# BLAZERS

DIGITAL MARKETING CONSULTING REPORT





Report authored by University of Oregon marketing students in collaboration with the Trail Blazers, the Sales & Marketing Strategy Institute, and the University of Oregon's Warsaw Sports Marketing Center Contact Conor Henderson conorh@uoregon.edu



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<sup>\*</sup> Segments ordered from lowest to highest entertainment budget.

# EXECUTIVE SUMMARY

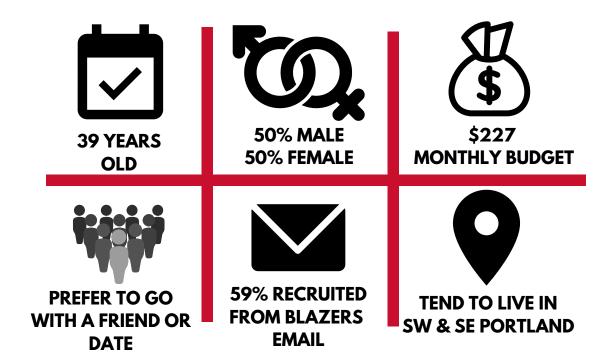
This report summarizes a digital marketing consulting project conducted by marketing strategy students from the University of Oregon's Lundquist College of Business on behalf of the Portland Trail Blazers. The project included four phases: (1) a survey of Portland area residents' entertainment preferences, (2) a segmentation analysis of the survey data that revealed seven unique segments of consumers, (3) an advertising campaign in which student teams developed and launched tailored Facebook advertisements targeting six of these seven consumer segments with the objective of driving ticket purchases to the final regular season home game of the 2018-2019 season, and (4) recommendations on how to better communicate and engage with each segment, informed by the survey results and the relative success of the advertisements.

The survey was completed by 987 respondents; 59% were recruited from an email the Blazers sent to their current fan base while, the rest were independently recruited by student teams who placed Facebook advertisements from "Oregon Marketing Analytics" in order to compile a sample representing both current and potential customers (see Appendix for details). The survey included 20 questions regarding entertainment preferences and another 10 on demographics and media consumption.

The results of the survey and segmentation analysis powered the creation of 24 tailored Facebook advertisements (4 ads for each 6 segments) promoting the final regular season home game. The Blazers spent \$40 on each ad (\$960 total), which in turn drove 679 clicks and converted into 115 website purchases worth \$24,572 of ticket sales revenue. Because 4 ads targeted each segment, the relative success of each ad was analyzed to inform recommendations to be implemented in the 2019-2020 season.

Executive Summary

### **OVERALL SAMPLE** COMPOSITION



#### **ABOUT**

Overall, the average individual who completed the survey considers themselves to be a laid back supporter of the local community. These individuals take pride in the success of others, prefer to plan ahead, and want casual entertainment without feeling the pressure of dressing to impress. Although these people enjoy to splurge every so often, they also love a good deal. These individuals love festive atmospheres, appreciate skillful elite performers, and enjoy attending basketball games with others. The most popular sources of entertainment for the survey participants are going to the movies, attending Blazers games, and enjoying good food and drink.

As a whole, the worst platforms to reach these individuals are Snapchat, Twitter, The Oregonian, podcasts, and radio.

#### PREFERRED MEDIA PLATFORMS













# ANALYSIS OF SURVEY PARTICIPANTS BY SEGMENT

ORDERED FROM LOWEST TO HIGHEST ENTERTAINMENT BUDGET

SECTION REMOVED FOR THE CONFIDENTIALITY AND PRIVLEDGE OF THE TRAIL BLAZERS

Email Conor Henderson conorh@uoregon.edu to learn more

# APPENDIX

RECRUITING SURVEY RESPONDENTS INDEPENDENTLY FROM THE BLAZERS CURRENT CUSTOMER BASE

# RECRUITING RESPONDENTS

In the Winter 2019 Marketing strategy class, student teams created Facebook ads to recruit survey respondents from Portland residents who were not already in the Blazers customer base. Respondents were entered into a raffle for an Amazon.com gift card in exchange for completing the entertainment preferences survey. This ad campaign generated approximately 41% of the overall set of survey respondents, the rest were recruited by the Blazers emailing their current fan base.

Each student team was assigned a specific location and gender to target their recruitment efforts. Below is an example from one team.

# EXAMPLE OF ONE RECRUITMENT CAMPAIGN TARGET AUDIENCE:







23-55 Y/O



MIDDLE/UPPER CLASS



NW PORTLAND PEARL DISTRICT

#### ADVANCED TARGETING INTERESTS:

Adventure travel, Pearl District, Portland, Oregon, Eating Out, Music, Arts and music, Travel + Leisure, Parties, Bars, Exploration, Dating, Local food, Shopping, Food, Alcohol, Entertainment, Travel Adventures, Nightclubs, Basketball, Nightlife, Alcoholic beverages, Tourism, Live Music or Foodie, Relationship Status: Single or Married, Industry: Food and Restaurants

#### **AD CREATIVE GOAL:**

This student group designed ads to appeal to the aesthetic of the middle to upper class women living in the Pearl District and NW Portland.

# **EXAMPLE** RECRUITMENT AD 1



Take this quick survey about your entertainment preferences and you will be entered to win a \$200 Amazon gift card.



OREGON, QUALTRICS, COM

Oregon Marketing Analytics Survey

Survey by UO Marketing Students

Learn More





Comment

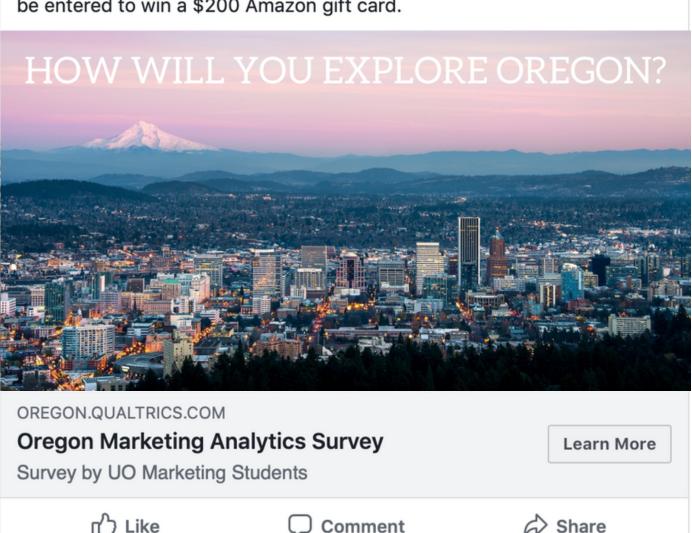


Share

# **EXAMPLE** RECRUITMENT AD 2



Take this quick survey about your entertainment preferences and you will be entered to win a \$200 Amazon gift card.



Comment

# RECRUITMENT AD CAMPAIGN PERFORMANCE

20+

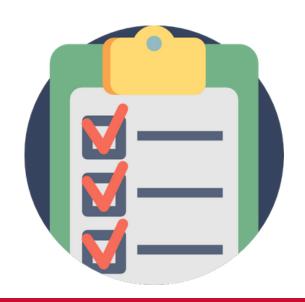
advertisements created





~\$480 spent on Facebook ads

410 completed survey responses



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Makenzie LaPorte

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Stevie Layton

Michaela Lee

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