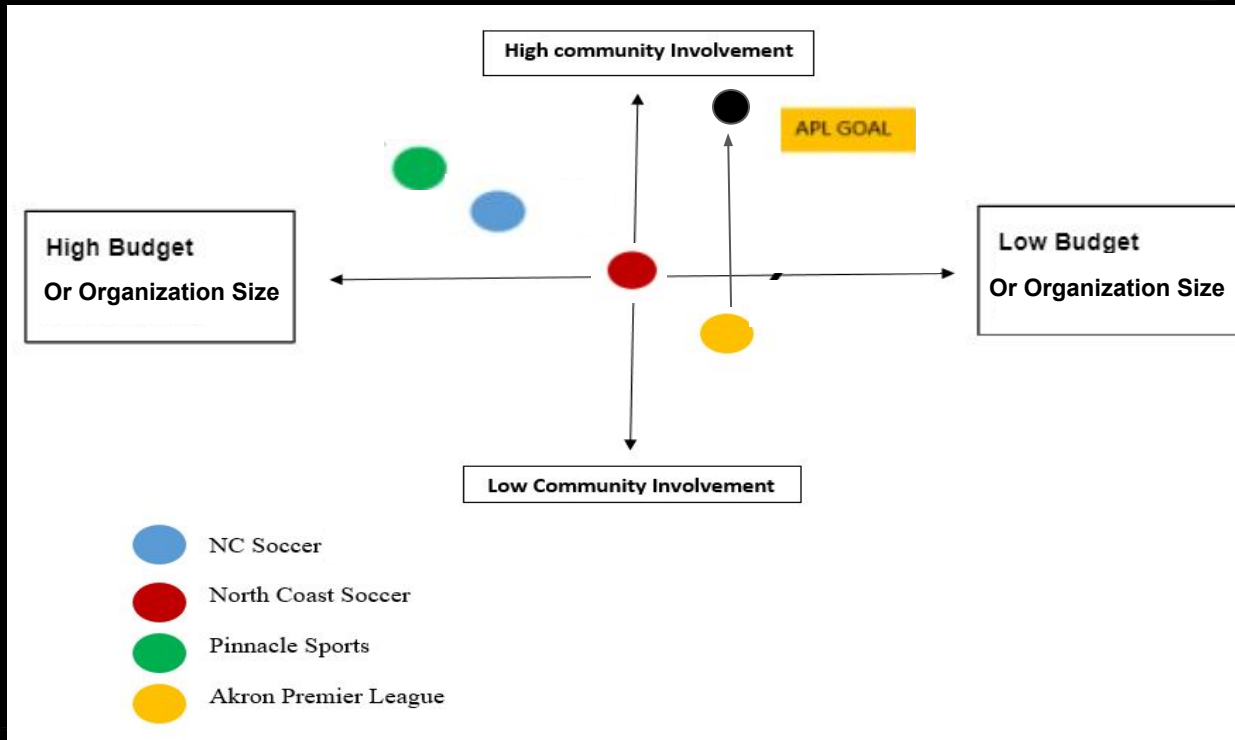


Creative Strategy – Community



Designed to enhance relationships within the APL and the Akron community

- Both league interviewees enjoy meeting people and forming relationships within the organization
 - 100% of all survey takers value a team's relationship with its community
 - Akron's community, similar to the APL, is full of people from *all walks of life*
-
- ★ Enhance brand awareness
 - ★ Target potential players/fans
 - ★ Target new audiences (community members)



#APLTogether - Setting the APL apart from competition
by emphasizing community pride and spirit



Advertisements

Brand Awareness: Connect the APL with the experience of being part of a community and forming relationships

Player Recruits: Highlight love of game, friendships,, and team pride
Recruitment video (end of presentation)



Logo



Black & White



Color Dark



Color Light





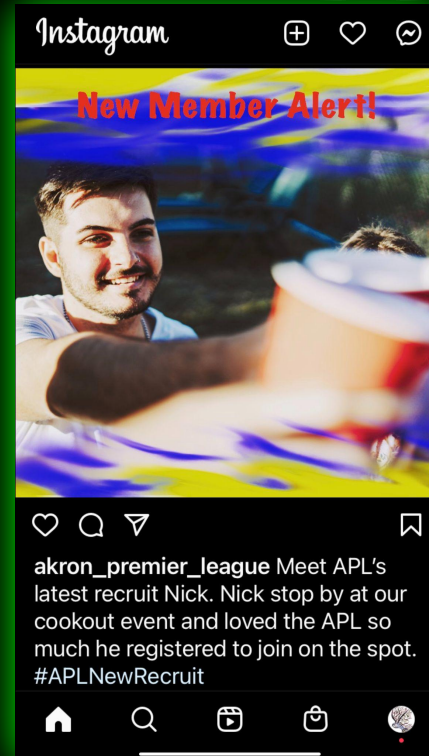
The Marketing Game Plan





EVENTS

- Two Large Events
 - Future APL Player Event
 - Friends and Family Event
- Three Fundraisers
 - Chipotle
 - Krispy Kreme
 - Business Banner Day
- Five Small Events
 - Cookout
 - Gameday
 - 50/50 Charity Raffle
 - Mini Soccer Player Day
 - Military Day





