



**BECOME PART OF THE FAMILY**

**LEVEL UP MARKETING**

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# INTRODUCTION



The Level Up Marketing group was assigned the task of generating awareness of the Eagle Club through a branded IMC campaign. The Eagle Club is the primary fundraising arm of Winthrop Athletics.

Project Manager: **Shealy Long**

Content and Layout Specialist: **Morgan Evans**

Content Assistant: **Maliyah Williams**

Strategic Assistant: **April Moore**

Digital Content Generator: **Akiera Davis**

# EXECUTIVE SUMMARY

This Integrated Marketing Communication campaign seeks to rebrand the Eagle Club, which is the primary fundraising arm of the Winthrop Athletics.

By using primary and secondary research methods, we developed a branding plan based around specific target audiences: current students and alumni. Through this, we developed an integrated marketing plan to increase the Eagle Club's brand awareness by creating an independent and cohesive image of the brand that allows them to be connected to the athletic department, while also being an independent entity, through use of campus advertising, touchables, and student-athlete experiences.

This campaign was designed to target current students and alumni. Insight from research has shown that uninformed students translate to uninformed alumni, so communication with students during their time as undergraduates is crucial to the Eagle Club's overall success.

First, we will cover the findings of our secondary and primary research, including a SWOT analysis of the Eagle Club and graphs to show the important findings of our research survey. Through these, we were able to analyze the current position of the Eagle Club and the challenges they face.

Recommendations for the Eagle Club are shown in our tactics. Based on a thorough analysis of our research, our team suggests a new logo, increasing appearance on social media, interaction with audiences through contests/giveaways, a promotional video to illustrate student-athlete's experiences, print and digital advertising on campus, an individual web domain, and a new line of merchandise/physical member packages.

This report also discusses budgeting, per the amount granted by the Eagle Club, and a schedule of when campaign events should occur.

# SECONDARY RESEARCH

## **Current Image**

Since the brand does not have a strong current standing, they do not have a strong impression or image either. Many students do not know or hear about the club throughout their collegiate experience, which means they have not even given themselves the possibility to allow students to generate that perception. This also translates to the poor image that alumni students have of the club, whether they be local, remote, or athletic alumni.

## **Current Advertising**

The Eagle club's advertising consists of their webpage, their membership guide (also available in an online interactive form) and their newsletter. Across all collateral, the goal seems unclear. The Eagle Club's marketing material has more of a rational appeal than an emotional one.

The content of the web page focuses solely on the goals of the eagle club and what it is. The tone of the content does not encourage readers to take that action. The webpage is more informative than anything else. The webpage features a link to the Eagle Club Membership Guide in both PDF and interactive versions, however, they are housed at the bottom of the page with no heading, imagery, or other elements to draw one to them.

The membership guide is designed in a more captivating manner, featuring a cover with student athletes from a variety of sports. The guide includes the basic information housed on the webpage along with information about benefits, insight into how the Eagle Club has helped a specific student athlete and images of a variety of student athletes.

The Eagle Club Newsletter features information that is not included on the website or in the membership guide. The newsletter is centered primarily on reminding subscribers of upcoming auctions and athletic events. The newsletter includes no call to action to encourage subscribers to donate, nor does it provide updates about how the eagle club is impacting the campus. The contents of the newsletter should be personalized for potential donors and should be focused on increasing donations.

# SECONDARY RESEARCH

## **Areas of Concern**

The biggest area of concern for the Eagle Club partially pertains to their brand's reputation and image; nobody really knows who they are and what they do. People do not want to give money to an organization that they have never heard of, which can be seen by students, alumni, and community members in terms of the Eagle Club.

## **Current Positioning**

The Eagle Club is currently failing to have any kind of notable positioning. It is the club's assumption that people will automatically associate their brand with Winthrop's athletic department, and while most athletes probably know what the club is, they themselves do nothing to propel the association for other students.

## **Unique Brand Proposition**

The Eagle Club's unique brand benefit allows donors to be apart of the Winthrop Athletic family. Donors are part of the family by supporting 300+ student-athletes, and their donations help develop the necessary skills to help student-athletes to succeed academically, athletically, and in life.

## **Appeal and Quality of Content**

Overall, the advertising collateral used by the Eagle club has more of a rational appeal than an emotional one. Content is primarily centered on getting the facts out to potential donors (i.e. - benefits, goals, and mission). The membership guide appears to attempt an emotional appeal by including information about the specific athletes being helped, however, the information provided is basic (name, major, class, sport etc.) and the reader is not given the opportunity to truly identify with the cause.

The content offered on the website and newsletter are not quality because they are basic, overly rational, and bland. The content should be personalized more to potential donors and should feature call to actions and other elements to encourage participation in the club.

# SECONDARY RESEARCH

The content in the membership guide is better and the overall design is more appealing, however, the club could benefit from adding a more emotional appeal to content about players.

Across all collateral, one thing is certain: the goal seems unclear. The advertising comes off as purely informational rather than as marketing material. Further, the look, feel and tone across each piece of collateral varies. There isn't one clear brand voice.

