

NEXT TEAM UP CAMPAIGN



Social Media and Marketing, CMM335-01
Andrew O'Connor

CAMPAIGN PROJECT OVERVIEW



Campaign Project Overview:

- ❑ Project Management
- ❑ Strategy
- ❑ Market Research
- ❑ Creative
- ❑ Success Measures
- ❑ References



PROJECT MANAGEMENT



Project Management: Final Campaign

| | | | | |
|--------------------|---|-----------------|--------|--|
| Project Management | Complete Title, Overview Title, Overview and Project Management Slides | Andrew O'Connor | 4/28 X | Boston Celtics Final Project Campaign |
| Project Management | Make sure you or each team member complete(s) their title slides completely and on time | Andrew O'Connor | 4/28 X | |
| Project Management | Complete the References Title slide and make sure team completes the References slide using APA Style, including all references | Andrew O'Connor | 4/28 X | |
| Project Management | Insert a screenshot of your Project Management spreadsheet, with all columns filled in except the "Completed?" one. | Andrew O'Connor | 4/28 X | Done |
| Strategy | Select a Connect, Commit or Convert goal and explain what business goal it supports | Andrew O'Connor | 4/28 X | Convert |
| Strategy | In one sentence for each area, explain the who, what, when, where, why and how for the campaign | Andrew O'Connor | 4/28 X | |
| Strategy | Explain strategy/strategies and state the call to action (CTA) | Andrew O'Connor | 4/28 X | Our time is now...are you with us? |
| Market Research | Develop Persona using at least 3 categories | Andrew O'Connor | 4/30 X | Demographics, Goals Challenges |
| Market Research | List 3 competing brands, show social post examples of each | Andrew O'Connor | 4/30 X | Bruins, Red Sox, Patriots |
| Market Research | Write analysis | Andrew O'Connor | 4/30 X | |
| Creative | Develop copy and imagery/.gifs that follow the defined strategy, use the market research and CTA | Andrew O'Connor | 4/30 X | Social Media Posts advertising Celtic benefits |
| Creative | Compile 3 complete campaign posts | Andrew O'Connor | 4/30 X | |
| Creative | Insert Hootsuite screenshots for 3 campaign posts | Andrew O'Connor | 4/30 X | |
| Analytics | Pick 3 key performance indicators (KPIs) to measure campaign success | Andrew O'Connor | 5/5 X | |
| Analytics | Choose the most important KPI and write a brief paragraph explaining why | Andrew O'Connor | 5/5 X | |
| Analytics | Once data campaign data is available, complete the dashboard template | Andrew O'Connor | 5/5 X | Done |



STRATEGY



Goal(s):

Connect: The “Next Team Up” Boston Celtics Campaign’s goal is to connect with Boston sports fans, as the Celtics are only the fourth most popular sports team in Boston, behind the Patriots, Red Sox, and Bruins according to a yearly Boston Herald survey (Pelletier, 2019).

The Celtics are a young, up-and-coming contender in the NBA. This campaign’s goal is to increase Boston sports fans’ excitement towards the Celtics, and improve viewership and team interaction.

Call to Action: “The Next Team Up” Boston Celtics Campaign’s call to action is “Visit celtics.com to find your local listings,” which will be located in the caption of the creative. Variations of this CTA can be made to be more specific, such as “Watch on NBC Sports Boston” or “Listen on 98.5 The Sports Hub.”

The CTA can also promote big games that will be viewable on multiple networks. Doing so will provide increased exposure for the Celtics, on Boston specific networks.



Audience Specifics:

- ❑ **Who:** The campaign is targeting Boston sports fans, specifically those that are living in the New England region.
- ❑ **What:** This campaign's "what" is to improve the Celtics' standing in Boston sports rankings, and increase viewership and fan excitement.
- ❑ **When:** This campaign would traditionally begin mid-August, around two months before the NBA season begins. However, with the continuing impact of COVID-19, this timeline may have to be altered.
- ❑ **Where:** Advertisement and promotion will take place throughout the city of Boston, and will also be conducted on the Celtics' Twitter, Instagram, and Facebook accounts.
- ❑ **Why:** The Celtics have become one of Boston's most talented teams in the past year, and have an increased chance of winning a championship. Increased fan participation will improve sales and ratings.
- ❑ **How:** The campaign promotion will be conducted through banners, social media posts, and billboards on the TD Garden. Quotes from Celtics legends and other respected sports figures about the Celtics will be utilized throughout the campaign.



