

MIZZOU FOOTBALL MARKETING PLAN



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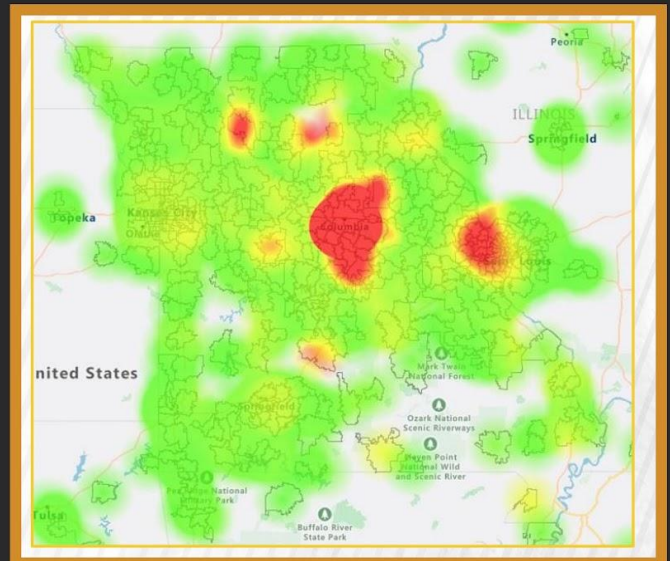
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NCAA football is the nation's second most watched sport by fans. *Football Foundation* writes that 47 million fans attended games live, 366 games were broadcasted reaching 163 million viewers, and 90 million additional people were reached during postseason bowl games during the 2018 season.

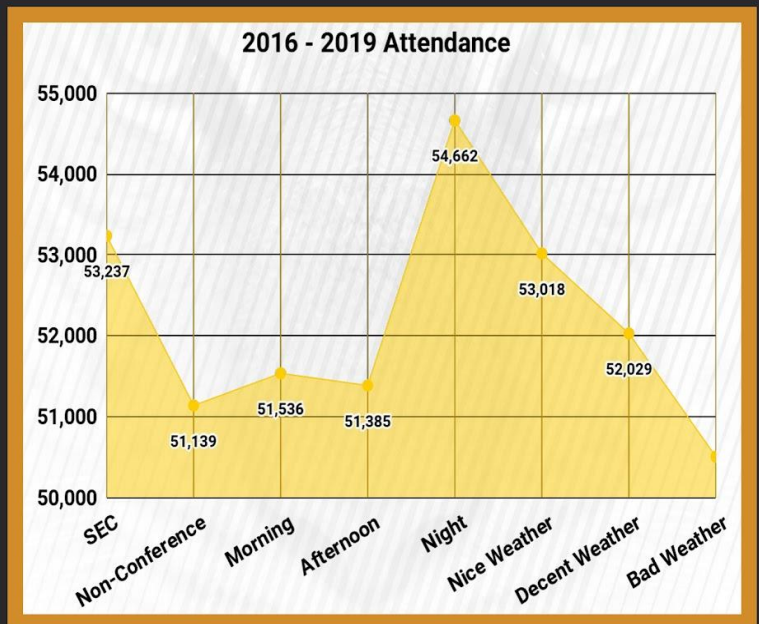
College football fans are typically middle-aged men with discretionary income. According to a 2017 *Huffington Post* article, NCAA fans are likely to be aged 41-45 years old. This demographic is also 26% more male than female. These individuals also have an average household income of \$125,000 - \$150,000.

The Southeastern Conference had the collegiate football highest attendance rate for the 21st year in a row. A Football Foundation report found that the SEC averaged nearly 74,000 fans per game in 2018. The Big Ten was second with 8,618 fewer.