**The Eagle Club is not being advertised properly. The goal of the content is unclear and seems purely informative. The voice of the brand is inconsistent across different pieces of collateral which can make it harder for potential donors to identify with the club.**

<b>Strengths</b> <ul style="list-style-type: none"><li>• helps student athletes pay for school and operational team costs</li><li>• strong, passionate donors</li><li>• free student membership</li><li>• passionate staff</li><li>• people want to donate to support their alma mater and the athletic department</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>• awareness</li><li>• identity</li><li>• college students and recent alumni often cannot afford to become a member</li><li>• some students are not sports fans and do not attend events</li><li>• no football team</li><li>• current students do not benefit from being members</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>• expanding social media</li><li>• offering better benefits for donors</li><li>• retaining members after free period</li><li>• making it aware that funding goes to all teams and that you can choose whether your donation goes to scholarships or operational costs</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>• athletes with negative experiences</li><li>• losing current donors</li><li>• no longer acceptable as a tax deduction</li><li>• people would rather donate to other school programs that influenced them</li></ul>

# PRIMARY RESEARCH

We sought to determine the level of awareness and interest that Winthrop students, alumni, parents, and local community members had about the Eagle Club. Awareness levels can explain whether or not current promotional efforts have been effective or properly targeted.

We composed a list of twenty-one questions for a survey through Winthrop University's Qualtrics system. 66 people responded to the survey. The goal of the survey was to analyze the psychology behind why people are and are not interested in joining the Eagle Club.

## **Current Brand Positioning Statement**

To current Winthrop students and alumni, The Eagle Club is the brand that they are not aware of. The Eagle Club raises money through a membership forum because they want to help student athletes earn scholarships to help with academic costs.

Current brand personality: unaware.

## **Future Brand Positioning Statement**

To current Winthrop students and community members, the Eagle Club is the brand that raises money to aid student athletes through a membership forum that benefits both the member and the club because The Eagle Club wants to help student athletes and wants its members to feel valued.

Future brand personality: **become part of the family**

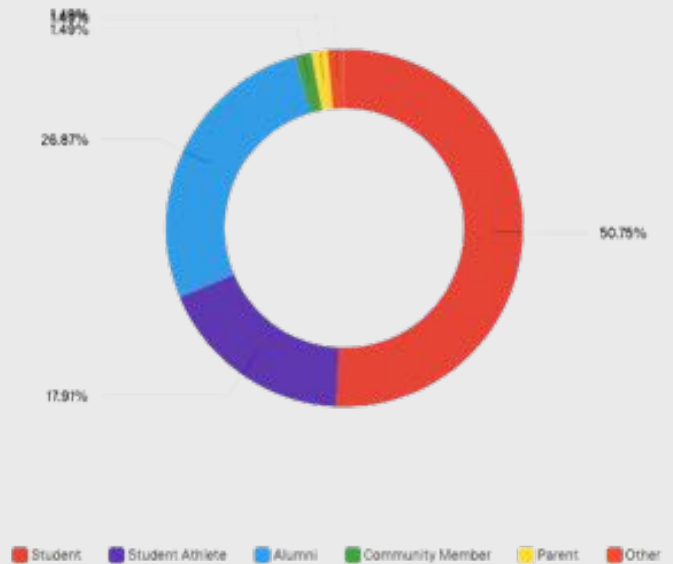


# PRIMARY RESEARCH

## Demographics

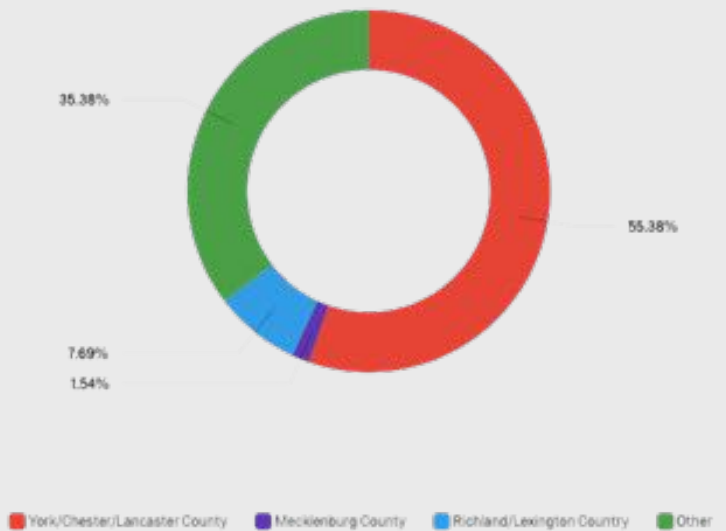
### Relationship to Winthrop

Survey responses showed that over 68 percent of respondents are current Winthrop Students, with over 17 percent of those being student-athletes. Over 26 percent of respondents were Winthrop alumni.



### Location

Based on respondent answers, over 55 percent of our respondents live in York county, while 35 percent are located outside of the region.

