

BLAZERS

DIGITAL MARKETING CONSULTING REPORT



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* 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.

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](mailto: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:



WOMEN



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



Oregon Marketing Analytics

Sponsored · 

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](#)

 Like

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EXAMPLE RECRUITMENT AD 2



Oregon Marketing Analytics

Sponsored · 

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](#)

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RECRUITMENT AD CAMPAIGN PERFORMANCE

20+

advertisements
created



~\$480

spent on Facebook ads

410

completed survey
responses



LIST OF CONTRIBUTORS

Oregon Students

Sarah Abrahamson	Ashley Ellis	Yueyin Lin	Jake Smith
Kathryn Adkisson	Ryan Ewert	Alex Lonquist	Erika Sopel
Jordan Allison	Carley Fleishman	Michael Massicci	Zuri Starks
Rasha Alswailem	Josh Forman	Chris Mattox	Emilie Steinblums
Kelsie Anderson	Jiayi Gan	Sarina Menashe	Brian Stocks
Conner Andringa	Deanna Garcia	Ashley Mertz	Max Tenhoff
Abran Arreola	Alyssa Gibson	Ogi Micic	Holden Thesing
Ally Atkeson	Nick Gilbert	Dylan Mickanen	Rebecca Ungson
Sage Bachman	Spiro Grammenos	Justin Miller	Daisy Villaraldo Tellez
Ina Baltazar	Houston Greenberg	Kena'Dee Needham	Joey Wage
Katie Barker	Xiang Guo	Christina Nuti	Justin Walker
Katie Bartenslager	Sarah Hall	David Ocampo	Garrett Welt
Ian Basile	Elizabeth Hara	Erin Oh	Braxton Williams
Haley Bertelsen	Kennedy Harris	Austin Olsen	Haley Wimmer
Bailey Blake	Austin Hauck	Abi Olson	Nick Wolter
Trevor Boyd	Jared Hill	Matthew Orcutt	Sammi Wong
Erik Breitfuss	Whesley Jarvis	Aisha Pai	Sammy Wong
Matt Brodnik	Anna Jernigan	Alex Petroff	Minna Yamasaki
Cc Brown	Ariana Jimenez-Gomez	Cole Pieper	Ayaka Zhang
Jacob Bullock	Tyler Joslin	Louie Pinon	
Connor Bussey	Trevor Kaye	Radyan Pradhono	Oregon Faculty
Brett Cahn	Colin Kearney	Talia Quatraro	Conor Henderson
Chase Carey	Ami Keen	Griffin Quinn	
Kevin Carscadden	Simon Keiner	Rachel Ramirez	Trail Blazers
Samantha Chang	Stephanie Keith	Graham Reich	Matthew Gardner
Jessica Chew	Ryan King	Bailey Reid	David Long
Nolan Clancy	Solana King	Meredith Rice	
Jake Clare	Tahra Knudsen	Chanel Richardson	Additional
Rebecca Colbert	Hannah Krulevitch	David Richenstein	Aaron Charlton
Taylor Corbalis	Maddy Kunstel	Austin Riha	George Watson
Elizabeth Corfee	Anvita Lakshmish	Mason Rivers	
Jazmine Council	Elisabeth Langley	Caroline Roberts	
Alycia Courey	Makenzie LaPorte	Courtney Roberts	SALES & MARKETING STRATEGY INSTITUTE
Nikki Craft	Nick Laug	Alessandra Rodriguez	
Russell Craig	Collin Lawler	Rachel Sather	
Reina Davies	Stevie Layton	Pilar Sbisa	
Ryan Debban	Michaela Lee	Rachel Schoeffler	
Haley Diegelman	Alanna Legner	Alexandra Schrodt	
Stephen Donnelly	Ellie Lester	Nicole Seaman	
Kayden Echols	Jeremiah Lin	Jacob Seligman	