



Winthrop University

EAGLE CLUB

Level Up Marketing

Introduction

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Campaign Objectives

- ❖ 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

Secondary Research

Current Image

- ❖ Since the brand does not have a strong current standing, they do not have a strong impression or image either.

Current Positioning

- ❖ The Eagle Club is currently failing to have any kind of notable positioning.

Unique Brand Proposition

- ❖ The Eagle Club's unique brand benefit allows donors to be apart of the Winthrop Athletic family.

Secondary Research

Strengths

- ❖ Helps student athletes pay for school
- ❖ Strong donors
- ❖ People want to donate back to the alma mater

Weaknesses

- ❖ Recent alumni cannot afford to become a member
- ❖ Awareness/Identity

Opportunities

- ❖ New branding collateral
- ❖ Offer better benefits for donors
- ❖ Expand social media

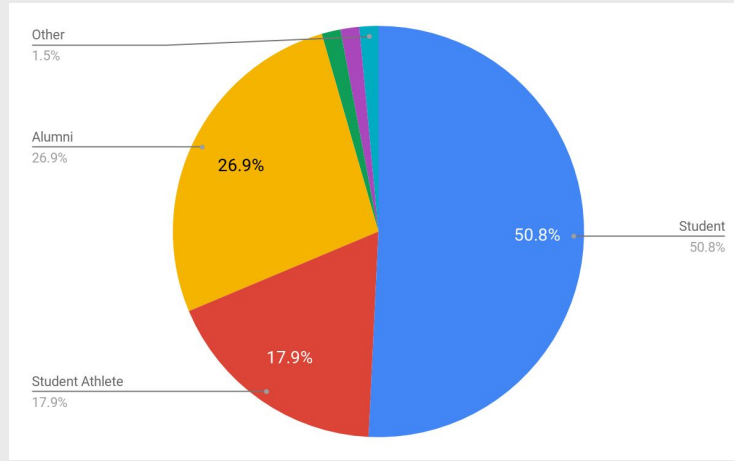
Threats

- ❖ Athletes with negative experiences
- ❖ People would rather donate to another department they feel more of a connection to

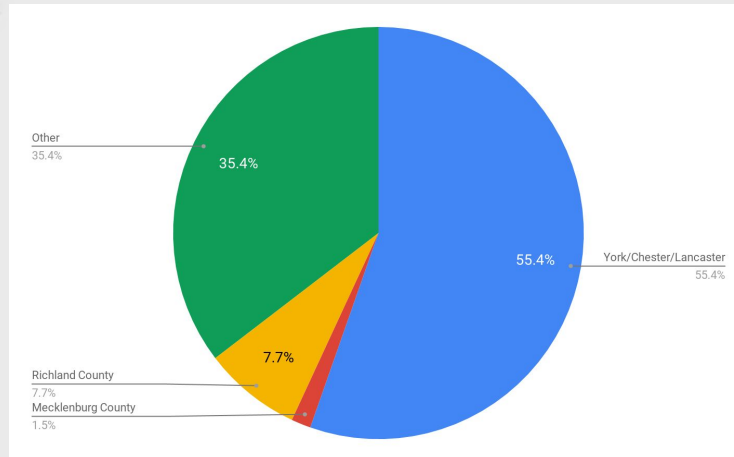
Primary Research

- ❖ We composed a 21 question survey that had 66 respondents. Our goal was to analyze the psychology behind level of interest in the eagle club.
- ❖ **Current Brand Positioning:** To current Winthrop students and alumni, the Eagle Club is a brand that they are not aware of.
- ❖ **Future Brand Positioning:** To current Winthrop students and community members, the Eagle Club is a brand that raises money to aid student athletes.