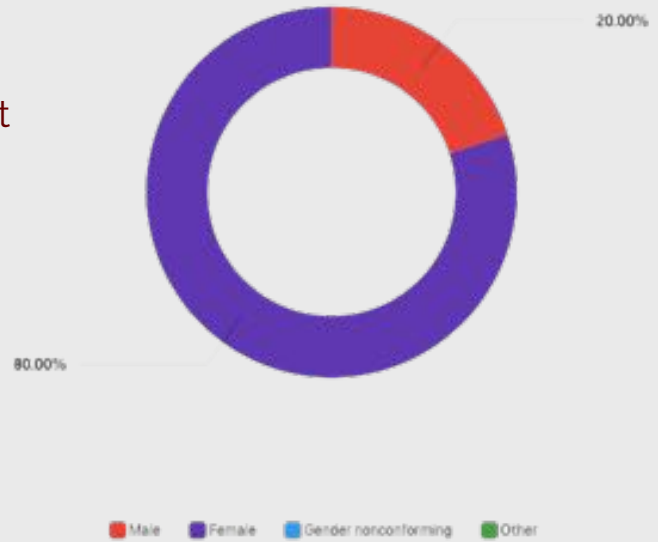


# PRIMARY RESEARCH

## Demographics

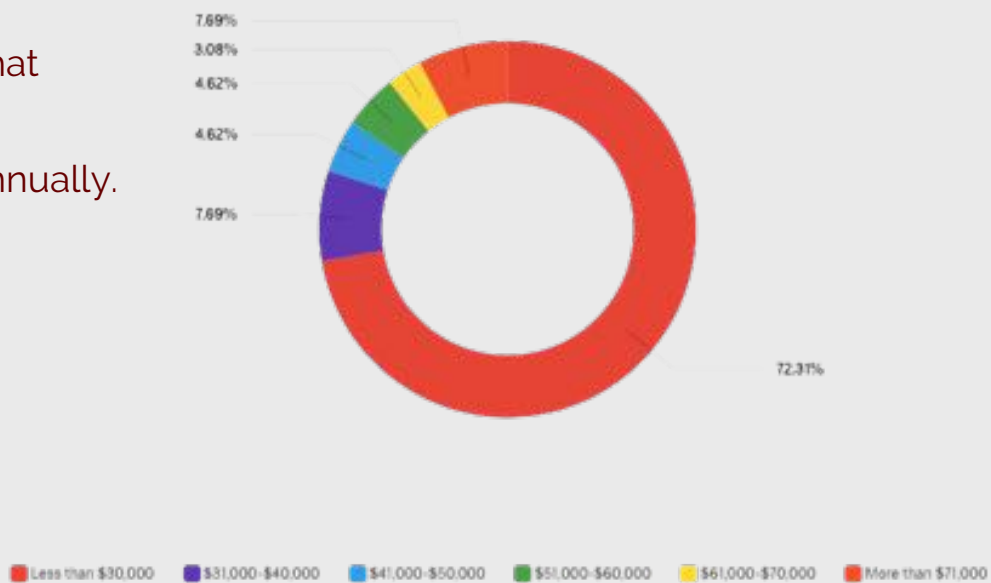
### Gender

Based on survey responses, we can tell that 80 percent of respondents are female; the remaining 20 percent are male.



### Annual Income

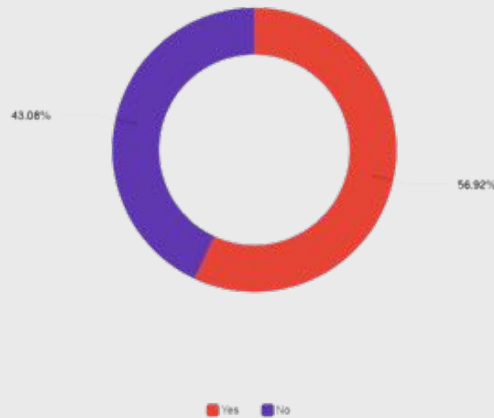
Survey answers showed that 72 percent of respondents make less than \$30,000 annually.



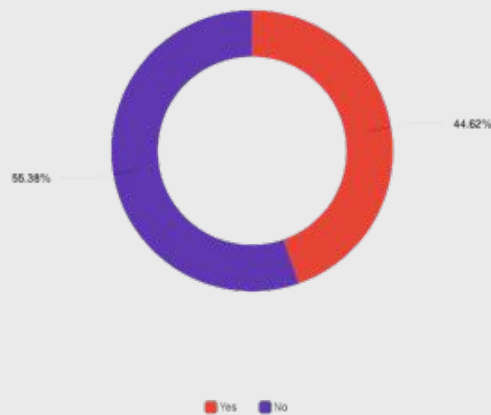
# PRIMARY RESEARCH

## Insight from Research

Majority of the respondents (56 percent) said that they attend Winthrop athletic events and programs, meaning that they may benefit from the Eagle Club incentives such as free tickets and VIP passes.



Unfortunately, 58 percent of respondents have not heard of the Eagle Club.



Only one of the 66 respondents reported that they were a member of the Eagle Club. This means there is a huge window of opportunity for potential new members.

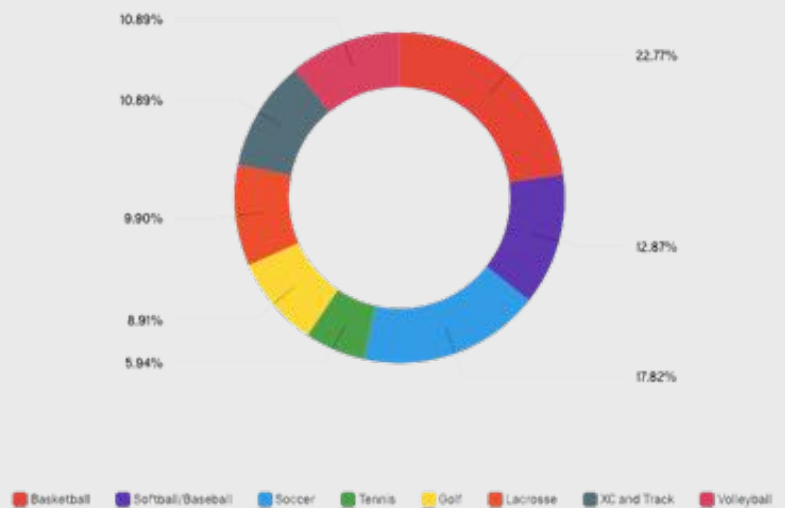
# PRIMARY RESEARCH

Respondents stated that they would primarily be interested in joining the Eagle Club so they would feel more connected to the Winthrop community, to impact the life of a student-athlete, and to get free food/drinks at games.

