

Campbell University Football Marketing Plan

By Jillian Thibeault, Bryson Schmidt, Paige King



CAMPBELL
UNIVERSITY

Executive Summary

Campbell University's Football Program is a relatively new program that started in 2008. With any new program that is implemented within an athletic department there are always pro's and con's as well as room for improvement.

With that said, we found it important to personally contact the new marketing director in order to develop a plan and set of strategies and tactics that could directly help improve their organization. We combined ideas from already established football programs and designed them to meet the needs and wants of Campbell University. Campbell Football has many strengths and opportunities, but also a few things working against them. They have the opportunity to improve their social media exposure which we will use to expand their target market and bring in more spectators to their affordable program. Instead of attempting to compete with major football programs like UNC, Duke, NC State, and ECU, we will focus our efforts on students and a family friendly atmosphere for communities within a 30 minute radius of the University.

Our primary goals for the upcoming season are to increase attendance, improve the student-body reputation on campus, and improve the game day experience for students. In efforts to increase attendance, we want to create a family friendly atmosphere for fans by having a Family Fun Zone, Family Four Packs, and Themed Game Nights. In order to improve the student-body reputation on campus, it is essential to enhance the relationship between student-athletes and student body. This will be accomplished by having a Campbell Kickoff for the football season, coaches and players passing out Bojangles on campus before every home game, and athletes integrating in the dining halls once a month in hopes of interacting more often with students. Lastly, we hope that with this marketing plan we can make Campbell football a priority for students and a game-day experience that they look forward to attending. In order to do this we plan to make the tailgates unmissable so students will actually make it to game instead of watching them elsewhere. We will provide many activities and incentives to get students to attend such as, discounted Bojangles on each ticket stub, pass-outs so students can leave and come back in the game, and different local food trucks at various games throughout the season.

All of our strategies and tactics will be accomplished through strategic social media marketing and measured through surveys for students, attendance numbers, the number of family four packs sold, and feedback from the student-athletes on the effectiveness of theme nights and increased game-day experience.

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Introduction

Mission Statement: The mission of the Campbell University Athletics Department is to prepare student-athletes to compete at the highest level and to inspire them to be leaders now and for the future by providing a great environment to achieve their athletic, academic, and personal goals.

Background: Campbell University is a private, co-educational university located in Buies Creek, North Carolina. The football program was founded in 2008 and is a member of the Pioneer Football League. The Camels compete in front of their home crowd at Barker-Lane Stadium which holds 5,500 fans. With Campbell's Football Program being relatively new, they do not have an extensive marketing history but have tweaked many elements to try and make the program more successful.

With Campbell being a smaller school the Camels focus their marketing efforts on attracting loyal alumni, and local families. They take pride in their small program in which you feel to be a part of something bigger but not as big as an ACC school. Fuquay-Varina, Sanford and Holly Springs are among the top surrounding towns that Campbell targets to the best of their ability.

The university relies heavily on a strong student-athlete presence throughout campus as there have been several complaints that there is negative relationship between the student-athletes and the student body. With other popular universities such as NC State, UNC, and ECU, the Camels have tried to follow tradition by making tailgating a top priority during game day. This year, they implemented a designated spot for fans to tailgate equipped with food trucks and DJ's. The marketing effort was not as successful as they would like and improvements must be put into place to strengthen this effort. In addition, this is the first year that Campbell took advantage of full time marketing efforts and the staff has commented that it has made a huge difference in attendance, viewership and social media interaction.

Situational Analysis

<p style="text-align: center;"><u>STRENGTHS</u></p> <ul style="list-style-type: none"> ● Affordable Program ● Close-knit Community feel ● Locally supported 	<p style="text-align: center;"><u>Weaknesses</u></p> <ul style="list-style-type: none"> ● No Scholarships ● Small Student Body ● Poor Exposure ● Small Stadium
<p style="text-align: center;"><u>OPPORTUNITIES</u></p> <ul style="list-style-type: none"> ● The Big South ● Opportunity to grow and be recognized ● Social Media Exposure 	<p style="text-align: center;"><u>THreats</u></p> <ul style="list-style-type: none"> ● Competing Schools Game Days ● Insufficient Marketing Efforts

