

The Team

Queens Marketing Consulting

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Akron Premier League



What we know and what we aimed
to learn from data collection.

Akron Premier League

Our client, Akron Premier League is an organization centered around providing competitive soccer involvement to individuals passionate about the sport in the Northeast Ohio area.

APL Target Market for Players

According to the client brief APL's current target market are males that are 17-35 years old.

Goals and Opportunity Statement

They presented three goals, each of which is centered around a central opportunity for growth: The Akron Premier League would like to increase brand awareness, brand recognition and participation.

1. To increase players in the league.
2. To increase attendees and brand awareness.
3. To consider a rebrand.

Research Agenda

1. With this knowledge we collected primary data in two ways:
 - a. Interview of League Players to gain an **inside perspective** into what makes the organization appealing to current members.
 - b. Online Questionnaire targeted towards individual who lead an active lifestyle who have the potential to be a **future player** or a **new supporter of APL**.
2. We also analyzed secondary data to gain additional insight into APL:
 - a. Facebook, Website, Posters, and Client Brief

Research Findings

Primary Research Overview

Goal: Gain data regarding the audience's thoughts and opinions on participation.

Interview: Current Players

- Two players were interviewed
- Players interviewed are in their early 20s
- Players are Males from Northeast Ohio

Brand Awareness Survey Questionnaire: Target Audience Members

- Collected a convenience sample of individuals who fit the potential target market, $N = 40$
- Both men and women from Northeast Ohio were surveyed
- All ages were surveyed

Primary Data Results: Brand Awareness Survey

- Only **10 out of 40** of our survey participants are aware of the APL
- About **47.5%** of survey participants say the most interesting part of the soccer game is the game itself.
- The majority of participants **did not** associate the logo image with soccer upon initial viewing.
- **Facebook**, the league's only social media presence, is survey participants' **second most preferred** social media platform.
- Less than **5.1%** of survey participants found flyers and posters to be effective at capturing their attention.
- **100%** of participants value relationships between local teams and their communities.

Primary Data Specifics: APL Player Interviews

Goal: Gather information about targeting new recruits.

Interviewed:

Damjan Djosanovic

- Age: 22
- Team: FK Gavril Princip

Milos Kulina

- Age: 20
- Team: FK Gavril Princip

Interview Response Data

Favorite part of being a member?

- “The professionalism of the APL staff” -Damjan
- “Meeting new players and playing the sport I love.” -Milos

If you are a returning member, what keeps you coming back every year?

- “The organization” -Damjan
- “I keep coming back because I love playing soccer and I always will. The APL gives players an opportunity to play leisurely and also competitively.” - Milos

Interview Response Data

Can you list some benefits of being a part of APL has offered you both as player and a person?

- “More organized league which has caused less stress when needing to reschedule or cancel games.” -Damjan
- “Met a ton of new people from all sorts of backgrounds. Made me a better team player.” - Milos

In your opinion, does the APL do a good job of recruiting new players?

- “I wouldn’t say the APL recruits new players as much as the teams, managers, and players on those teams” -Damjan
- “I think they can do a better job. The only reason I know about this league is by word of mouth from players that play on my church team. Never heard it from anyone else.” -Milos

Secondary Research Overview

The Akron Premier League is a competitive soccer league with players from all around Northeast Ohio.

- The league welcomes soccer enthusiasts from all walks of life.
- APL's target for players is males; Ages 18 - 35
- Promotion: Facebook, Website, and Physical Flyers
 - Website: <https://akronpremierleague.com>

What Does This Data Mean?

Research Takeaways: **Akron Premier League**

- Awareness of the brand may be low across target markets. There is a significant opportunity to increase awareness.
- Social media presence for the organization appears to be mostly on a single platform that is not the preferred platform of the target audience, creating an opportunity to increase social media outreach.
- The APL website contains useful information, but there is an opportunity to increase the information provided to target prospective players.
- Advertisements for the APL appear to be limited to physical flyers, which creates an opportunity for increased outreach.
- Current APL players found value in the strong relationships developed by joining the league both with other players and the league's staff. This presents an opportunity to market to people who also value forming relationships when recruiting new players.

The league has identified a lack of player recruits and attendees, and the above opportunities identified by the research can address that challenge.