When asked why they would not be interested in a membership, common responses included issues with costs and lack of ability to actually attend athletic events.

An especially interesting response from a former student-athlete that her "coach sucked and [their] funding sucked" and that she did not want to "fuel the basketball program" shed light on the negative experiences of some student-athletes. Since potential members are worried they will only be funding the men's basketball program, the Eagle Club should make one of their key messages the fact that they can choose what team their money supports. Responses showed that only 22 percent of potential members would want their money to benefit the men's basketball team.

Athletic alumni can be an issue to our campaign since athletic alumni are expected to be the largest donor group, yet are actually the smallest because of the negative athletic experiences from their undergraduate careers.



While negative comments are an obstacle we must overcome throughout our campaign, it must also be understood that some people will never support the Eagle Club.

# PRIMARY RESEARCH

## **Key Messages from Research**

People do not want to spend money unless they are gratified or have been given something in return.

Alumni who were not involved with the athletic department or no longer live near Winthrop are not likely to attend athletic events after graduation, which means that most of the benefits offered by the club are invaluable to them.

Having a tangible benefit for members would likely increase the amount of non-athletic and non-local alumni members because they would have an incentive to join.

## **How to Increase Awareness**

Since the Eagle Club has such a limited budget, we suggest that they take small steps to increasing brand awareness.

Firstly, they should begin to utilize the free promotional opportunities on campus, such as the digital advertising in the campus center. This would be beneficial for targeting current students.

We also suggest that they create some kind of promotional video to show people what the Eagle Club stands for. Includes testimonials from student-athletes who benefitted from an athletic scholarship. A video could be done on a very small budget, or even free.

**The Eagle Club is lacking in the digital area!**

# CREATIVE BRIEF

Campaign: Become part of the family

Campaign Timeframe: July - December 2019

## **1. Why are we doing this integrated campaign? (specific campaign objectives)**

Learn about the Eagle Club and the stories behind student athletes, feel that they are becoming part of a family, and convince them to purchase a membership.

## **2. Who is our target audience? (audience profile)**

**Alumni:** Cathy is a Winthrop alumni who prefers to spend money on food and experiences rather than on physical goods. She enjoys purchasing that has a long last impact. She enjoys watching sports and supported her high school and college sports teams while she was a student. Cathy spends most of her time at work and with her dog. She is interested in finding an extracurricular activity or organization to join to occupy her time.

**Current Student:** Lauren is a senior education major at Winthrop and does not attend many sporting events aside from occasional men's basketball games. Based on the attitudes of student-athletes she has met, she views athletes with a high-school hierarchy complex and thinks they are "untouchable." She has never heard of the Eagle Club.

## **3. What is the key consumer insight? (core TA motivation/need relevant to campaign)**

Consumers are not aware of the Eagle Club and its purpose. Consumers are also not trusting of the Eagle Club because they are afraid their donations will only support the basketball team.

# CREATIVE BRIEF

## 4. What is/are the main propositions/offers?

**Abstract proposition:** The Eagle Club is a brand that is passionate and wants to make an impact on a student athlete.

- Everyone should strive towards making an impact

**Concrete proposition:** The Eagle Club allows consumers to easily give back by becoming part of the family in order to make an impact on a student-athlete's life.

- Donating to the Eagle Club makes one feel heroic

**Desired response:** "I will become a member of the Eagle Club because it is an organization that makes me feel like I'm part of a family that makes an impact for students."

## 5. What is the convincing support for the claim? (credibility of the offer)

The campaign should connect with our audience and their need for love and belonging, just as mentioned on Maslow's hierarchy of needs. To connect on this level, the positioning has to make our audience feel like they truly are part of a family. We will do this by making content more personal by giving them a glimpse into the athletes' lives, personalities, interests, etc. The campaign should also bring attention to the fact that members can choose what team they are supporting and whether it is allocated to operational or scholarship funds. Interaction with current students and alumni will take place via social media.

# CREATIVE BRIEF

## 6. What is the core brand positioning? (what does our brand stand for)

- Make members feel like they are part of a family

Personality? (of brand)

- Formal and friendly since it is linked to the Winthrop Foundation, but will be enticing, fun, and promote a sense of goodwill.

Tone of voice of the campaign? (how we plan to talk to audience)

- Simple, informative, family, friendly

## 7. Any mandatories? (client, media, creative, etc)

- Package deal for members who are not within Winthrop's geographical area
- New branding collateral (logo, promotional video, flyer, web page, brochure, Instagram)

## 8. Creative considerations

- Contents/Giveaways on Social Media: target current students. Could be beneficial leading up to prominent events to increase awareness of the Eagle Club. Should not require any financial commitments from the participant. Contest winners could receive packages, single merchandise items, or coupons to purchase merchandise of their choice.
- Increased Presence at Campus Events: target current students. The Eagle Club should make an effort to increase their presence at campus-wide events, such as the homecoming tailgate, World Wide Winthrop Day, convocation, Fall Fest, etc. This would help increase brand recognition and awareness among current students.



# CREATIVE BRIEF

## Consumer Scenarios

The following consumer scenarios provide a glimpse into the mindset of members of our target audiences.

