

NFL FAN MANIA

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KBG
MULTIMEDIA



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- I. **THE OBJECTIVE** of this marketing campaign is to increase profits 20%, from last year's NFL game weekend revenue earnings, generating revenue from food and beverages and room sales, during the months of September, through December, of 2014.



II. STRATEGY

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The use of digital marketing to lure NFL fans, located in specific regions throughout the country, to purchase rooms

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The use of themed based (visual marketing) using models, professional photographers, and graphic designers, with original concepts

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The use of a daily comprehensive social media marketing strategy, utilizing social networks such as Wordpress, Facebook, and Twitter

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The weekly raffling of NFL game tickets to create a buzz, increase restaurant and bar revenue, develop customer engagement, retain current customers, and to intrigue and gain new customers

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The introduction and promotion of the NFL Redzone and the NFL Network, to the Basil Court Grill, to increase bar and restaurant traffic

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Increase revenue while providing the ultimate fan experience

III. Target Audience

[GENDER: M AGE: 25-44]

	New York Giants Facebook Fans	3,278,731
	Philadelphia Eagles Facebook Fans	2,568,074
	Dallas Cowboys Facebook Fans	6,584,610
	St. Louis Rams Facebook Fans	516,901
	Nashville Titans Facebook Fans	700,656
	Seattle Seahawks Facebook Fans	2,137,192
	Tampa Bay Buccaneers Facebook Fans	730,559
	Jacksonville Jaguars Facebook Fans	416,019

 Washington Facebook Fans **1,493,116**

DMV (Washington D.C., Maryland, Virginia)



IV. Social Media Marketing

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We will construct a strategic campaign that will generate massive awareness, and word of mouth

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Through consumer engagement, we will grow your follower amount daily and get your brand in front of customers.

Radisson

We will attack the exact demographic and geographic area your business is after through our unique target marketing on social media.

Radisson

We will allow you to cut spending in other areas of marketing such as print, media and other traditional avenues. In addition, our services are discounted in order to be of value to start-up projects

Radisson

We will build relationships with your targeted customer. Through us, you will establish clean relationships that will mature into brand advocates of your product or service. They create the word of mouth, we manage it.

Radisson

We show you how social media is impacting your business monthly, quarterly and annually. ROI

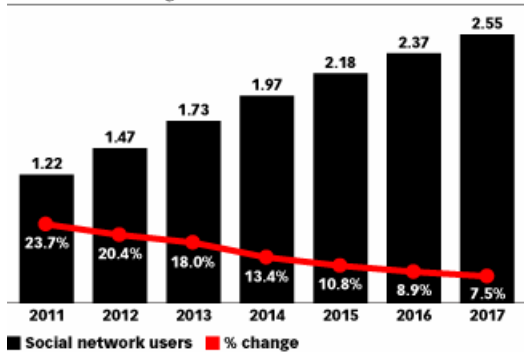
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We will use a comprehensive social media marketing strategy consisting of the following social media networks