PUBLIC RELATIONS



- News Release

- Future APL Players Event
- Earned Media
 - Free
 - Perceived as Most Credible
- Send 2 Weeks Before Event
- Akron Beacon Journal
- Journalist
 - Brad Bournival

Sample News Release



Akron Premier League

Address
City, State Zip
Telephone: XXX-XXX-XXX

For Immediate Release or For Release on Date

Media Contact: Name of Media Person
Phone: XXX-XXX-XXX
E-mail: Example@gmail.com

Akron Premier League Holds Event for Aspiring Young Soccer Player (Head)

A chance for kids in grades 6-12 who have an interest in soccer to be mentored for a day by an APL soccer player. (Subhead)

AKRON, Ohio – Oct. 1, 2021 – This is your lead try your best to make it no more than three sentences. The lead should contain your key message and newsworthy angle. If an event release contains most relevant event information. (who, what, where, when, why, how)

“This is the quote paragraph, and should always be the second paragraph,” (Title at Organization), (First Name) (Last Name) said, “This quote usually comes from someone in a leadership position and the only part of the release that should show strong emotion.”

You can add additional information about the event in the following paragraphs. You should have the more important information at the top of the release, and less important information towards the end.

Usually, you can include the greater details of the who, what, where, when, why, and how in these paragraphs. It is also important to try to write as factual as possible in these paragraphs. DON'T GIVE OPINION STATEMENT!

If you are including any sort of number, state, city, or time you can google AP style rules to help you seem like a professional PR person. AP style rules are important to journalists and can help you story get chosen over other if used.

“This can be a second quote, but is not required, and usually comes from a person who is not leadership in the organization,” (First Name) (Last Name), (Title) said.

This is your closing paragraph where you come to a conclusion in the news release.

About the Akron Premier League

This is called a boiler plate your organization most relevant information goes here. This could include your founding, mission, and any awards or achievements your organization might have. Also always put your website link at the end. <http://akronpremierleague.com>

(End Signal)





SOCIAL MEDIA



- **Facebook -#2 Social Media**
 - Informational Content Posts
 - Update About Page
 - APL's Main News Source



- **Instagram -#1 Social Media**
 - Brand Community Connection Posts
 - More Interactive Components
 - Include Fans Content
 - Main Display of Culture
 - APL's Social Hub

Instagram Posts



akron_premier_leag... ▾ ⊕ ≡



6 90 0
Posts Followers Following

Akron Premier League Project

Edit Profile



akron_premier_league ...



1 hour ago



akron_premier_league ...



1 hour ago



akron_premier_league ...



11 seconds ago



Facebook Posts



 **Akron Premier League**
photo.
Oct 10, 2021 · 🌐



👍 Like 💬 Comment ➦ Share

 **Akron Premier League**
photo.
Oct 10, 2021 · 🌐



👍 Like 💬 Comment ➦ Share

 **Akron Premier League**
photo.
Oct 10, 2021 · 🌐

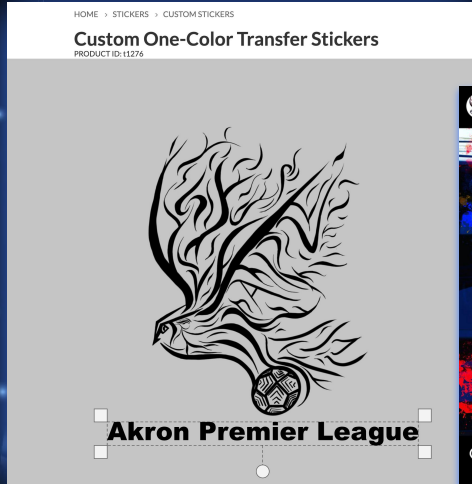
Update: After the first game of the season, a small cook out event is going to be held in celebration of the new season! There will be hotdogs, beverages, and soccer lovers at the event. A perfect recipe for fun, if you ask us. 😊🌭⚽🍷

Please RSVP if you plan to attend as spots are limited.
Contact: Name at XXX-XXX-XXXX

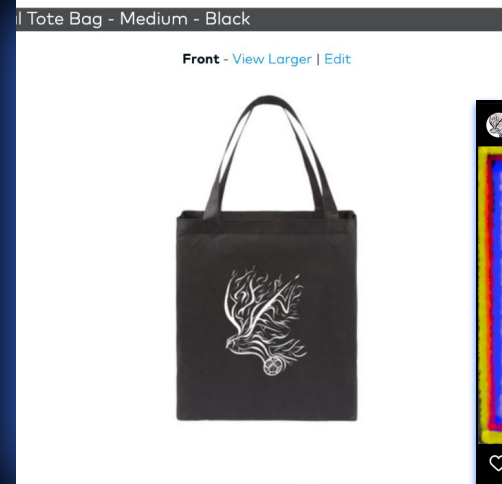
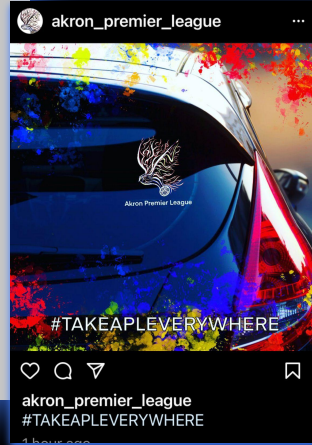
👍 Like 💬 Comment ➦ Share