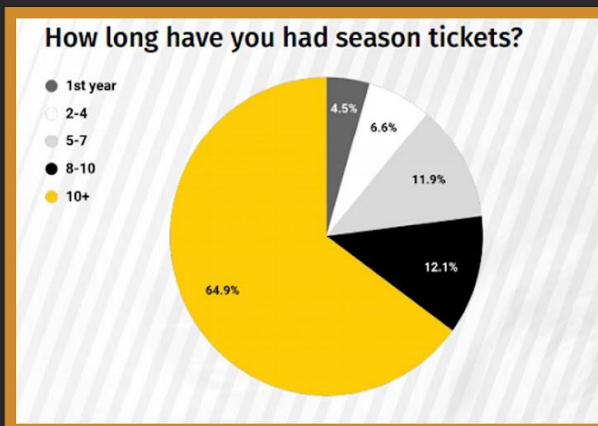
The majority of Tiger fans reside in Kansas City, St. Louis, and bordering towns to Columbia. Previous Mizzou Marketing Plans state that 87.2% of fans live in-state. The next highest residency lies in Illinois with 17,922 fewer supporting people. At a more local demographic, fans are primarily from Columbia. 7,602 individuals who bought tickets live in the city, whereas 1,734 come from St. Louis. Jefferson City residents are becoming more prominent in the consumer field with 743 tickets sold last year and a 1.73% density rate.



Mizzou football fans prefer to attend evening conference games over other scheduled match-ups. In the last three years, SEC games averaged over 2,000 more fans than those played against non-conference teams. Evening kickoffs brought in on average 3,277 more fans than those played earlier in the day.

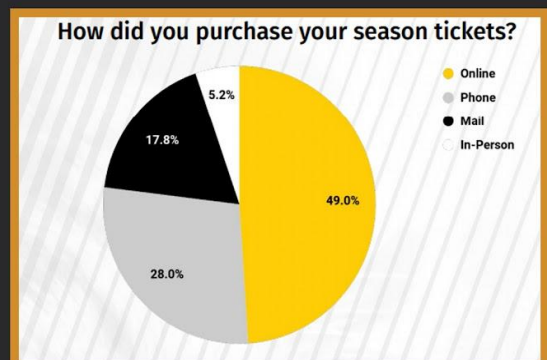


In 2019, there was an increase in student All-Sports Passes by 52%. With the new U-Centre on Turner All-Sports Pass offering, 1,969 more student tickets were sold in 2019 as compared to the year prior. In 2018 4,693 Student Combo passes and football tickets were purchased. This rose last year to 6,662 passes.



Of those season ticket holders, nearly half purchased their entry tickets online.

Mizzou wants to retain season ticket holders this year. These fans are proven to be mobile and loyal. According to the Mizzou Marketing Plan, in 2019 64.9% of these individuals had held season tickets for over 10 years



Mizzou's indirect competition includes the St. Louis Cardinals and Blues, Kansas City Chiefs, and local high school athletics. With the majority of Mizzou fans coming from the surrounding areas, these teams are most likely others they support. At certain points during their seasons, games may overlap and fans would have to choose which game to attend or watch live.



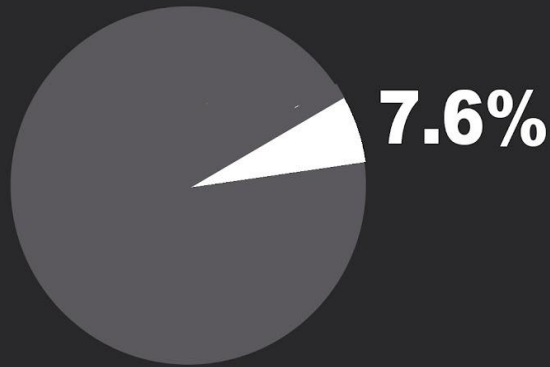
Fans may pursue leisure activities on Saturdays instead of attending Mizzou games. Hunting, golfing, going to the Lake of the Ozarks and fishing are all regional activities that could compete with a Mizzou home game on a Saturday. In 2021, Mizzou's season/home opener falls on the Saturday of Labor Day weekend, which is one of the busiest weekends at the lake.

Columbia is a large college town and many fans watch games at campus bars and restaurants instead of attending live.