Internal:

Strengths:

- **Affordable Program:** Campbell takes pride in offering more reasonable prices to their games compared to other surrounding competition such as NC State, UNC, and ECU. For example, General Admission tickets for a Campbell football game is \$7 dollars, compared to NC State and UNC prices which go for over \$50 dollars per seat. Campbell does everything on a much smaller scale, making the prices lower for just about everything they offer.
- **Close-knit Community-** With the university being set in a more rural location, Campbell believes they offer a unique experience at their games. Games are more

intimate and they want fans to feel as though they are a part of something and their presence is acknowledged. Often times at bigger schools you may seem to get lost in the humongous crowds, at Campbell you really feel like you are apart of the program.

- **Locally supported-** The majority of sponsors for Campbell's Football Program are locally based. Their programs sponsors include John Hiester Chevrolet of Lillington, JB's, Hampton Inn of Dunn, Mcdonald's of Apex/angier/Lillington, Ford of Dunn, MyEyes Optometry, Buies Creek Astro's and many more. With support from the local community it gives the program a more personal feel and a sense of pride that local businesses are supporting their local college team.

Weaknesses:

- **No Scholarships-** With Campbell's inability to offer scholarships to their athletes, it is hard to secure top recruits to their program. With no incentive given to potential recruits, athletes may choose another university over Campbell.
- **Small Student Body-** Although many people like Campbell for the smaller university feel it could be a downfall for game day attendance. With a smaller student body their becomes less fans at the game. The school pride may not seem as strong as competing schools, which would be a turnoff for athletes who are looking for a school with lots of school spirit. Also, a smaller student body would result in less fan-engaged events such as a homecoming game, pep rallies and other student led events.
- **Small Stadium-** The Camels stadium currently only holds 5,000 spectators which is pretty small number for a growing program. The cost to expand the facility will be pretty steep so this may become a problem if the Camel's start to sell out games.

External

Opportunities:

- **The Big South-** The biggest and most opportunistic thing to happen to Campbell's Football Program is the team joining the Big South. There are so many opportunities readily available by joining. A huge opportunity would be Campbell's ability to receive scholarship money which would drastically benefit their ability to recruit top players and offer more incentives to their players. The Big South also

offers way better competition than their current conference, which is the Pioneer Football League. With a more recognizable and established conference the Camel's program exposure will be sure to increase drastically. They will now be playing against more reputable teams, which could potentially increase their fan base and team's viewing rates.

- **Social Media Exposure-** With Social media being the new word of mouth, the Camels marketing team should take advantage of promoting their program over the media to better reach their fans and the younger generation. Using different hashtags such as #TheCreekisOnTheRise can generate more fan engagement on social media sites.

Threats:

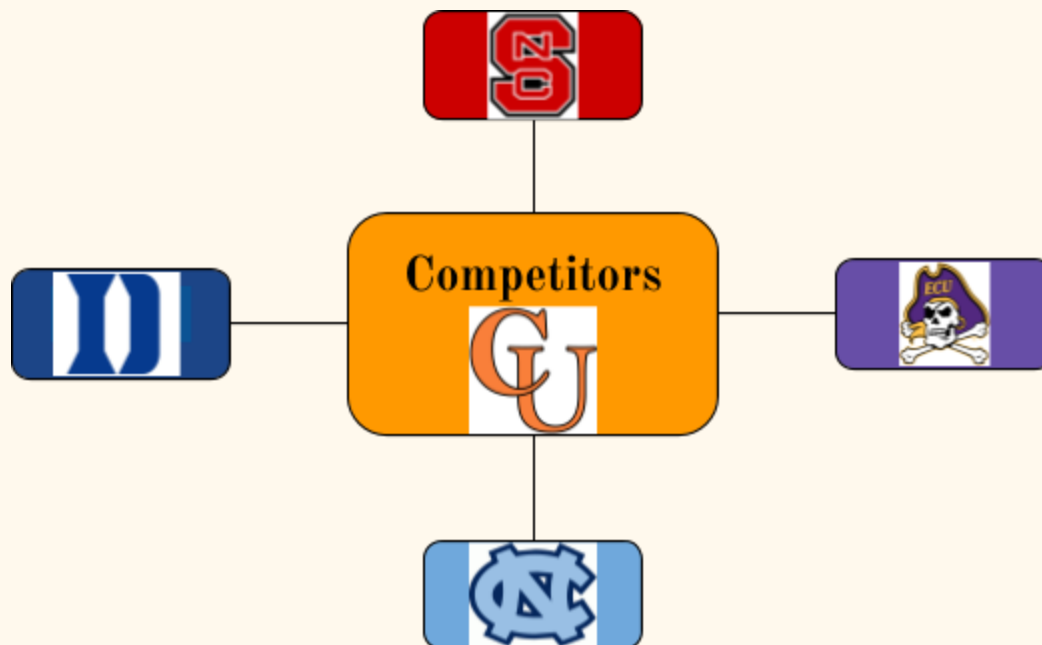
- **Competing Game Days-** With Campbell competing for attention with other larger schools like NC State, Duke and UNC it is hard to keep the student body on campus for their own home games. With other teams having bigger rivalries and more on the line it draws more viewership to other teams and not the Camels. This can potentially cause low game attendance and upset student athletes who are working hard to compete.
- **Insufficient Marketing Efforts:** 2016 is the first year that Camel has dedicated a marketing position that solely focuses on the Football Program. Before this year they have only had part-time staff that contributed very little to promoting the football program. Hopefully in the coming years viewership, attendance and social media interaction is increased drastically with the increased marketing efforts that will directly influence the football program.

Product Positioning

Positioning Statement: The Campbell Football program takes pride in providing an affordable, family friendly atmosphere to their loyal fan base. They offer an economical alternative to other football programs in the region although the competition may not be equal, the price is right. The Camels have big opportunities ahead to thrive as a program when they join the Big South Conference. The new conference will provide great exposure for the team, potential for better recruits due to scholarship opportunities and an overall better reputation as a football program.

Unique Selling Proposition: #TheCreekIsRising, so come start a tradition with the Camels.

Competitive Analysis



Buies Creek, North Carolina is a small community that is surrounded by large Division I athletic programs such as NC State, UNC-Chapel Hill, Duke and East Carolina University. With the Campbell Football Program still fairly new, there is constant competition with these large universities in terms of attracting fans to Campbell football over games at these competing universities. Campbell holds the advantage over all of these collegiate programs in terms of ticket pricing because of the low prices offered by the Campbell athletic department. In 2017, the Campbell football program will join the Big South Conference which will create more competition among these universities as Campbell will host more competitive, well-known teams in Barker-Lane Stadium.

Duke University

The Duke University Blue Devils are a Division I football team that plays in the Atlantic Coast Conference. Duke is located in Durham, North Carolina which is a one hour drive from Buies

Creek. Since the two schools are in such close proximity to each other, Duke Football serves as a tough competitor to Campbell Football.

The support for the Duke football continues to grow. In an effort to push their football program to the next level, Wallace Wade Stadium underwent a stadium renovation leading up to the 2016 football season. This \$100 million renovation included upgrades in seating, concessions, security, tickets, merchandise and restroom areas. Ridding the football stadium of the track that used to surround the field as well as the other many renovations gives the stadium a more Division I, Power-5 conference feel rather than the high school football-like feel that once existed.

Duke University football is a direct competitor to Campbell football because, just like Campbell, Duke is trying to make a name for itself in the sport of football. The Blue Devils are a “basketball school” with an outstanding program year in and year out, so football is often overshadowed. Duke University and their supporters are making the efforts and changes needed to create a successful program.



East Carolina University

The East Carolina University Pirates are Division I football program located in two hours from Buies Creek in Greenville, North Carolina. Members of the American Conference, East Carolina

is known for their electric gameday atmosphere. Despite their record and football performance, East Carolina's athletic department always promote a fun game day atmosphere for all fans to enjoy.