Primary Research

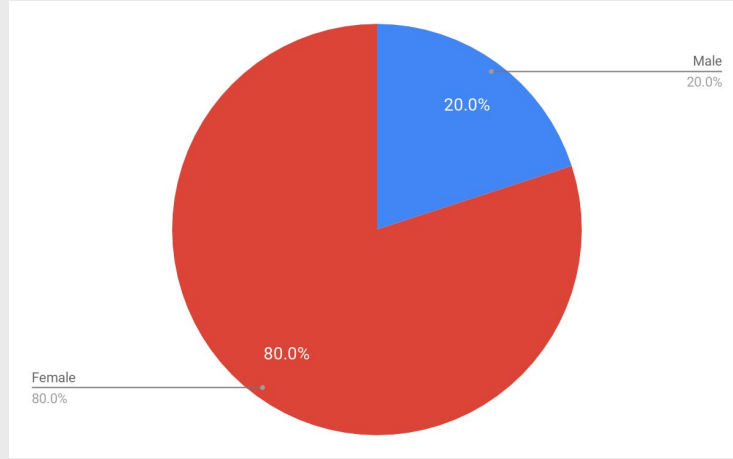


Relationship to Winthrop

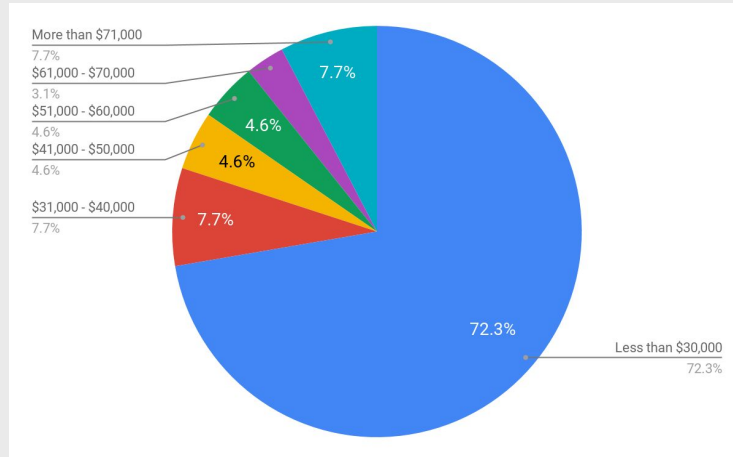


Location

Primary Research



Gender



Annual Income

Primary Research

Insight from Research

- ◆ Majority of the respondents (56 percent) said that they attend Winthrop athletic events and programs
- ◆
- ◆ 58% of respondents have not heard of the Eagle Club
- ◆
- ◆ Only 22% of respondents would want their money to benefit the men's basketball team