From 2015 to 2018, 12 of the 14 SEC football teams saw a decline in attendance, including Mizzou. According to an article by the *St. Louis Post-Dispatch*, Mizzou saw the steepest decline with a 21 percent decrease. Part of this involved the turnover from Coach Gary Pinkel to Coach Barry Odom, as well as the lack of seats in the south end zone due to construction and renovation.

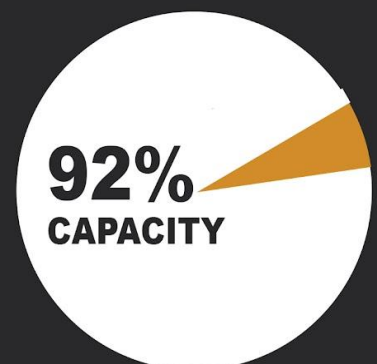


Only 71% of people who bought tickets to an FBS game actually went. According to the *Wall Street Journal*, from 2014 to 2018, attendance across the FBS fell 7.6%.



Mississippi State's Davis Wade Stadium is comparable to Memorial Stadium in size. In 2019, Faurot Field averaged 88% capacity for home games, meaning 54,159 fans per game.

Mississippi State operated at 92% capacity, meaning 56,190 fans per game. Mizzou should look to increase attendance numbers by 5% in 2021, surpassing Mississippi State's numbers.



Mizzou Football has multiple Community Ticket Initiatives in an attempt to connect more with Columbia. These include:

Tuman's Tales Youth Reading Program
Healthcare/Frontline Heroes
Send-A-Soldier Military Program
Mizzou Graduation Ticket Initiative
Missouri State Ambassador Program

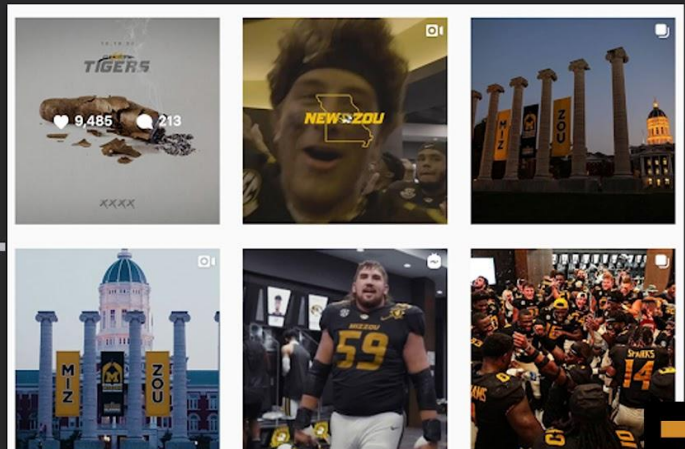


Mizzou Football marketing efforts include cross promotion, email, digital, social media, phone, print, billboard, radio and television. Mizzou has worked to cover a wide range of platforms in using various methods. In doing so, they are reaching a wider audience that could appeal to more than just the local market. They also may gain interest from different demographics in using both traditional and modernized marketing tactics in promotion.

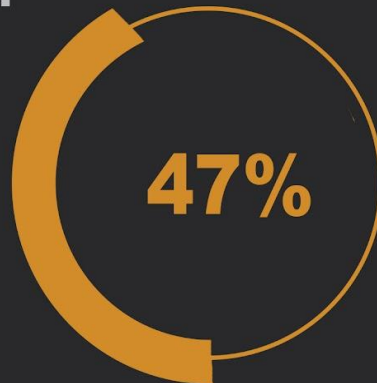
Mizzou is now promoting the “New ZOU” to gain support for the hiring of Coach Drinkwitz and a hopeful upturn for the team. With a new coach, the team is now positioned as an up and coming new version of the original Tigers. On social media, the posts now focus on the team atmosphere and comradery. This gives fans further insight to feel more connected with the coaches and players. They also have a more light-hearted approach after tough wins and losses. Other aspects include pictures of the traditions, fields, and architecture on campus.