**Current student-athlete at Winthrop:** Connor is 20 years old, is a junior, and plays on the men's Winthrop soccer team and received an athletic scholarship. He is not very involved on campus outside of his involvement with the soccer team and has admitted that he does not have many friends that are not athletes. While he has heard of the Eagle Club because of the fundraising events they are required to help with, he is not aware that they provided much of the funds for his scholarship.

**Current student:** Lauren is a senior education major at Winthrop and does not attend many sporting events aside from occasional men's basketball games. Based on the attitudes of student-athletes she has met, she views athletes with a high-school hierarchy complex and thinks they are "untouchable." She has never heard of the Eagle Club.

**Alumni:** Alex is a 30 year old alumni who played on the men's basketball team during his time at Winthrop. He now lives in California, but watches the Winthrop games when they are on ESPN-U and still considers himself a strong supporter of Winthrop Athletics. Alex has been asked to join the Eagle Club, but cannot justify paying for a membership when he is not close enough to the university to utilize the benefits he would gain. Alex would consider purchasing a membership if there were alternative benefits offered.

# TACTICAL OVERVIEW

1. Rebranding initiatives, including a new logo
2. Increase social media presence by introducing a new channel
3. Create a video for promotional appeal
4. New digital and/or print advertising on campus and around Winthrop's geographical area
5. An independent web domain, not connected to the Athletic Department's website
6. Social events for new/current club members to help forge relationships and build trust between student-athletes, the Eagle Club, and club members.
7. A new merchandise line to serve as touchables or that can go into making membership packages for alumni that do not live near Winthrop

# THE BRAND

## Before

The Eagle Club does not have a consistent brand image which increases their lack of awareness on campus and throughout the community. They does not have other significant branding elements to set them apart from the athletic department.

Below is a 360 schema of the Eagle Club's brand prior to the campaign.



## Brand Positioning Statement

To Winthrop alumni, the Eagle Club is the booster club that allows them to contribute to an athlete's college experience. The brand personality is generous and helpful.

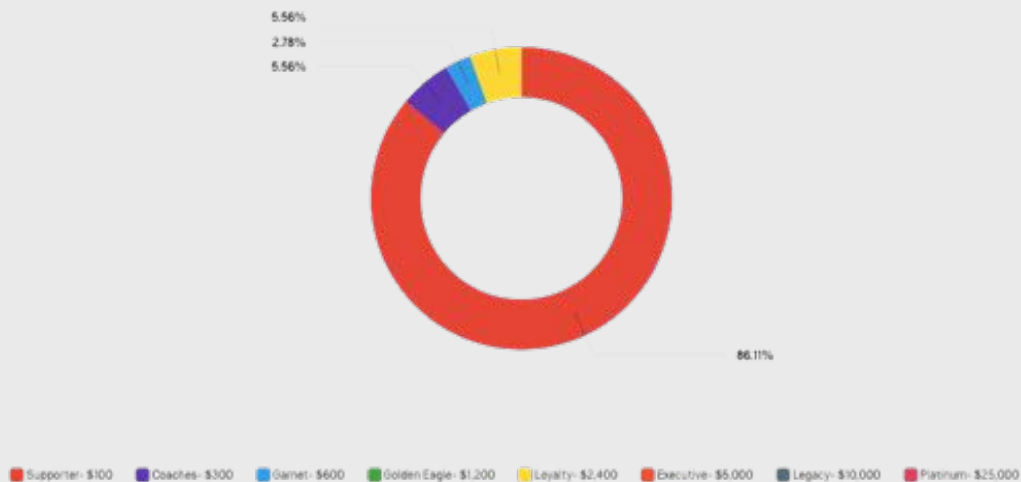
# THE BRAND

## Brand Equity

Brand equity is defined as "the amount of money that customers are willing to pay just because it's your brand."

In the case of the Eagle Club, brand equity is equated to the membership level that members are willing to join (i.e. supporter, coaches, etc).

An analysis of our survey results found that over 87 percent of respondents are only comfortable with donating at the supporter level (\$100). Most respondents cited lack of money as the reason they are not interested in joining the Eagle Club.



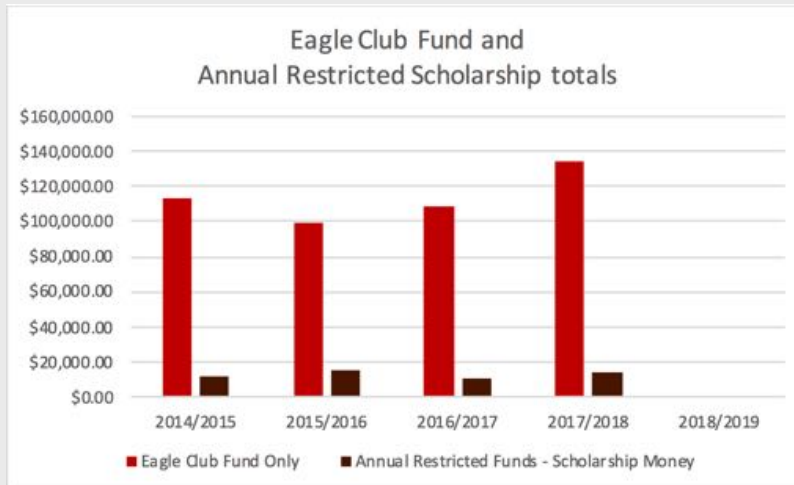
The Eagle Club needs to improve its brand equity for future members because overall the respondents had a lack of knowledge, trust, and interest in the Eagle Club.

These factors contribute to a lack of brand equity that the Eagle Club desperately needs.