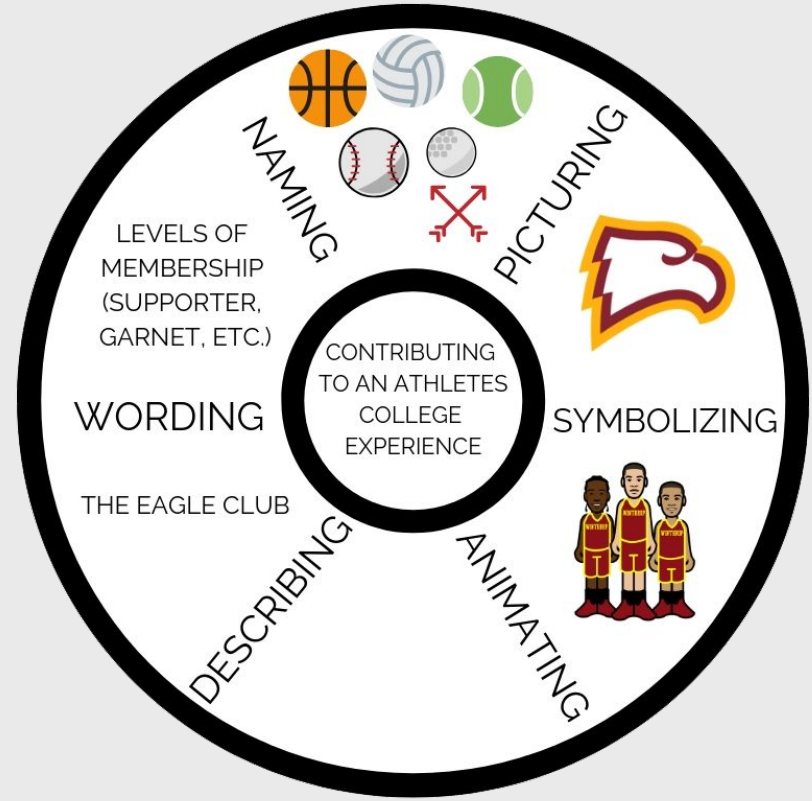
Creative Brief

- ❖ Campaign: Become part of the family
- ❖ Campaign timeline: July - December 2019
- ❖ Target audience: current students and alumni
- ❖ Key consumer insight: consumers are not aware of the Eagle Club or are worried that their donations only go towards basketball
- ❖ Core brand positioning: make members feel like they are part of a family
- ❖ Personality: formal, friendly, enticing, fun
- ❖ Tone: simple, informative, family, friendly
- ❖ Mandatories: membership packages and new branding collateral

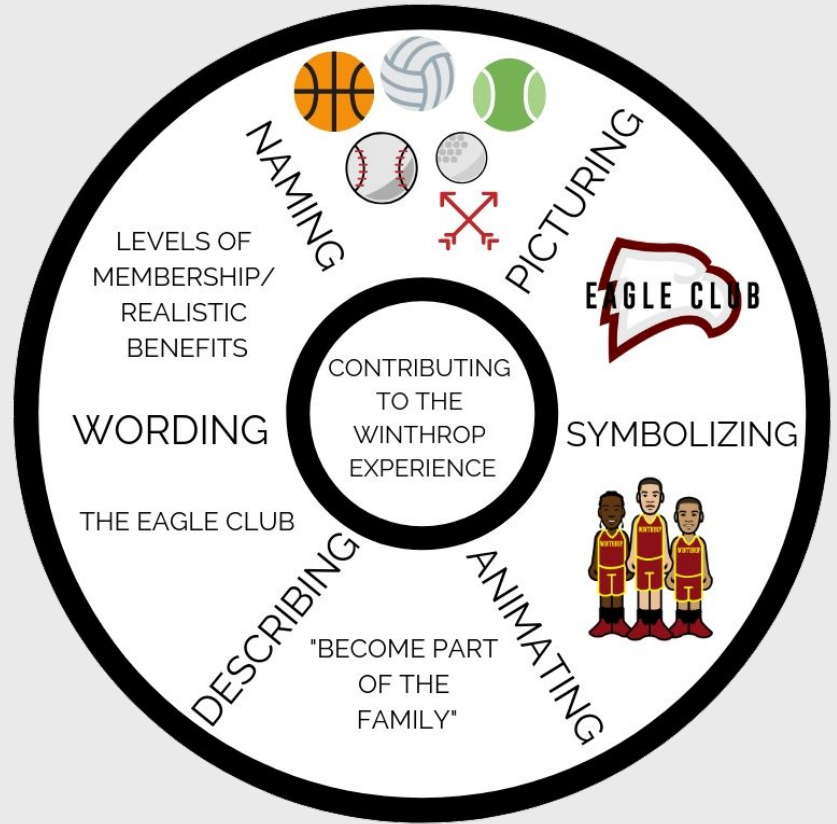
Creative Brief

- ❖ Creative Considerations
 - Contests/Giveaways on Social Media
 - TA: current students
 - Increased presence at Campus Events
 - TA: current students
 - Homecoming tailgate, World Wide Winthrop Day, convocation, Fall Fest, etc.
 - Increase brand recognition and awareness among TA

The Brand Before



The Brand After



The image features a dark gray, textured background that resembles a thick brushstroke or paint application. The texture is composed of numerous fine, parallel lines, giving it a sense of movement and depth. The background is framed by a thin white border. Centered on this background is the text "Campaign Tactics" in a clean, white, sans-serif font.