Mizzou Football

The official Instagram account of #Mizzou Football. Welcome to the #NewZou. 🐾 🏈 100
mutigers.com/CoachDrinkwitz



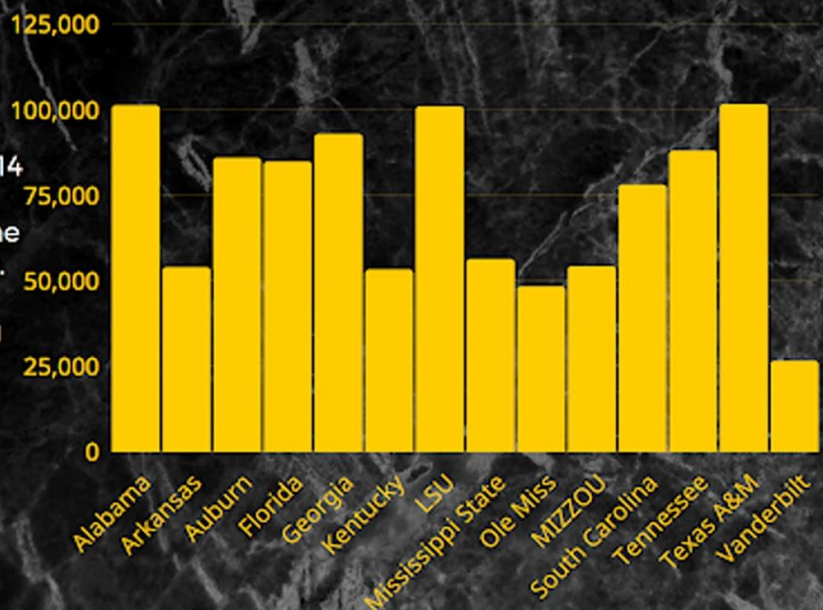
In 2018, only 47% of tickets purchased were scanned at the stadium. Faulty ticket readers and employee error can be partially to blame, but number is still cause for concern. Mizzou is not alone.



According to *The Athletic*, at UGA in 2018 only about one in ten tickets sold were actually scanned into the game. Attendance was typically announced as over 92,000 due to a “sellout,” but attendance numbers typically failed to reach 80,000.

MIZZOU FOOTBALL ATTENDANCE VS. SEC ATTENDANCE

Mizzou Football ranked 10th out of 14 SEC schools in average home game attendance in 2019. Faurot Field holds 62,621 fans, ranking 11th in the SEC.



For single game buyers, Tiger Walk, food, and Tiger Town were the top three for satisfaction.

Satisfaction Top 3
Tiger Walk
Atmosphere
Tiger Town

This means that for non-season ticket holders, the gameday atmosphere and surrounding area are Mizzou Football's greatest strengths.

For season ticket holders, the satisfaction top three was tailgating, atmosphere, and event staff.

Satisfaction Top 3
Tailgating
Atmosphere
Event Staff

This means that for season ticket holders, they like to feel at "home" with familiar sights and feelings and the friendliness of the event staff.

Consistent among single game ticket buyers and season ticket holders, the atmosphere and energy of a gameday in Columbia, Missouri is one of the top strengths for Mizzou Football

In 2019, the new south endzone section of the stadium opened up. This new, \$98 million development features training rooms, the locker room, 16 suites, a field-level club, an indoor club with food and restrooms, and over 1,300 seats. This end zone area can be used to attract "higher class" Mizzou fans who don't want to sit in the bleachers or in the sun. It can also be used as a great recruiting tool for Mizzou Football recruits who tour the stadium and facilities.

Another strength of Mizzou Football is the flexibility and creativity of their uniforms week to week. Fans get excited about the combinations of uniforms that the team will be wearing on the field and Mizzou does a great job of marketing this.



Mizzou Football and the University hone in on their traditions. These traditions keep people engaged and interested, creating a timeless and lasting fanbase. This increases fan loyalty, which is why the majority of season ticket holders have purchased them for over 10 years.