Social Network Users Worldwide, 2011-2017

billions and % change

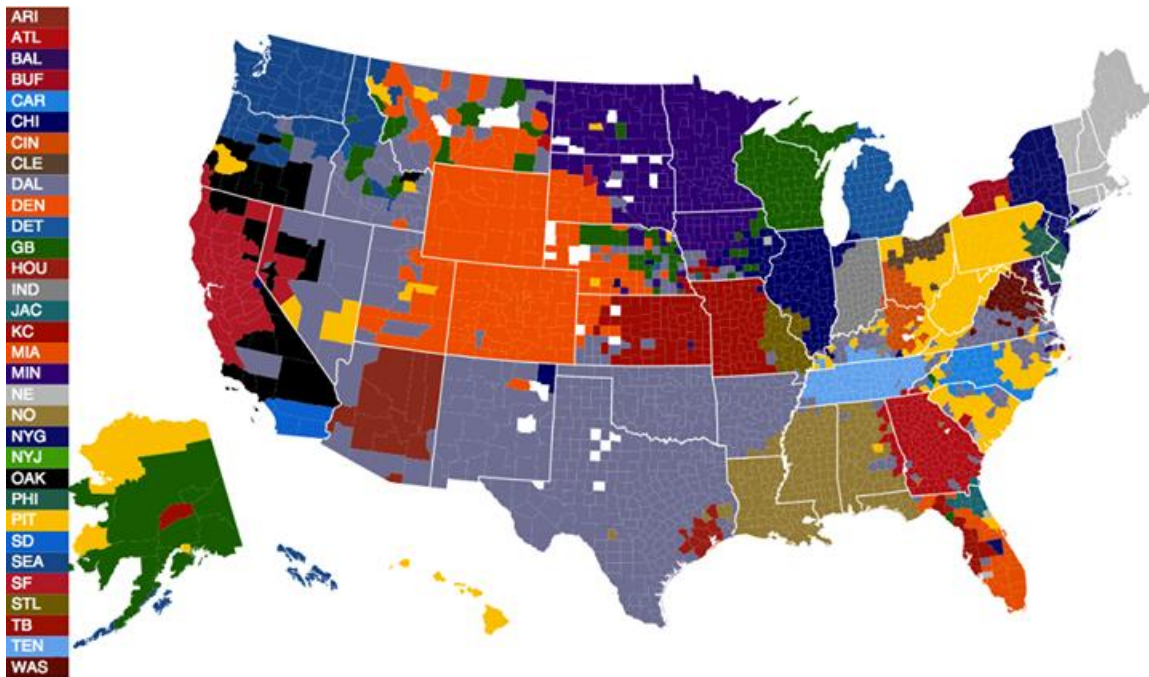


Note: internet users who use a social network site via any device at least once per month
Source: eMarketer, April 2013

V. NFL Fans Geographic Locations

The National Football League is one of the most popular sports in America with some incredibly devoted fans. At Facebook we have about 35 million account holders in the United States who have Liked a page for one of the 32 teams in the league, representing one of the most comprehensive samples of sports fan ship ever collected. Put another way, more than 1 in 10 Americans have declared their support for an NFL team on Facebook.

Teams and Fan Base



VI. Revenue Estimates

After Marketing and Promotions

All Projections are based on revenue generated within 2 day periods
 8 Home Games/ 16 total Days
 Check in Day/Day before the game, and Game Day/ Following Day after Check in
 (ROI) totals include expenses and revenue accumulated for all 16 days
 8 Check in Days/ 8 Game Days



vs San Diego Chargers 11-2/11-3-2013

Single Game Projections

<p style="text-align: center;">Day 1 (Check in) Results 2013 Without Marketing and Promotions</p> <p>64.67 % percent of the rooms were occupied. ADR 99.47 Room Revenue \$11,836.59 Food and Beverage Revenue \$2,623.23</p> <p>Total Revenue \$14,459.82</p>	<p style="text-align: center;">Day 1 (Check in) Projections 2014 With Marketing and Promotions</p> <p>85% percent occupancy ADR was \$99.47 Room Revenue \$15,716.26 Food and Beverage Revenue \$3,500.00 Other Revenue \$ 1,150.00</p> <p>Total Revenue \$20,366.26</p>
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<p style="text-align: center;">Day 2 (Game Day) Results 2013 Without Marketing and Promotions</p> <p>42.93% percent of the rooms were occupied. ADR was \$95.80 Room Revenue \$7,568.21 Food and Beverage Revenue \$1,826.97 Other Revenue \$ 1,150.00</p> <p>Total Revenue \$10,545.18</p>	<p style="text-align: center;">Day 2 (Game Day) Projections 2014 With Marketing and Promotions</p> <p>64.67% percent of the rooms were occupied. ADR was \$99.47 Room Revenue \$11,936.4 Food and Beverage Revenue \$2,623.23 Other Revenue \$ 1,150.00</p> <p>Total Revenue \$15,609.82</p>
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2 Day, Single Game Estimated Projections

Projected Rooms Sales	278
Room Revenue	\$27,652.66
Food and Beverage Revenue	\$6,123.23
Other Revenue	\$2,300
Total Revenue	\$36,075.89

VII. NFL Mania Campaign Expenses

<i>Radisson</i>	1 Professional Marketing Ad (Hotel NFL Room Package)	\$2,250
<i>Radisson</i>	1 Professional Marketing Ad (Hotel NFL Experience)	\$2,250
<i>Radisson</i>	8 Professional Marketing Ads (8 NFL Home Games)	\$6,000
<i>Radisson</i>	Daily Social Media Promotions Using Professional Marketing ads	\$1,500
<i>Radisson</i>	10 Social media Ads	\$5,000
<i>Radisson</i>	Hotel NFL Room Package Promotions Page (WordPress)	\$2,500
<i>Radisson</i>	2000 Copies of FedEx/Field Stadium Guidelines (8X11 Paper)	\$500
<i>Radisson</i>	2000 Copies of FedEx/Field Stadium Seating & Parking (8X11 Paper)	\$500
<i>Radisson</i>	Comprehensive Social Media Marketing Strategy	\$1,500
<i>Radisson</i>	[4] 27 X 39 Poster Size (Hotel NFL Room Package)	\$50
<i>Radisson</i>	[2000] 8 X 11 Photo Paper (Hotel NFL Room Package)	\$500
<i>Radisson</i>	18 NFL Tickets /Two Tickets per Home Game	\$1,100

VIII. 8 Game Estimated Projections

Projected Rooms Sales	2,224
Room Revenue (\$99.47 per)	\$221,221.28
Food and Beverage Revenue	\$48,985.84
Other Revenue	\$18,400
Total Expenses	\$23,650
Total Revenue (ROI)	\$264,957.12