Campaign Tactics

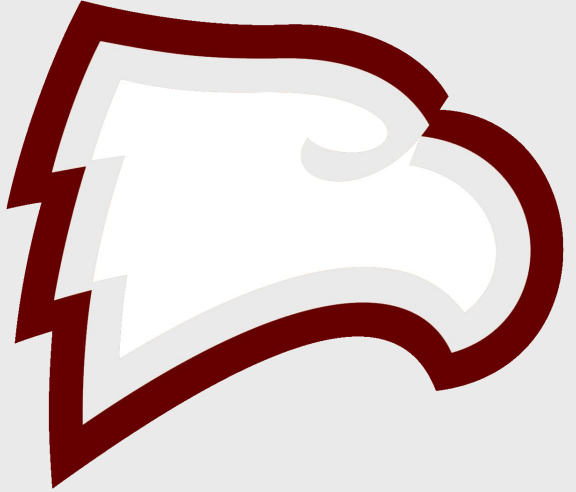


Logo



Winthrop University

EAGLE CLUB





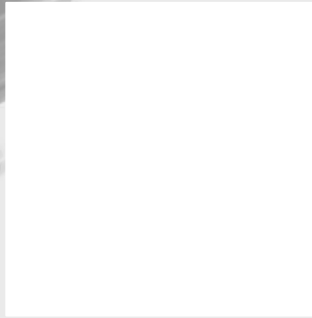
The Brand: Style Guide



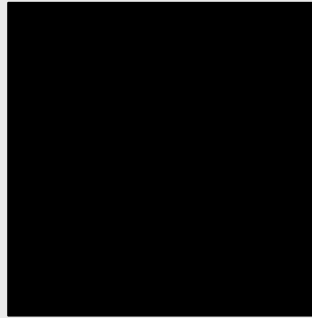
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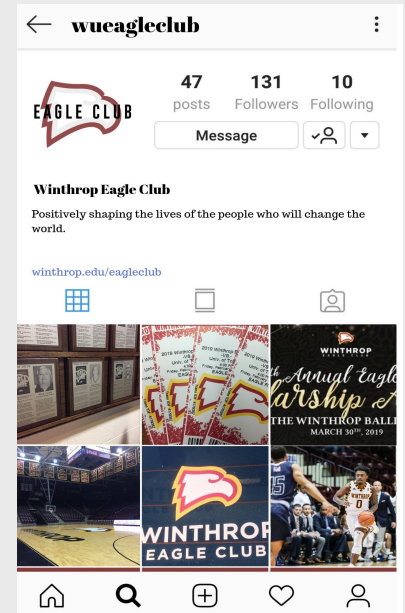
FONTS

“Go Bold” can be used for headings, the brand name (The Eagle Club) & 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 & body copy for branded documents and materials

Social Media

- ❖ Important social media pages include Facebook, Twitter, and Instagram
- ❖ Target audiences include current students and alumni
- ❖ Cost: free! \$100 for optional paid promotions
- ❖ Contests/Giveaways on social media





Promotional Video

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



SHOT: Long Shot
ACTION: Gives a full view of the athletic complex

CAMERA MOVEMENT: Drone, aerial footage
LOCATION/SCENE: Athletic compels



SHOT: Close up
ACTION: Close up view of players, fans, coaches

CAMERA MOVEMENT: Zoom In, aerial,
LOCATION/SCENE: All the sporting fields



SHOT: Medium Shot
ACTION: Athletes walking on scholars walk

CAMERA MOVEMENT: Dolly
LOCATION/SCENE: Scholars Walk

Eagle Club Scholarship Auction Raises Record \$150,000

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 compels

Become part of the family today

Contact Jane Doe
803.323.xxxx
doej@winthrop.edu

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



Digital/Print Advertisements

- ❖ Cost: free! \$150 is budgeted for optional paid space and/or printing costs
- ❖ Target Audience: current students

**BECOME PART
OF THE FAMILY.**

Take your shot, join the Eagle Club today.
Visit www.winthrop.edu/sports for
more information.