A 2019 survey of Mizzou Football fans revealed that both season ticket holders and single game buyers shared most of the same bottom three amenities according to satisfaction rating.

Season Ticket Holders:

Satisfaction Bottom 3
Cell Phone Reception
Restrooms
Concessions

Single Game Buyers:

Satisfaction Bottom 3
Parking
Cell Phone Reception
Concessions

Mizzou mainly attracts fans from local cities including St. Louis, Kansas City, and Columbia. This causes them to miss out on larger attendance numbers in other areas further away from the university.



S.W.O.T. ANALYSIS - OPPORTUNITIES

Mizzou Football averaged 54,160 fans per game in the 2019 season, averaging 8,461 empty seats per game. With fan attendance numbers limited for the 2020 season as a result of COVID-19 many fans are eager to see the Tigers play in person again, possibly for the first time in the Drinkwitz era of Mizzou Football.

Mizzou is now offering digital ticketing which appeals today's technological and health-conscious society. This allows for an enhanced consumer experience with easier access to other gameday and team resources all on the same platform.

Mizzou has four home games in a row next season against presumed ranked opponents - Florida, South Carolina, Tennessee and Texas A&M. These games will bring large crowds and could be televised during prime time.



Memorial Stadium was limited to 15,665 fans per game throughout the 2020 season. The 2021 season could possibly be impacted by the COVID-19 pandemic and limit capacity yet again.

One of the main target markets for Mizzou football season tickets are alumni of the university. Recent graduates employment is a question mark as finding a job post graduating in a pandemic is not an easy task. The question will be if the alumni will have the discretionary income to purchase season tickets or even single game tickets for the 2021 season.

Mizzou opens the season at home on September 4th against Central Michigan. That Saturday falls on the first Saturday of Labor Day weekend, which is a popular weekend for people to go out of town, specifically to the Lake of the Ozarks.

MIZZOU, THROUGH & THROUGH

Christopher is a Mizzou alumni, located in the state of Missouri, aged 45-65. He adored his time in college and remembers all of the good memories he has from football games. He has supported the Tigers at their best and worst. He now has children who are either approaching their college years, in college, or have graduated. His recent re-exposure to the college environment and atmosphere has refreshed his memory of the feel of a game in Columbia. He finally has the financial stability and the excuse needed to come back and catch some of Mizzou's home games.

Quote: "There is nothing quite like a Mizzou game day for me and my family. I get to cheer on my favorite team with my favorite people. The SEC experience and schooling are like no other and I'm glad to be committed to Tiger athletics and academics. MIZ!"

Occupation & Household Income: Dairy, Crop Farmer & Agricultural Business Manager. He makes around \$73K.