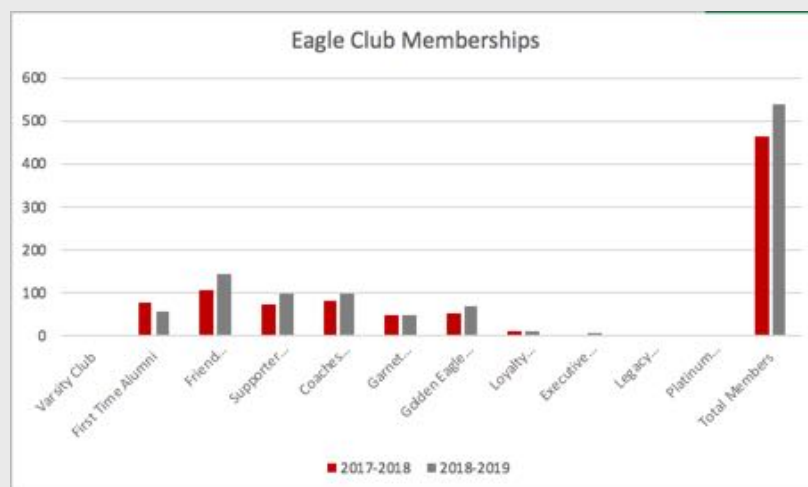
# THE BRAND

## Brand Value

In the past five years, the Eagle Club managed to raise over \$600,000, but only 13 percent of that money went towards scholarships.



The Eagle Club currently has a total of 519 members. Membership standing for the 2018-2019 year lies between the supporter and legacy memberships.



## Brand Loyalty

The brand loyalty for the Eagle Club is minimal and varies throughout the levels of membership. While they need to work on gaining more members, they also need to focus on retaining them.

# THE BRAND

## After

The symbol of the Eagle Club is the same as the eagle head logo that Winthrop Athletics has adopted. We are keeping the same logo but changing the color scheme, so that the Eagle Club stands apart from the athletic department but can still be associated with them. We are also choosing to keep the wording of the brand as "Eagle Club" so we do not lose awareness of current members.

We would like to add a tagline to the brand's image. Calling our target audiences to "**become part of the family**" addresses the desire for a feeling of community that so many of our research participants want.



## Brand Positioning Statement

To Winthrop students and alumni, the Eagle Club is the booster club that allows them to contribute to the Winthrop experience. The brand personality is family-oriented and welcoming.

# THE BRAND

## Style Guide

The following is a detailed guide for branding decisions our team selected for the Eagle Club's brand and should be used in conjunction with the IMC campaign in this manual.

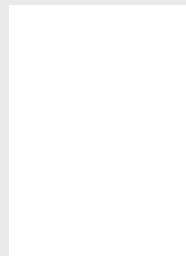
## Colors



R 102  
G 0  
B 0



R 234  
G 234  
B 234



R 255  
G 255  
B 255



R 0  
G 0  
B 0

## Fonts

"Go Bold" can be used for headings, the brand name (The Eagle Club), and the brand slogan ("become part of the family"). Must be in all capital letters for an even appearance.

"Bogle" can be used for any copy, including subheads and body copy for branded documents and materials.

## Slogan

The slogan should be used in conjunction with the Eagle Club's marketing efforts. It should only be printed in approved fonts and colors previously mentioned in this manual.

**"Become Part of the Family"**

# THE BRAND

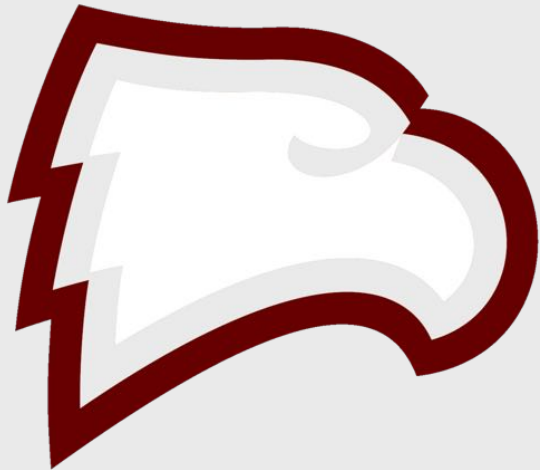
## Logo



The smallest the logo may appear in 1 inch tall by 2 inches wide.

The logo can appear as large as is necessary for marketing efforts.

## Logomark



The logomark must always appear as shown in the official logo.

This mark may only be used by itself for approved marketing efforts.

Dimensions are the same as the logo.

## Examples of Logo/Logomark Usage





# TACTICS

## Unique Logo

When Winthrop University underwent a rebranding initiative, the athletic teams were allowed to keep the school's original logo. After completing our research, however, our team learned that the yellow/gold color in the logo can actually have negative connotations in the eyes of consumers. While the yellow/gold color symbolizes happiness and joy, it is also a symbol of danger for many consumers.

To counter these potentially negative connotations, our team decided to give the Eagle Club a new logo. We chose to keep the original shape and red color that Winthrop Athletics are known for, but changed the yellow/gold to a shade of grey. Fortunately, the shade of grey we chose is still recognized by the university as part of the Winthrop brand in the university's Visual Identity Manual.

Having a unique logo, separate from that of the athletic department, will allow the Eagle Club to promote and brand themselves as an individual entity, rather than only being associated with the athletic department that is often undervalued by most students and alumni.