ECU is a direct competitor of the Campbell football program because both programs provide the same product. The 2016 season starts a rebuilding process for the Pirates, just as Campbell is trying to launch a program. East Carolina is coming off a rough year in 2015 where they fired their longtime coach and brought in some fresh, new knowledge to the program. In an attempt to rebuild their program, East Carolina serves as a competitor to the Camels, who too, are trying to get their program off the ground.

With East Carolina not being in a Power-5 football conference, like Campbell, both programs have to compete to gain the recognition, exposure and consumers of the programs that compete at higher levels.



NC State University

The NC State Wolfpack is a Division I football program located in Raleigh, the capital of North Carolina. Raleigh is just a 55 minute drive from Buies Creek making NC State a direct

competitor of the Campbell football program. Although the Wolfpack's record doesn't prove consistent performance, the fans and their fiery passion are consistent each and every season.

NC State plays in the Atlantic Division of the ACC, which many consider to be the tougher of two divisions in the conference. The Wolfpack are constantly hosting National Powerhouses such as Clemson and Florida State which draws in a lot of fans to see these teams compete in Carter-Finley Stadium. In the 2016 season, NC State completely sold out of season tickets and mini packages which set a record for the Wolfpack's attendance figures. The Wolfpack fans saw a packed home schedule which featured games that hosted Florida State, Miami and Notre Dame.



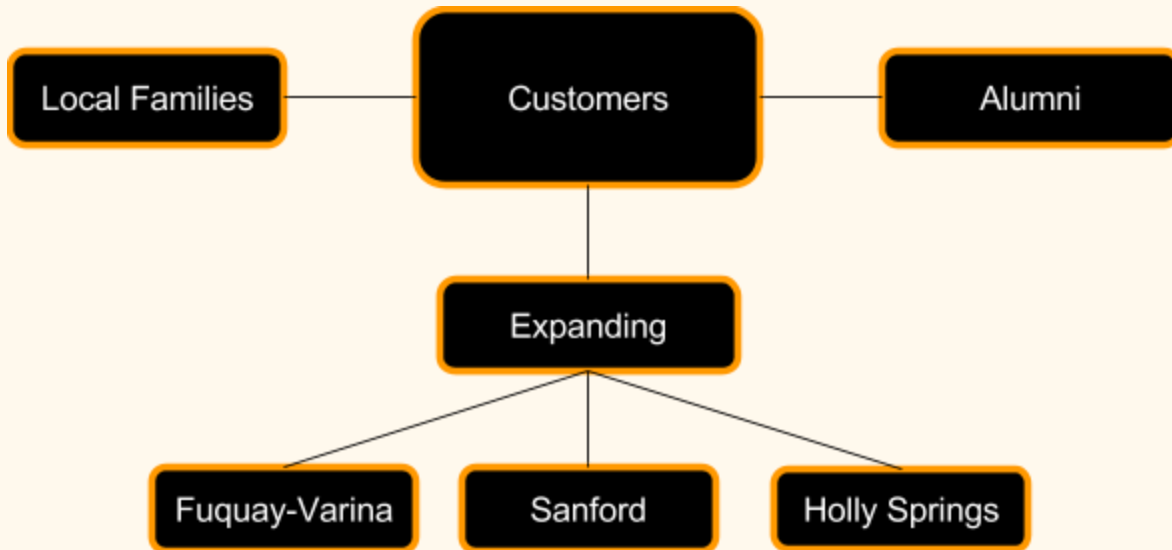
UNC-Chapel Hill

The University of North Carolina Chapel Hill is a direct competitor of the Campbell football program. Located in Chapel Hill, North Carolina, the Tar Heels are a member of the Atlantic Coast Conference. UNC is coming off a stellar year in 2015 where they reached the ACC Championship game. Their terrific season seems to have brought life back into their football program and gotten their fans excited for what is ahead. With fans getting more involved and excited about their program, this creates competition for the Campbell Football Program.

Since Chapel Hill is located in such close proximity to Buies Creek, Campbell and UNC are competing for the same consumers to attend their games. According to the Marketing Director of Campbell Athletics, UNC is a top competitor that they seem to lose some fans to.