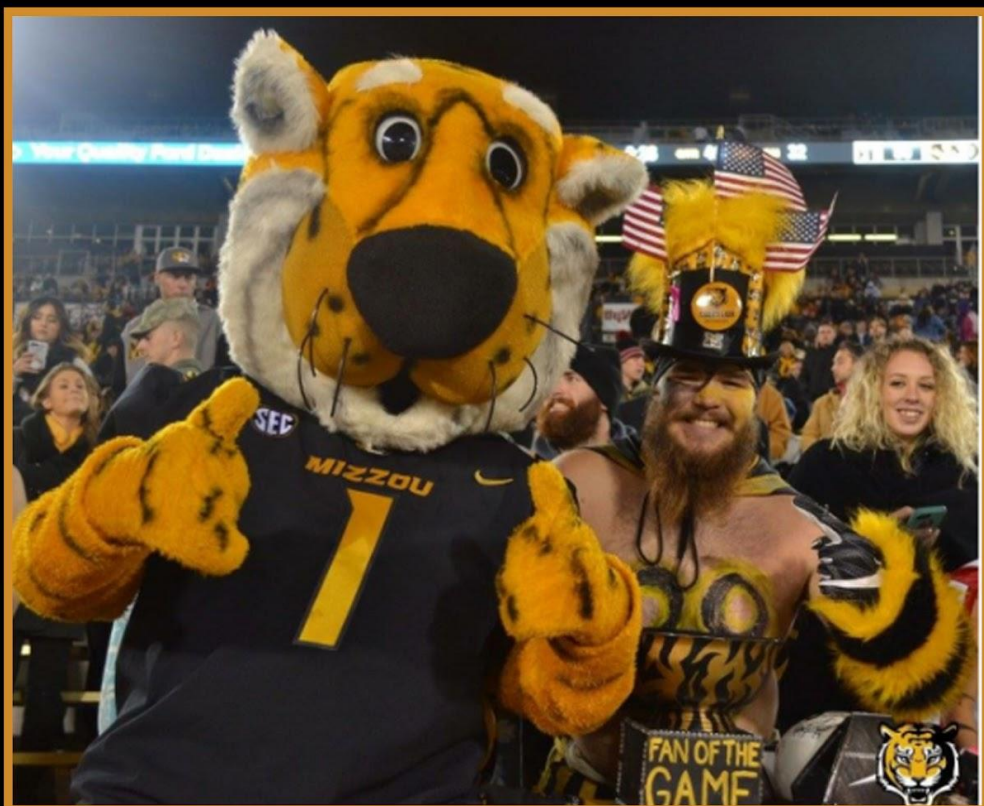


'TRU' Tigers

Truman K. was born to be a Mizzou superfan. Before Truman could even talk, his destiny had been written. The son of two former MU graduates, the name Truman stems from the University of Missouri's mascot, Truman the Tiger. In the words of Truman, "you could say I was born Black and Gold." As Truman enters the real world after graduating, nothing could separate him from returning to his seat to witness the Tigers take on the rest of the SEC. Life's journey is complicated, but some things remain constant just like family and football.

Quote: "I may have left school, but my best memories will always be from game day shenanigans. If Mizzou is playing well, my life and mood are all-around better. I'm proud to be #MizzouMade and will forever be a Tiger."

Occupation & Household Income: Fishery and Wildlife Management- He makes around \$58K.



Why are we advertising?

We are advertising to increase ticket sales and attendance from 2019 at Mizzou home football games. We want to increase average attendance by 5%, which would reach 93% average capacity, surpassing Mississippi State's 92% in 2019.

Motivations:

Primary: This group of consumers loved their time as a Mizzou student, and is hoping to pass along their passion for Mizzou football to their children.

Secondary: This demographic is recently removed from the college atmosphere and is looking to return to relive recent experiences.

Key Takeaways:

Expanding loyalty to Mizzou
Reliving past experiences with Mizzou Football
Mizzou Football is on its way to returning to its history of excellence.

Brand Support:

Single game ticket buyers expressed their appreciation of the atmosphere surrounding Mizzou Football including Tiger Walk and tailgating. Season ticket holders hold the same appreciation for the atmosphere around Columbia, but also enjoyed all game day activities, including event staff interactions. Mizzou football continues to focus on university traditions as they develop new ones like the lighting of Jesse Hall after a victory.

Tonality of Campaign:

Simple
Sleek
Compelling

Mandatories:

Mizzou logo
mutigers.com
1-800-CAT-PAWS
Back to Basics tagline or hashtag

Creative Spark:

"We're going to try to show them who we are as quickly as we can." - Eliah Drinkwitz (Columbia Missourian)

BACK TO BASICS

MIZZOU FOOTBALL HAS A RICH AND ELITE HISTORY - AND COACH DRINKWITZ IS LOOKING TO RETURN TO THAT LEVEL OF EXCELLENCE. MIZZOU FOOTBALL IS A NOTABLE COLLEGE FOOTBALL PROGRAM AND THEY NEED TO GET **BACK TO THE BASICS. SIMPLE AS THAT.**



ADVERTISING RECOMMENDATIONS

TV & RADIO (BROADCAST):

Coach Drinkwitz would participate in a “Coach’s Corner” with a local radio station host every Monday evening after a game. This would take place in a local restaurant where fans could also come watch.