# TACTICS

## Social Media

Target Audience: current students and alumni

Cost: free! \$100 have been budgeted for optional paid promotions

A very important part of the campaign for the Eagle Club is social media integration, which should include Facebook, Twitter, and Instagram. Out of our chosen target audiences, current students are known for being frequent social media users, especially on Instagram. By sharing the Eagle Club's promotional content and updates on various social media platforms, we will be able to make our audience feel connected throughout the year.

On the right is an example of how the Eagle Club's Instagram account could look.

\*\*\*See Creative Considerations on page 16 for Contests/Giveaways suggestion.



# TACTICS

## Promotional Video

Target Audience: current students and alumni




Cost: free, depending on available skill sets. \$100 is budgeted in case recording and/or editing assistance is needed

It would be beneficial for the Eagle Club to make one or a series of promotional videos. These videos could include information about the club or testimonials from the student-athletes that have received scholarships. Student testimonials could include a brief story about the athlete (where they are from, their hobbies, why they chose Winthrop, etc.); sharing this type of information with the audience will help them feel more connected with the student-athletes and confident that their money is making an impact on a student's life.

The following is a sample story board for a promotional video featuring one student-athlete. The promotional video could be a series of videos similar to the sample script or one video showing many student-athletes.

**PROJECT NAME:** Eagle Club Promotional Video

Considerations: the video should not be more than 3.5-4 minutes long. Upbeat music should be added to draw and keep audience focused on the video

		
<b>SHOT:</b> Long Shot	<b>SHOT:</b> Close up	<b>SHOT:</b> Medium Shot
<b>ACTION:</b> Gives a full view of the athletic complex	<b>ACTION:</b> Close up view of players, fans, coaches	<b>ACTION:</b> Athletes walking on scholars walk
<b>CAMERA MOVEMENT:</b> Drone, aerial footage	<b>CAMERA MOVEMENT:</b> Zoom in, aerial	<b>CAMERA MOVEMENT:</b> Dolly
<b>LOCATION/SCENE:</b> Athletic complex	<b>LOCATION/SCENE:</b> All the sporting fields	<b>LOCATION/SCENE:</b> Scholars Walk

\*\* continued on next page\*\*

# TACTICS

## Eagle Club Scholarship Auction Raises Record \$150,000



Become part of the family today  
 Contact Jane Doe  
 803.323.xxxx  
 doej@winthrop.edu

**SHOT:** Long Shot  
**ACTION:** Eagle club events like the scholarship auction, homecoming tent, and other events  
**CAMERA MOVEMENT:** Dolly, aerial, zoom out  
**LOCATION/SCENE:** The events location

**SHOT:** Close up  
**ACTION:** Dolly in on the athletic complex then when it zooms in enough have "Winthrop University: Eagle Club"  
**CAMERA MOVEMENT:** Dolly  
**LOCATION/SCENE:** Athletic complex

**SHOT:** Slide  
**ACTION:** They sit on the grass field and watch the beautiful view ahead of them

### PROJECT NAME: Student Athlete Scholarship Profile

Ed Harris - Baseball Player from Ohio on scholarship at Winthrop



**SHOT:** Long Shot  
**ACTION:** Gives a full view of Ed, and talks about how being on scholarship helps him.  
**CAMERA MOVEMENT:** Zoom in  
**LOCATION/SCENE:** Ed hanging out somewhere on campus



**SHOT:** Close up  
**ACTION:** Close up view of Ed playing baseball, voiceover Ed talking about his love of baseball  
**CAMERA MOVEMENT:** Dolly  
**LOCATION/SCENE:** Baseball Field



**SHOT:** Medium Shot  
**ACTION:** Melissa looks for James and Brownie the dog while running on the grass field  
**CAMERA MOVEMENT:** Zoom in  
**LOCATION/SCENE:** Ed in a classroom or somewhere on campus

Sophia Turner - Soccer Player from Denmark on scholarship at Winthrop



**SHOT:** Long Shot  
**ACTION:** Give a full view of Sophia, and she talks about Winthrop and being a study athlete  
**CAMERA MOVEMENT:** Dolly  
**LOCATION/SCENE:** On campus



**SHOT:** Medium Shot  
**ACTION:** Sophia on the field playing soccer and talking about her love of soccer  
**CAMERA MOVEMENT:** Dolly  
**LOCATION/SCENE:** Soccer complex



**SHOT:** Full Shot  
**ACTION:** Sophia talks about her future plans as a lawyer  
**CAMERA MOVEMENT:** Zoom in  
**LOCATION/SCENE:** On campus



# TACTICS

## Digital/Print Advertising (On Campus)

Target Audience: current students

Cost: free! \$150 is budgeted for optional paid advertising space and/or printing costs

It is important to for current students to know what the Eagle Club is, one way to do this to using promotional opportunities around campus. Even in passing, having posters and utilizing free digital advertising around campus would help raise awareness about the Eagle Club to current students, making membership more probable after their graduation.

Can be used at any time throughout the year, but are recommended during academic semesters to help reach the maximum number of students.

\*\*\*The examples given were made with stock photos and should be changed before use.



# TACTICS

## Individual Web Domain

Target Audience: current students and alumni

Cost: \$250

Pro Wix Plan: \$228/year

GoDaddy domain:( winthropeagleclub.com) \$12.17/year, but with April 2019 promo code CJCCPNCC, it is only \$1.17/year, equaling \$92.70/10 years.

Digital would include websites and emailed newsletters. We suggest that the Eagle Club distant themselves from the Winthrop's athletic department, they should still be apart of the department but they to have their own identity. Emailed newsletters or e-newsletters would give Eagle Club members the chance to know what events are going on in departments and what is happen to the athletes they are supporting.