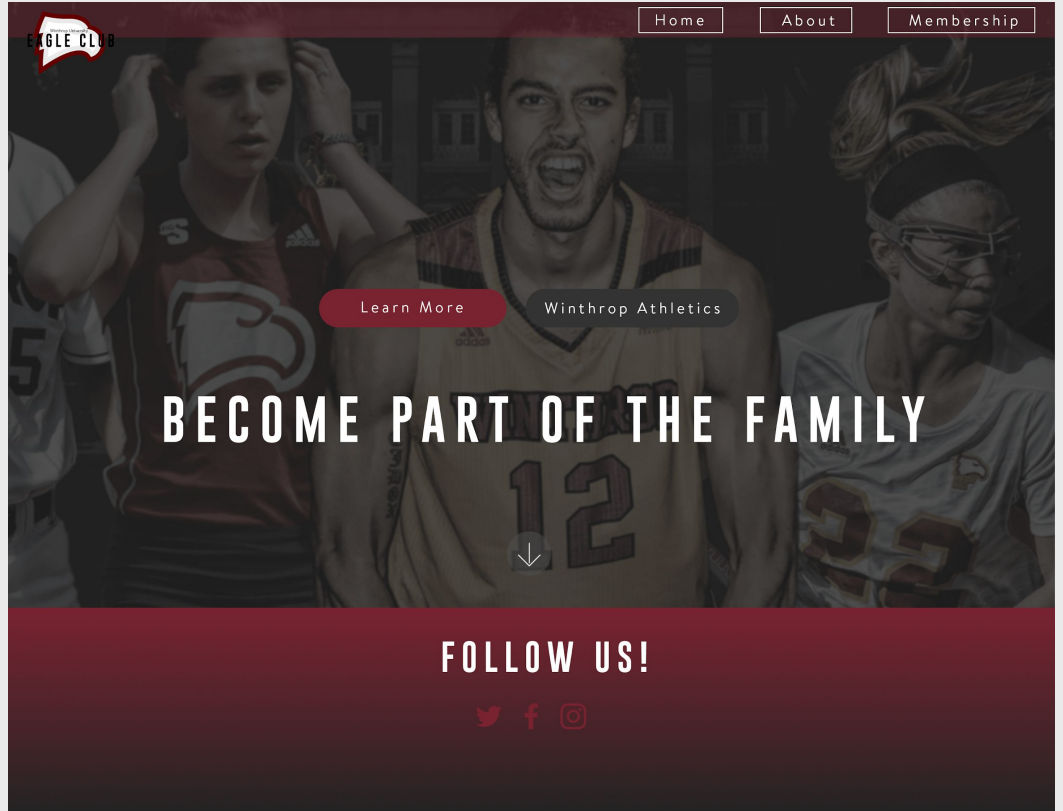
BECOME PART OF THE FAMILY



Join the Eagle Club today!
Visit www.winthroeagles.com/sports for more information.



Website



“Welcome to the Family” BBQ

- ❖ **Goal:** to gain exposure and build relationships
- ❖ **Purpose:** to introduce eagle club members to student athletes and the athletic department
- ❖ **Target audience:** Eagle Club members

“Welcome to the Family” BBQ

- ❖ **Event Positioning**
- ❖ **Intimate**
 - Up Close and personal interactions
- ❖ **Exclusive**
 - Personally meet athletes and head coaches to the sports teams
- ❖ **When:** August (annual)
- ❖ **Where:** Winthrop Lake
- ❖ **Why:** Forge relationships and build trust that the Eagle Club is an organization that truly impacts student-athletes and the university.

Merchandise





Budget

\$100 paid promotion on social media (optional)

\$100 promotional video (optional)

\$150 printing and/or paid promotions on campus (optional)

\$250 individual web domain using Wix Pro

\$250 “Welcome to the Family” barbecue event

\$1,150 merchandise / touchables

Schedule

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	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

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Problem: There's a lack of brand awareness

Question: What is the Eagle Club unique brand positioning?

Campaign: Become part of the family

Objective: Rebrand, Increase awareness, Increase membership

ROI: Sustainable and lucrative relationships