Sales Promo Merchandise Screenshots



Car Sticker



Promotional Tote Bag





Budget



Annual Budget Breakdown

Merchandise - \$241.50
Small Scale Events - \$101.00
Fundraisers - \$117.80
Large Scale Events - \$454.26
Emergency Fund - \$74.44

Annual Budget Breakdown

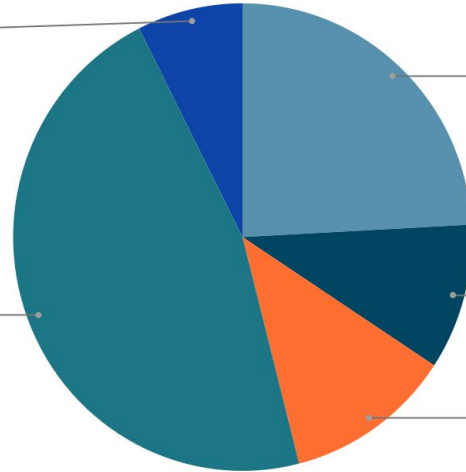
Emergency Fund
7.4%

Large Scale Events
46.5%

Merchandise
24.2%

Small Scale Events
10.1%

Fundraisers
11.8%



Merchandise	Cost	Percentage of Budget
Merchandise (Tote Bags)	\$137.50	
Merchandise (Car Stickers)	\$104.00	
<u>Total Merchandise</u>	<u>\$241.50</u>	24%
5 Small Scale Events		
After Game Cookout (Prizes)	\$23.99	
(Food & Beverage)	\$65.01	
In-Game Raffle #1	\$6.00	
In-Game Raffle #2	\$6.00	
Mini Soccer Players Day	\$ -	
Military Night	\$ -	
<u>Total Small Scale Events</u>	<u>\$101.00</u>	10%
3 Fundraisers		
Chipotle Night	\$ -	
Krispy Kreme Sales	\$ -	
Event Banner Sponsors (\$11.78 each)	\$117.80	
<u>Total Fundraisers</u>	<u>\$117.80</u>	12%

2 Large Scale Events		
Family & Friends Day (venue)	\$150	
4 Large Marco's Pizza's	\$51.96	
65 Soda Cans BJ's	\$30.67	
<u>Total Family & Friends Day</u>	<u>\$232.63</u>	
Future APL Player Event (venue)	\$150	
4 Large Marco's Pizza's	\$51.96	
65 Soda Cans BJ's	\$30.67	
<u>Total Future APL</u>	<u>\$232.63</u>	
<u>Total Large Scale Events</u>	<u>\$465.26</u>	47%
TOTAL ADVERTISING COSTS	\$925.56	93%
Leftover Emergency Fund	\$74.44	7%



Media Plan



Social Media Plan: Facebook & Instagram

- **Preseason:** January - March (1-2 times); **April** (2 - 3 times)
 - Promoting Small Events, Fundraisers, **Recruiting New Players & Coaches**
- **In-Season:** May - September (2 - 3 times)
 - Winning Teams, Top Players of the Week
 - Events: Friends & Family and Future APL Player
- **Post-Season:** October - December (1 - 2 times)
 - Reflection on the year, Events, and Fundraisers

News Release

- **Follows the Future APL Player Event**
 - Written By The APL
 - No Cost



**Did The Marketing Score A
Goal?**





Evaluations



Brand Awareness

- **Survey** sent out six months from start of campaign (same target audience, number of participants, and characteristics as previous)
- **Success:** Brand awareness increases by 20% by this coming season

Player Recruits

- **Collect data** about how they heard about the league (increase use of top result)
- **Success:** Number of players increases 10% by this coming season

Fan Base & Game/Event Turnout

- **Conduct interviews** (why did they choose attend, do they enjoy these events, will they come back, etc.)
- **Success:** Increased game turnout and event/fundraiser participation

Queens Marketing Consulting



To Review...

- Designed a creative strategy with a brand revamp, a competition comparison/goal, and advertising recommendations
- Suggested ideas for events, social media, PR, and promotions
- Created a media strategy with a schedule and example suggestions
- Constructed an overall budget with a breakdown of event expenses

Thank you for taking the time to listen to our presentation. Please let us know if you have any questions.

Recruitment Video: [APL Video](https://youtu.be/hVlJoxxbwVc)
[Adhttps://youtu.be/hVlJoxxbwVc](https://youtu.be/hVlJoxxbwVc)