# TACTICS

## **"Welcome to the Family" Eagle Club Barbecue**

Target Audience: alumni, specifically current Eagle Club members

Cost: \$250

The purpose of this event is to introduce student-athletes and the athletic department to new and current Eagle Club members. Planning should begin no later than June and promotions/invitations should be sent to members during July. This event can be held in the fall (mid-August) to kick off the beginning of the school year and will help forge relationships and build trust that the Eagle Club is an organization that truly impacts student-athletes and the university.

To help introduce the Eagle Club to potential new members, the club could opt to have the event open to alumni and community members at an additional cost. To attract additional attendees, Eagle Club members attending the event could be offered a plus-one, or an invitation could be sent via email or postage. Each attendee that is not already a member would have to pay a cover charge. An opportunity for potential new members to join will be offered at the door.

Objectives of this event are:

- increase donations from members
- increase merchandise sales to members
- increase membership inquiries
- increase the Eagle Club's brand awareness

# TACTICS

## Touchables/Merchandise Packages

Target Audience: alumni and current students when applicable

Cost: \$1,150

Since most of the alumni audience are not located near Rock Hill, the incentives for them to join the Eagle Club are not equivalent to the money they would be spending. To help curve this, we suggest that the Eagle Club present them with touchables (merchandise) instead of the benefits that local members receive at games. After all, if they cannot attend games then the membership is virtually useless to them; giving them a tangible incentive to purchase a membership would likely increase the number of alumni joining the club. It could also be beneficial to sell merchandise to non-members at events or online; money from these purchases could go toward supporting the Eagle Club, allowing an entry level for lower income or low-investment individuals. Examples of touchables are below.





# BUDGET

\*\*not including any creative considerations\*\*

## **\$100**

This is an optional budget for paid promotion on social media platforms. These promotions would help excel the effectiveness of specific posts.

## **\$100**

This should go towards a promotional video that would highlight what the Eagle Club does, student athletes, and the benefits of joining the Eagle Club. This could be done in house at no cost but should you choose to pay a student, they could be given a stipend for their work.

## **\$150**

This should go towards on-campus advertisements, should the Eagle Club choose to use paid advertisements, like standing signs or posters, or incur printing costs. The university also offers free digital advertising that the club can take advantage of.

## **\$250**

While the Eagle Club could choose a free domain and website builder, using a Wix premium plan offer an array of useful elements. Pricing for the Wix premium plan is below.

Pro Wix Plan: \$228/year

GoDaddy (winthropeagleclub.com)

\$12.17/year but with April 2019 promo code CJCCPNCC you can get it for \$1.17/year

## **\$250**

This should go towards the "Welcome to the Family" barbecue event. The allotted amount would cover food and drinks for attending Eagle Club members. Attendees that are not current members would need to pay a cover charge.

## **\$1,150**

Majority of the budget should go toward merchandise/touchables. The Eagle Club should invest in items like stickers, Tervis cups, hats, and t-shirts to give to members an added bonus for being members.

# SCHEDULE

Below is a timeline of when the campaign events should take place.

Note: the highlighted portions are when things should be launched and the non-highlighted portions are when planning should occur.

Company	Activity	May	June	July	August	September	October	November	
Eagle Club	Pre-Campaign								
	Website	Create site map/start building website							
		Publish Website							
	Merchandise	Get quotes on merchandise pricing	Send Proofs of designs to merchandiser /get merchandise in						
	Pre-launch/Campaign								
	Social Media	Create posts for campaign	Start teasing for campaign	2 posts a week	2 posts a week	2 posts a week	2 posts a week	2 posts a week	
	Promotional Video	Start search for student video maker/ in house video maker	Plan out what you want the video to be		Start filming once school is back in session	Finish up filming, start editing/ Add to website when finished			
	Significant dates								
		May 4- Graduation				August 19- Convocation/ first day of classes			November 16- Homecoming tailgate/ basketball game

# CONCLUSION

The Eagle Club is the primary fundraising arm of Winthrop Athletics. Unfortunately, they do not have the level of awareness that they need to fully function. Our group, titled Level-Up Marketing, has designed a full Integrated Marketing Communication campaign to help bring new life to the Eagle Club. Our strategy will target current students and alumni via the following channels: social media, video, print, and digital, along with a series of touchables.

Since Winthrop University describes itself as a family-oriented institution, our marketing team wants the Eagle Club to promote itself in a similar fashion. We are aiming to accomplish this by calling our audience to "become part of the family" that makes up Winthrop Athletics. To intensify the connection, our team is using elements of Aristotle's pathos and ethos modes of persuasion and Maslow's hierarchy tier of love and belonging. Our efforts will primarily go towards increasing awareness of the Eagle Club through strategic placement of materials. The channels discussed and any pre-existing events that the Eagle Club already has will coordinate to help fulfill our objectives.

The channels will help move the Eagle Club forward and allow them to stay in constant contact with our target audiences. They also have the opportunity to highlight the personal benefits of the Eagle Club and how they can justify the amount of money being spent by members. Rationale specific to each channel can be read in the previous sections.

Objectives for the campaign include:

- increase revenue and membership through new branding collateral, social media marketing, and packages to non-local members
- increase awareness through promotional collateral and a method of accepting inquiries from potential new members
- rebrand the Eagle Club to make them a singular unit apart from the Athletic Department by creating their own new logo and website