

Queens Marketing Consulting

Progress Report 1

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Queens Marketing Consulting will use three research objectives, each one corresponding with one of the three goals given to us by our client. We designed our objectives specifically to help us understand the thoughts and feelings of various APL stakeholders by a few different means of data collection to use to craft a successful IMC campaign.

Our sample consists of two main groups: the APL fans and APL players. For the APL fans we will target all ages, genders, races, interested in sports, specifically soccer, and lives in the Northeast Ohio area. Our APL fan sample size for qualitative data collection is a minimum of 3 people but we are aiming for more. Our goal is 15 people for quantitative data collection. For APL players we will be targeting males of any race that are 17-35 years old. We also are looking for candidates who have an active lifestyle, value teamwork, are interested in sports, specifically soccer and live in a 30 miles radius of Akron. We hope to collect qualitative data from at least 5 players and quantitative data from 5 players.

Along with the primary data we collect, we also plan to use public documentation secondary data to help us understand the APL communication process better. We plan to study APL's official website, APL's Facebook, APL's Statistics Overview, and APL's competitors' websites.

Our first objective is – “In alignment with APL's rebranding goal we aim to understand the present perception of APL's brand by conducting one-to-one interview with APL fans, and use the information gathered to execute a successful rebranding campaign.”

To gain deeper insights how current APL fans feel about APL's current brand as well as measuring openness to a potential rebrand, we will construct a one-to-one interview with fans at an APL game. These questions are designed to provide us with qualitative primary data because we are looking for a more detailed and personalized response to use in creating our campaign.

Interview (Rebrand First Objective)

1. Where are you from? (*What part of Northeast Ohio does APL attract*)
2. Do you enjoy soccer or are you here solely to support a family member?
3. What do you find to be your favorite part of attending a game?
4. Do you think the owl symbol is effective?
5. Do you think the league slogan is effective (read slogan)?
6. Would you change the slogan and/or the logo? If yes, what would you change it to?
7. Do you think non-family members would attend games with more press and marketing?
8. Should the APL be more involved in the local Akron community? If yes, how?

Our second objective is– “Regarding APL's goal to increase their brand awareness we will administer a web-based questionnaire to APL fans and players intended to explore the channels fans currently use to engage with APL and what new channels they perceive will be effective if added and using that data to make a plan to expand APL's brand outreach.”

By learning more about how current fans and players discovered APL and their perspectives on APL's brand communication through a web-based questionnaire we can gauge what links of APL's brand communication is strong and where it is weak. This questionnaire was tailored to provide us with primary quantitative data so we can more easily measure peoples' responses and compose our IMC campaign to the most popular answers.

Survey (Brand Awareness Second Objective)

1. Have you heard of the Akron Premier Soccer League?
 - Yes
 - No
2. Do you consider yourself a soccer fan?
 - Yes
 - No
3. What do you find to be the most interesting part of attending a soccer game?
 - The game itself
 - Supporting local teams and community
 - Side events (food, performances)
 - The social aspect (seeing friends and family)
4. On a scale of 1-10, how effective do you find this symbol pertaining to the APL?
 - 1(not effective) -10 (effective)
5. Which social media do you use the most?
 - Instagram
 - Snapchat
 - Twitter
 - Youtube
 - TikTok
 - Facebook
 - Other
6. How likely would you be to attend an APL game consisting of the only game itself?
 - 1(low) -10 (high)

7. How likely would you be to attend an APL game consisting of both the game itself, charity fundraising, and side events such as cookouts or games for fans?
 - 1 (low) - 10 (high)
8. Do you think it is important for local teams to support their communities?
 - Yes
 - No

Our third objective– “To gather an understanding of how to execute the goal to increase players in APL by holding a focus group with current APL players, so we can create marketing content that will better fit similar minded people as the current players as well as deepening our understanding of the player target market."

In recognizing why current APL players chose to join the league by holding a focus group we can make observations to strengthen our understanding of shared demographics/psychographics of the players and use our findings to craft more effective strategies for our player target market. This focus group is a primary qualitative way of data collection that is specific to APL’s players.

Focus group (Player Increase Third Objective)

1. Explain your soccer background before the APL?
2. How did you originally hear about the APL?
3. What is your favorite part of being a player for the APL?
4. What are some of the benefits about joining the APL?
5. Is this your first year with the APL? If not, what makes you want to return every year?
6. Which social media do you use the most and why?
7. In your opinion, do you think the APL does a good job of recruiting new players?

8. If you were in charge of recruiting new players, how would you do so?

With our three objectives, sample, and research methods we will be able to use all our valuable research and information to make our IMC campaign successful and meet all three of our clients' goals to increase players in the league, increase brand awareness, and rebrand the organization with potential new slogan and logo.