Coach Pinkel did a similar segment called “Tiger Talk” during his career.



**96.7
KCMQ
CLASSIC ROCK**



PRINT:

Mizzou could send out magnetic game schedules to season ticket holders. These could also be for sale online and at the Mizzou Store.

The program could also send season ticket holders a personalized pamphlet stating how long they have been supporting the program. This would thank them for their contributions when season tickets are mailed out.

SOCIAL MEDIA

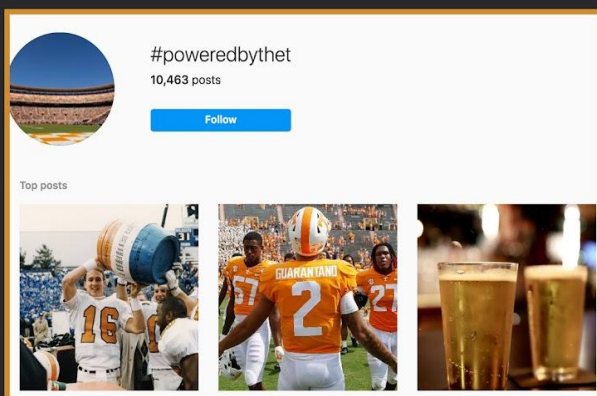


- Mizzou MonSTARS -

Alabama and the SEC Network have a section called “Freak of the Week,” that highlights former collegiate players now in the NFL. Mizzou could utilize this for alumni now playing professionally and show highlights from when they were Tigers. This could be used during games as a video reel, but also as social media content.

- #BACK2BASICS -

Tennessee is now using #PoweredbytheT for the majority of their user content. This campaign is showing gameday experience, culture, team progress, and historical moments. Similarly, Mizzou could use the tagline Back to Basics as a hashtag to generate alumni content, team and game updates, throwback posts, and historical or traditional moments.



- TIKTOK -

Mizzou’s TikTok account could be utilized for more fan engagement. Mizzou could do a video challenge for free student season tickets or a tailgate spot for alumni. Players could also participate in appropriate dance trends.

- INSTAGRAM -

Mizzou’s Instagram could have a weekly poll for fans to vote on the team’s uniform.

This platform could also post historical matchup statistics. These will bring back old game scores, highlights, players, and championships.

OUTDOOR:

One of the most noticeable outdoor advertisements Mizzou's program has is the "MIZZOU" billboards leaving the Columbia area. Since many fans take the interstate back towards St. Louis after attending games, this is a great messaging point. Mizzou should also realize that many of their fans are from the Kansas City and St. Louis areas. If they would push billboards on largely travelled roads in these cities as well, more dedicated fans could be reached.



OUT OF HOME:

Some unique advertising methods Mizzou could use include having pawprints painted on exit signs and ramps leading up to Faurot Field.



They could also have small statues of the columns put around Columbia, St. Louis, and Kansas City for photo opportunities. On the ground at these sites, the

#Back2Basics would be present so they could tag us for possible UGC content.

Leading up to the stadium, a timeline could be painted on the ground of the most historical events for the University and football program. This could be positioned as a literal "Tiger Walk" through history.



EVENT MARKETING:

At halftime of every game, Mizzou already chooses one student to participate in an Andy's run to beat the helmet cart. We believe this should continue. However, they could add a race between a former player and a current student to tie in the historical and tradition theme of #Back2Basics.



Mizzou football players and coaches could do some community outreach and host their own camp for younger players. They could even visit local grade school and high schools to talk football basics and give advice to future Tigers.

PROMOTIONAL TIE-INS:

Mizzou already hands out a great deal of free promotional products at the gate when fans enter Memorial Stadium. This season, workers could hand out throwback products that bring back memories of previous success.

The program could also incentivise going to the first four home games of the 2021 season. If students attend all four of these games, they will be entered into a drawing for a free trip for them and three friends to the Vanderbilt game in Nashville, Tennessee. If an alumni or other fan attends these games, they can win a signed Coach Drinkwitz visor.

