



## 2019 Florida State vs. Boise State Neutral Site Game MARKETING PLAN

Through relationships with regional media partners, JAXSPORTS will work to create a strategic advertising and promotions campaign designed to drive out of market ticket sales for the Labor Day Weekend football game.

### Target Demographics\*:

- Out-of-state Florida State Alumni (70% of total spend)
- Boise State Fan Base (15% of total spend)
- Football Fans within 6 hour drive of Jacksonville, FL (15% of total spend)

*\*Percentage of spend is an estimate and will be adjusted based on engagement and success rate of each level of the marketing campaign.*

Media plan will include, but not limited to:

- **Social & Digital Media**

*JAXSPORTS will work with Florida State University and Boise State University to develop look-a-like audiences that mirror their football buyers. Based on that information, combined with data generated from past football buyers, JAXSPORTS will develop a social and digital media campaign targeted to sell the event and destination to prospective buyers.*

### 1. Digital Media Campaign (35% of budget)

- Targeted Display using unstructured data in a customized blend to include:
  - a. Geo-optimization
  - b. Geo-fencing
  - c. Site Retargeting
  - d. Keyword Contextual
  - e. Category Contextual
  - f. White List
  - g. Keyword Search



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### 2. Social Media Campaign (35% of budget)

- i. Campaign will run via Facebook, Instagram, and YouTube
  1. Audience 1:
    - a. FSU Football, Boise State Football, FSU Alumni, Boise State Alumni, behavioral specific
    - b. Geographic: Outside Jacksonville DMA, up to 6 hours away
  2. Audience 2:
    - a. Pixel will be placed on the FSU vs Boise State Microsite enabling social ads to mirror the audience who is gathering information about the game
  3. Campaign components:
    - a. Sponsored content
    - b. Advertisement
- ii. Work with universities to ensure they post content related to the neutral site game and destination
  1. University posts should drive engagements to Umbel platform enabling data collection and ability to cycle back through digital and social advertising strategies

### 3. Contesting (20% of budget)

- I. Develop enter-to-win opportunities focused on the game, destination, experiences
- II. Contest to be built and deployed via Umbel with media spend behind it to generate engagement and click-throughs
- III. Contest entrants have the ability to opt-in for more communication regarding game, destination, experience
- IV. Ability to place contest engagers back in digital, social, email cycle begins

### 4. Email Marketing Campaign (10% of budget)

- I. Work with FSU and Boise State marketing departments to deploy email campaigns about tickets, destination and travel to all fans and then segmented by behavior



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### **FSU vs BOISE STATE MICROSITE**

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Development of microsite solely focused on the FSU vs Boise State Neutral Site Football Game.

Site to include, but not limited to:

1. Travel Information
  - a. Where to Stay, Play and Eat
  - b. Regional Airport Information
  - c. Link to Visit Jacksonville site
  - d. City Transportation Guide
2. Game Ticket and Parking Information
3. Stadium Policies
4. Media Relations