SMART Goals:

- ❑ **Specific:** The “Next Team Up” Boston Celtics Campaign’s goal is to increase viewership and fan interaction on social media through promotion and advertising, as the Celtics have become arguably the most talented sports team in Boston.
- ❑ **Measurable:** This goal can be measured through monitoring the clicks to the Celtics’ website through the provided link on campaign posts, and by monitoring television and radio ratings and views.
- ❑ **Achievable:** As the Patriots and Red Sox are projected to be non-contenders next season, the Celtics have a chance to emerge as the new perennial contender in Boston. Through this campaign, they should also be able to overtake the Bruins for the third most popular team, as the Bruins are only ahead by 1% (Pelletier, 2019).
- ❑ **Relevant:** This goal is both relevant and achievable, as Boston needs a new contender. This is a transitional period in Boston sports, and the Celtics have a combination of star power, youth, and experience.
- ❑ **Timebound:** While becoming the most popular sports team in Boston in one year is unlikely, the Celtics should realistically overtake the Bruins by 2020, and begin to close the gap on the Red Sox.



Brand Impact:

The “Next Team Up” Boston Celtics Campaign will positively impact the Boston Celtic brand through increasing their image and presence in the Boston community in a time when Boston needs a new star team. Superstars Tom Brady and Mookie Betts are gone, and both the Patriots and Red Sox are likely to undergo a rebuilding period.

The Boston Celtics have a young star in Jayson Tatum, and are an emerging contender in the NBA. While the Celtics often collaborate with and support other Boston teams, they still are competing for ratings and ticket sales. The circumstances present the Celtics with an opportunity to establish themselves as the most popular team in town, similar to the Larry Bird led Celtics of the ‘80s.



MARKET RESEARCH



Target Audience:

Demographics, Goals, Challenges: According to the World Population Review, there are an estimated 569,659 adults in the city of Boston, with roughly 250,000 of those adults ranging from ages 20-30 (Boston, 2020). In addition, ESPN survey data from the Skills Framework for the Information Age states that basketball is the most popular male and female sport from ages 9-17, mainly due to its inclusivity among both genders (Carchia & Kelley, 2013). According to Pew Research, the most popular social media sites among people aged 18-24 are YouTube, Facebook, Snapchat, Instagram and Twitter respectively, with Instagram notably on the rise (Smith & Anderson, 2019). The combination of a large population of young people in Boston, the popularity of basketball among youth athletes, and the utilization of Facebook, Instagram, and Twitter demonstrates that the Celtics have a strong opportunity to increase their standing among Boston teams.

Boston sports fans are credited for their loyalty and pride, no matter their age, as fan Jeff Gallant “went to Celtics games regularly during the 1980s, and, despite years of frustration and losing seasons, he kept going. ‘We are more loyal,’ he said” (Blanton, n.d.). The common phrase in Boston is that they are “The City of Champions,” and that Boston fans’ standard and goal is winning championships. Despite this, earning loyalty to teams is also a challenge for Boston sports marketers, as families often devote themselves towards successful teams. The Patriots and Red Sox have dominated with 10 combined championships in 20 years, which causes difficulty in directing loyalty to the Celtics without success, which again, is measured in championships.



Comparative Analysis:

The difficulty in increasing fan participation and viewership for the Boston Celtics is that it requires directing attention away from the Patriots, Red Sox, and Bruins in a way that does not come off as offensive towards these teams' success. Boston athletes and social media accounts frequently collaborate with and promote each other, and the phrase "Boston is a Brotherhood" resonates with Boston fans. However, given the current state of the Celtics' roster and its level of talent, the Celtics should, at minimum, become the third most popular sport in Boston. The purpose of the "Next Team Up" Boston Celtics Campaign is to promote to fans that it is the Celtics' turn to be the next top team in Boston sports. In turn, if done in a respectful manner to other Boston teams, and if past social media interaction is any indication, other teams' social media accounts will publicly support the Celtics in their rise in popularity, as Boston fans commend a "next man up" mentality.



Competitor Campaigns:

nhlbruins • Brighton, Massachusetts



❤️ 💬 📌

👤 Liked by marlaw81 and thousands of others

nhlbruins Fresh threads all around. 🔥
@bostonproshop | @celtics

View all 193 comments

patriots



❤️ 💬 📌

👤 Liked by tyler e and thousands of others

patriots Introducing the team of the 10s.