Customer Analysis



Campbell University's football program is a continuously growing programs with nowhere to go but up. While their primary fans are currently local families and alumni, they are working with their new full-time marketing director to expand their fanbase to communities within thirty-minutes of Buies Creek. The communities they have begun to target include Fuquay-Varina, Sanford, and Holly Springs. All of these communities lack a University with a football program and are a sufficient distance away, making marketing efforts worthwhile.

Alumni and local families have been an easy target market from the start, even without a full time marketing director. This market has a direct connection to the university or the football program which makes giving them a reason to support the organization fairly simple. For them it is about supporting a new organization and bringing connection between players, friends, and families. It is about the close knit family friendly environment that keeps the incredible Camel school spirit alive.

While Campbell Football has done an adequate job targeting alumni and local families without a full-time marketing director, now that they want to they are working on expanding this target

market. They have begun looking at gaining a higher interest from students and trying to expand from only local families to communities who are in a 30 minute radius of the football stadium. In order to do this and arise interest they are beginning to expand their social media interest and utilize that as a marketing asset. For students and local families it is important to make the game more of an experience then just a football game. Students need something else to interest them in the game other than the sole purpose of the game. That means increasing tailgates and enhancing the student to athlete relationship. For families, they are looking for an event that will interest their children and provide and exciting atmosphere with interactive activities. Incorporating these into game day will make the overall experience worth the day trip and one that will be looked forward to among all fans. This is how spectators become fans, and fans become avid fans.

Marketing Goals



Value Proposition: We will provide our fans with an inviting atmosphere that focuses on our tradition as a close-knit community. Our focus is providing a family friendly environment to our faculty, students, alumni and fans. We will grow our fan base by showing appreciation to our fans by catering to families with promotional events, providing students with a better game day experience as well as creating a more positive relationship between the student-athletes and student body.

Marketing Strategy

Goal: Increase Attendance→

Strategy: Create a Family Friendly Atmosphere for all Spectators

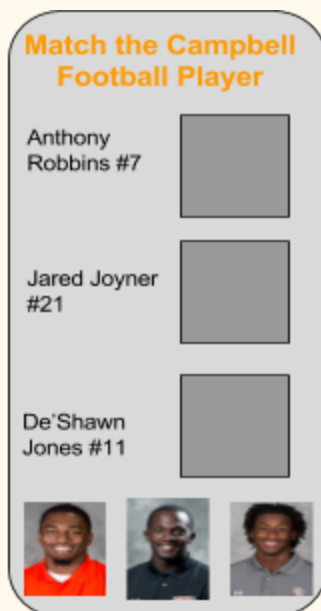
After further discussing with the Marketing Director at Campbell University, she has expressed that one of Campbell's main target markets are family. By capturing this demographic we will be able to generate more revenue as well as provide an environment that will make families want to attend their football games.

Measured by:

- Increasing Family Four Packs sold by 15%
- Increasing attendance at Themed nights by 100 spectators

Tactic 1: Family Fun Zone (Campbell Carnival)

With Football being such a long sport to sit through we will create an atmosphere that allows family to break up the game and bring their kids to the in-game Carnival. The



university will invest in Campbell themed blow up/bounce houses. One blow up will be a slide, where you slide down the back of a Camel's hump another will be a bounce house. Football tosses will take place where children will have to throw the football into the Camel's mouth in order to win different prizes. There will also be different interactive games to get kids to become familiar with players and their positions (matching games). We hope by getting kids interested at a young age within the program they will grow up to continue to support the Camel's and have everlasting memories from the games.



**Campbell
Football
Vs
Chowan**

Admit One

1 Free Hotdog
1 Free Soft Drink

Tactic 2: Family Four Packs

With the Family four option, this will provide a family of four with four tickets with hotdog and drink vouchers attached to the bottom of each ticket. The general admission tickets are \$7 dollars each with the four pack so in total the package would be \$28. The family four pack deal would cost \$40 dollars for 4 tickets, 4 hot dogs, and 4 soft drinks. With a deal like this, we hope to attract many more families to the games by providing them with a game and a night, free of cooking.

