

THE PHILADELPHIAS

Media Plan



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BROAD STREET BULLIES

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Executive Summary

Brand

The Philadelphia Flyers also known as the “Broad Street Bullies” are a professional hockey team based in Philadelphia, P.A. The Philadelphia Flyers are part of the Metropolitan Division on the Eastern Conference of the NHL. They were founded in 1967. They have rivalries with the New York Rangers, New York Islanders, Boston Bruins, Washington Capitals, New Jersey Devils, and the Pittsburgh Penguins. The Philadelphia Flyers have been in 8 Conferences and 2 Stanley Cups.



Problem

The problem is that a lack of social media strategy lead to empty seats at the games.

Target Market

The target market for the Flyers has a very wide range of audiences but mostly focuses on males ages 18-34 and white.

Demographics

People who live in South Jersey, and Philly

Live in urban areas, city like places.

Age: 18-34 = 42%, 35-54= 41%, 55-64= 8

Race: 87% white, 5% African American, and 7% Latino



Psychographics

Competitive kinds of people



Would argue to prove that they are right



Prideful of sport teams



Watch plenty of TV





Competition



New York Rangers



• *New York Islanders*



• *Boston Bruins*



Washington Capitals



• *New Jersey Devils*



Pittsburgh Penguins

Media Use

Social Media: Facebook, Instagram, Twitter, and Snapchat

Streaming Services: YouTube, Netflix, Hulu

Websites: *NHL.com*

Radio: Daytime, Late Night, and Pandora

Media Mix

The media used will be completely focused on spot advertising in cities and suburban areas. This plan is mostly using a little bit of everything. Using different bits of spot media will allow the Flyers to reach a wide variety of target audiences.

SWOT Analysis

Strengths	Weaknesses
<i>Strong Fan Base</i> <i>Constantly updating there Social Media</i> <i>Well known</i> <i>Loyal</i> <i>Historical</i>	<i>Instigating fights on the ice</i> <i>Management</i> <i>Injuries from star players</i> <i>Defense Stability and Goalies</i> <i>Depth in the lines</i>
Threat	Opportunities
<i>Liability</i> <i>Good players getting bought out</i> <i>Players retiring (aging)</i> <i>Lose of fans</i> <i>Decrease in sales</i> <i>Sued</i>	<i>Special Event (Guerilla Marketing)</i> <i>New package deal (incentive with package deal like a sweatshirt of jersey)</i> <i>Increase Likeability</i> <i>New Players (recruitment)</i>

SWOT Summary

The Philadelphia Flyers is a historical well known hockey team in Philadelphia. They are constantly updating their social media pages to keep their fans updated on the latest news and events. The biggest strengths that they have is a strong fan base. The buzz will be fun events for Flyers fans get to meet and greet with the players which, allows them to ask questions. The events will be broadcast on social media, website, radio, and billboards. These events are great opportunities to increase sales, which are declining.

Goal

To increase the number of consumers who purchase tickets to the games.

Objective 1

To raise awareness of the upcoming games in specific cities starting in October of 2018 through the second week of April 2019.



This will work because this is the NHL schedule for a regular hockey season.



Objective 2

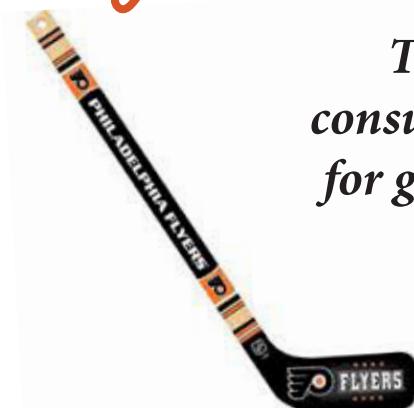
To increase the messaging about ticket options to generate an increase in sales of 50 percent in 3 months.

This will work because consumers usually purchase packages in bulk for holiday gifts in December.



Objective 3

To target messaging that influences consumers to buy tickets in larger quantity for games and special events in 7 months.

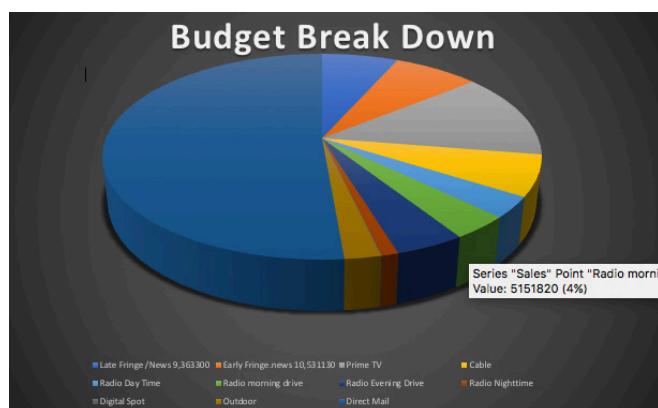


This will work to increase revenue and increase the fan base.

Media Plan and Budget

	Reach	AvgFreq		GRPS		Balance	\$ (000)		Balance
		Goal	Est	Goal	Est		Goal	Est	
January	90	95.2		30	38.5	0	3666	-3666	0
February	90	95.2		30	28.9	0	2751	-2751	0
March	90	95.2		25	19.1	0	1819	-1818	0
April	90	95.2		40	30.1	0	2871	-2870	0
May									
June									
July									
August									
September									
October	90	95.2		40.3	0	3239	-3239	0	15027.7
November	90	95.2		39.4	0	3421	-3421	0	12845.5
December	90	95.2		40.2	0	3065	-3065	0	15180
Total						1105.5876	0	0	105551.343
									-105551.343 National Contingency \$(000): 0 Spot Contingency \$ (000): 0

The table shows that the season will be over 7 months starting in October to April. The total amount we will be spending is \$105,551.34. The month that we will be spending the most money is February. The month we will spend the least amount is December.



Looking at the pie chart you will see that Late Fringe is what we will be spending the most money on. We did it this way because more viewers will see our ads when being home with the family. We are not using a lot of direct mail because it will not be effective with the target audience that we are focusing on.

Philadelphia Flyers

Is honored to be...

Supporting local youth
hockey teams across the
tri-state area



*Admission will be free
Donations are accepted (give as much as you
think necessary)
Free food and giveaways like signed
memorabilia*





Evaluation

This media plan explains how the budget will be used to buy certain media spots for the upcoming season for the Philadelphia Flyers. The objectives that are present are to raise awareness of the upcoming games in specific cities starting in October of 2018 through the second week of April of 2019, to increase the messaging about ticket options to generate an increase in sales of 50 percent in 3 months, and to target messaging that influences consumers to buy tickets in larger quantity for games and special events in 7 months. The two events we have planned are a charity event with the local youth hockey teams and package deals with tickets. These events will increase the ticket sales because if the fans see the team being involved with the community they will love the team more and want to see them perform. The package deals are a cheaper way of getting a bunch tickets and who does not like free incentives.