View all 2,319 comments

redsox • Fenway Park



❤️ 💬 📌

👤 Liked by derekrell and thousands of others

redsox Today we honor the resilience and strength of an entire city. #OneBostonDay 🇺🇸💙

View all 157 comments

April 15

CREATIVE



Campaign Post Mock-Ups:


 **Andrew O'Connor**
Just now

Marcus Smart wants Banner 18. Visit celtics.com to find your local listings and watch it happen. #NextTeamUp #BleedGreen

FIRST TEAM ALL-DEFENSE?
CHECK.
THE HEART OF THE TEAM?
CHECK.
THE CHAMPIONSHIP?
IT ONLY SEEMS NATURAL.








 Like  Comment  Share


 **Andrew O'Connor**
Just now

Paul Pierce knows it's been too long since our last one, Celtics fans. Visit celtics.com to find your local listings. #NextTeamUp #BleedGreen

THE TRUTH'S SUPPORT? CHECK.
THE BEST FANS ON EARTH? CHECK.
THE CHAMPIONSHIP? IT ONLY SEEMS NATURAL.








 Like  Comment  Share

 **Andrew O'Connor**
Just now

There's no time like the present for Jayson Tatum. Visit celtics.com to find your local listings. #NextTeamUp #BleedGreen

THE YOUNG STAR? CHECK.
THE CONFIDENT SWAGGER? CHECK.
THE CHAMPIONSHIP? IT ONLY SEEMS NATURAL.



 Like  Comment  Share



SUCCESS MEASURES



Key Performance Indicators:

Conversion: This campaign's KPI will be conversion, and therefore will be measured by the number of clicks onto the Celtics' website that the social media posts developed for this campaign receive. Conversion will measure the "Next Team Up" Boston Celtics Campaign's goal of increasing popularity in Boston by improving viewership and social media interaction. The success of this campaign will be proven if increased traffic is seen towards the Celtics website, where users can find where to watch the Celtics. Tracking ratings and views will not be done directly through social media, but the campaign's Call To Action promotes interacting with celtics.com to find where fans can watch or listen. This should improve the Boston Celtics' chances of achieving higher ratings and views. If the creative developed for this campaign yields the predicted results, the Boston Celtics should see their standing in Boston sports popularity begin to increase. A successful campaign message will provide Boston sports fans with the belief that the Celtics are Boston's next top team, and the drive to discover where they as fans can witness it happen.



Proposed Campaign Dashboard:

| Social Media Site | Reach | Reach Number | Engagement | Engagement Number | Conversion 1 | Conversion Number | Advocacy | Advocacy Number |
|-------------------|------------------|--------------|-------------------------|-------------------|--------------|-------------------|-------------|-----------------|
| Post 1 | Post Impressions | 106,339 | Post Likes and Comments | 51,752 | Post Clicks | 19,223 | Post Shares | 15,121 |
| Post 2 | Post Impressions | 152,457 | Post Likes and Comments | 76,593 | Post Clicks | 27,856 | Post Shares | 30,332 |
| Post 3 | Post Impressions | 114,731 | Post Likes and Comments | 57,225 | Post Clicks | 20,062 | Post Shares | 18,664 |
| TOTAL | | 373,527 | TOTAL | 185,570 | TOTAL | 67,141 | TOTAL | 64,117 |

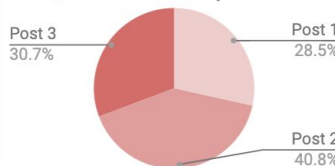
| Post | Number of Impressions |
|--------|-----------------------|
| Post 1 | 106,339 |
| Post 2 | 152,457 |
| Post 3 | 114,731 |
| TOTAL | 373,527 |

| Post | Number of Engagements |
|--------|-----------------------|
| Post 1 | 51,752 |
| Post 2 | 76,593 |
| Post 3 | 57,225 |
| TOTAL | 185,570 |

| Post | Number of Conversions |
|--------|-----------------------|
| Post 1 | 19,223 |
| Post 2 | 27,856 |
| Post 3 | 20,062 |
| TOTAL | 67,141 |

| Post | Shares/Advocacy |
|--------|-----------------|
| Post 1 | 15,121 |
| Post 2 | 30,332 |
| Post 3 | 18,664 |
| TOTAL | 64,117 |

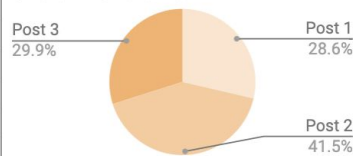
373,527 Total Impressions



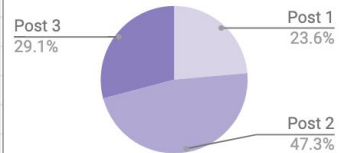
185,570 Engagements



0 Conversions



64,117 Shares/Advocacy



REFERENCES AND RESOURCES



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