Tactic 3: Themed Game Nights

The final tactic to increase family attendance at the Campbell games would be to have various themed nights throughout the season. The different themed nights would get families that may not regularly attend games to have an incentive to go. The themes will get kids excited about the game and make the football experience more fun for both parents and kids. There will be a “best-dressed family” contest at each themed night and the winner of the night will be pictured on the big screen at the end of the game and will be awarded Campbell Football T-shirts.

- Star Wars Night 9/17

Come out in your best impersonation of your favorite Star Wars characters to an awesome action packed filled game with neon lights, star wars characters walking the concourse, and lightsabers available for purchase.

- Princess Night 10/22

Campbell University Football Schedule	
	vs Bluefield College 9/3
	vs Presbyterian 9/17 <i>Star Wars Night</i> 
	vs Butler 9/24
	vs Stetson 10/22 <i>Princess Night</i> 
	vs Davidson 11/5 <i>Campbell Pride Night</i> 
	vs San Diego 11/19

Dress up in as your favorite princess, you may even have a chance to meet your favorite one! Keep an eye out for them throughout the game.

- Show Your Camel Pride Night 11/19

Do you love the Camels? Dress all out in your Campbell Spirit and have a chance to be selected as the Winner of the Night. The most spirited family will be featured on the big screen throughout the game!

Goal: Improve Game Day Experiences for Student Body →

Strategy: Improve tailgate experience for the students so they don't go elsewhere for games.

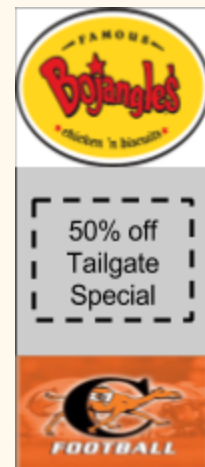
Measured by:

- Student surveys conducted at the end of the season to gauge the student's experience from the season.
- Increase tailgate attendance by 100 students.

One of the areas of the game day experience that the Campbell marketing team is working to enhance is the the tailgate experience for the student body. With zero students attending the tailgates last year, the marketing department noticed that students were opting to attend their competitors games such as UNC, NC State, ECU and Duke. In order to better the student tailgate experience, various tactics will be implemented to attract more students to the tailgates and football games. By getting the student body to attend games, more school pride will be generated as well as student-athletes will feel appreciated by their peers.

Tactic 1: Provide Bojangles voucher on ticket stub for discounted tailgate special

In order to encourage students to attend tailgates and games, bojangles vouchers will be placed on the back of student tickets that offer a discounted 50% off "Bo Box" tailgate special. The "Bo Box" included



20-piece chicken strips and 10 biscuits which is valued at \$27.99. This could encourage students to attend the games in order to receive this deal. With Bojangles one of the key sponsors of the Campbell Athletics, this will promote their products while also encouraging students to attend the tailgates and games.

Tactic 2: Pass-outs so students can leave and come back into game

The pass-out ticket option gives students the opportunity to leave games to go back to the tailgate lot during halftime. Students will be given a pass that will allow them to come back into the game if they want to leave to go to the student tailgate during halftime. This pass-out option is offered at Campbell's competitors games, such as UNC, NCSU, ECU and Duke, which are schools that they marketing department as seen that Campbell loses student attendance to. This new option could encourage more students to attend games if they are give the opportunity to take advantage of the tailgate lot during halftime.

Tactic 3: Different local food trucks at various games throughout season

In order to improve the tailgate experience for students, food trucks will be offered at select games throughout the season at the student tailgate lots. Food trucks offer a unique food experience with specialization in various types of food. Offering food trucks



throughout various games during the season could draw students in with the unique game day experience that it will provide. These food trucks are locally owned from Raleigh, NC and we will have an agreement with these companies for season long rights to our tailgates. In part of the agreement with the food truck

companies, all students will receive 15% off each food truck during the season. This incentive helps enhance the student tailgate experience which will draw our students to the games.

Goal: Improve Student-Athlete reputation on Campus→

Strategy: Create a more positive relationship between student-athletes and student body by hosting different events throughout the season by hosting 3 student-athlete/student body events throughout the season.

Measured by:

- Receiving survey feedback from the student body as well as the student-athletes on their experience at the events.
- 50% of the student body provides positive feedback and would like to continue with the student-athlete/student body events.

Tactic 1: Camel Kickoff- kickoff to football season, get the students excited about the upcoming season.

In order to get the Campbell student body excited about the season ahead, the First Annual Camel Kick Off will be held. The Camel Kickoff is the official start to the football season which will take place at Barker-Lane Stadium the Friday before the first home football game of the season. This event will include autograph sessions from the team, meet and greet for students to get to know the football team, Q & A with the head coach Mike Minter, as well as performances from the cheerleaders, dance team and band. Campbell athletics sponsor, Papa John's, will provide pizza for all students who attend. Students will receive free admission for the event.

Tactic 2: Coaches and players pass out Bojangles biscuits on campus before every home game.

Every Thursday afternoon before Saturday home games in Buies Creek, the football players and coaches will pass out Bojangles biscuits at dining halls, student union and academic buildings on campus to encourage students to attend their home games that week. By doing this, athlete's gets the opportunity to get to know their fellow classmates while encouraging students to attend their games. This tactic will help in creating a positive relationship among the student-athletes and the student body. By bettering these relationships, the more likely the student body is to support their football team at each home game. These bojangles biscuits will be provided by our sponsor, Bojangles.

Tactic 3: Athletes attend dining hall monthly to interact with student body.

In order to promote a positive relationship among the football student-athletes and student

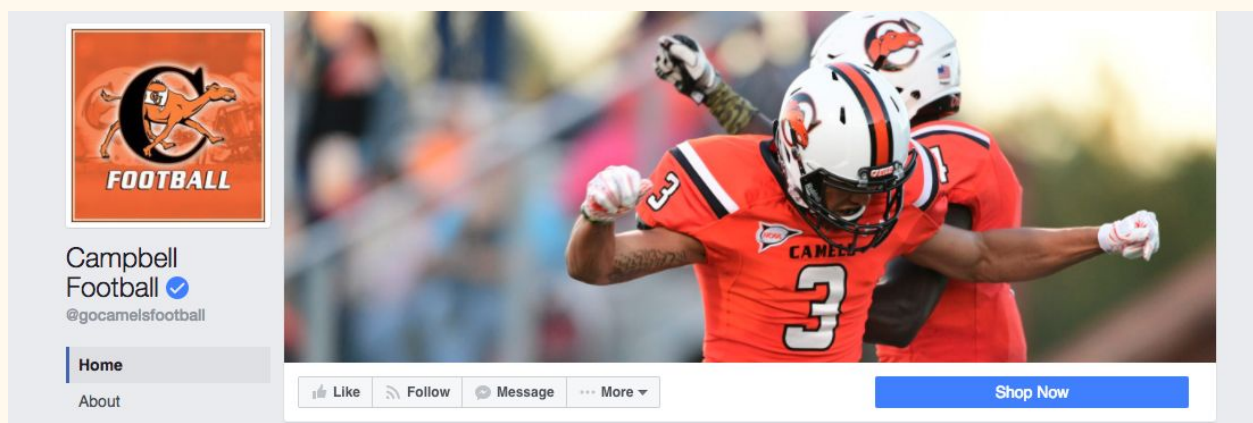


body, athletes will attend dinner at the dining hall on campus monthly in order to interact with their peers. These monthly dinner appearances from various football team members, gives the student-athletes and the student body to mix and mingle and create positive relationships.

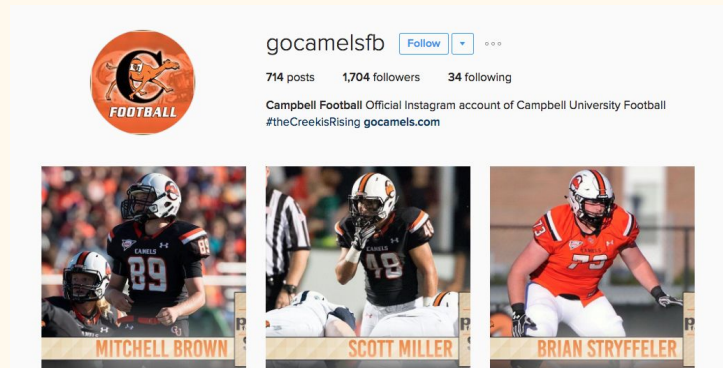
Social Media

In order to successfully accomplish the goals that we have placed for the upcoming season, various social media outlets will be used to reach our target markets. The Campbell football team has their own personal Facebook, Twitter, Instagram and Snapchat accounts. Each promotional and marketing effort that takes place throughout the year will be promoted through each of these social media networks. Using social media is an excellent way to connect with our consumers and keep them up to date on events and any information that they may need throughout the year. Social Media will play a pivotal role in promoting our events throughout the season. It will be our main communication tool in reaching our target markets.

Facebook



Instagram



Twitter

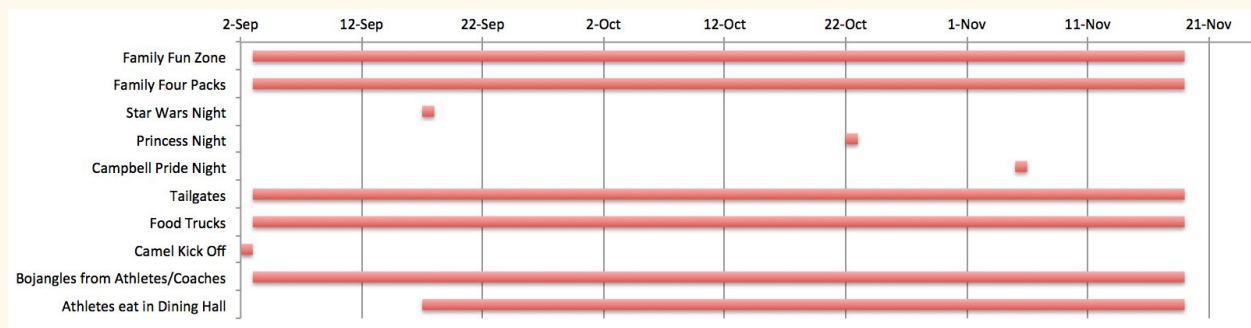


Snapchat



Implementation and Control

Action Plan: Below we have laid out how our tactics will be implemented throughout the season. For most of our tactics they will be run throughout the entire season with the exception of the themed nights, and the Camel Kick off. We hope by running these tactics all year we will see a big turnaround in the overall football experience at Campbell.



Budget:

Tactic	Cost \$\$\$
Fan Zone Blow ups/ Games	Provided by Sponsors
Family Four Packs (Printing)	\$300 for season
Themed nights (characters, lights, merchandise)	\$500 per game (x 3)

Food Trucks	Agreement with vendors at no charge
Bojangles vouchers	\$0
Camel Kickoff	Provided by Sponsors
Bojangles handouts	Provided by Bojangles
Athlete Appearances	\$0
Total for the Year	\$1,800

Evaluation: In order to effectively evaluate our progress during and at the end of the season, we have implemented a few protocols for each goal and strategy. In order to measure increased attendance, we will analyze the attendance numbers at the end up the season and compare themed nights to regular game days. We hope to increase themed games by 100 spectators and sell 15% more Family Four Packs. To gauge the success of the increased student game-day experience, we will conduct surveys with students providing an incentive to random students who complete it for us. We will also measure student attendance at the end of the end of the season in hopes that we will have increased attendance by 100 students per game. Our goal for the student-body and student-athlete is to have a 50% positive feedback via surveys from both parties in relation to the newly added events.


Appendix


Goal 1, Tactic 1





Goal 1, Tactic 1

Match the Campbell Football Player

Anthony Robbins #7 

Jared Joyner #21 

De'Shawn Jones #11 



Goal 1, Tactic 2



**Campbell
Football
Vs
Chowan**

Admit One

1 Free Hotdog
1 Free Soft Drink

Goal 1, Tactic 3

Campbell University Football Schedule	
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	vs San Diego 11/19

Goal 2, Tactic 1



Goal 3, Tactic 3

