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Com 443

Brilla

Introduction and Analysis

Brilla is a soccer ministry with 501c3 non-profit status. They were founded by Rusty Bryant during a mission trip that several MC soccer players were on. There are several parts to the Brilla ministries that include a minor league soccer franchise, an inner-city program, a soccer camp, and running the local youth soccer league. Brilla uses these areas to share the gospel and to increase the stake holders in their area. As a ministry they are unique and also face unique challenges that other franchises in their league do not face. Being unique is a strong advantage as there are not any other franchises in their space within a wide demographic and great physical distance.

Being a ministry, they are also unique in that everything that we can do to help the organization will in turn reach more people with the ministries that they provide. As with any sport, the variable that can change many things for a team is how many fans are in the stands. It is a major component of the financial side of the franchise not just in the ticket and other sales that are fan driven, but also in attractiveness of the franchise to sponsors. Fan support can also be a crucial aspect of how a team is performing at home and on the road. How a team is performing affects the team's exposure and its level of exposure attracts the team's players and can have a compounding effect for the good or the bad of the team.

External Opportunities –

How can Brilla get more people in the seats?

How can Brilla attract new additional sponsors?

How can Brilla best spend its advertising budget?

What content will grab the most positive attention on social media?

How can Brilla build a team of Interns when its season is outside of the academic year?

While I can make sentence long recommendations for each of these questions, this plan will be focusing on how to increase the number of people in the seats at their games.

Organizational Strengths, Weaknesses, Opportunities, and Threats

Strengths: Brilla is unique in its market and surrounding area in that it is the only league team within many miles and that it is a ministry that is a minor league franchise which is rare for the league and all professional sports. Brilla also has a strong recruitment of players based off of exposure level of the players and the resulting percentage of players to go on to play at the next level of competitive soccer. It's origin and growth from being a mission-based soccer concept to a mission-based minor league franchise is one of the organization's greatest strengths.

Weaknesses: One of Brilla's weaknesses is that while they do receive support locally, they do not receive enough local support in both the immediate local and the greater area local areas. Another weakness is that since the sport has a season it is seasonal work and there is not

enough off season work to justify a large year-round staff. The last weakness is that their season does not line up with the academic year, and while this may be a positive for distant recruiting, it works against a cheap labor force due to less college students being around for internships.

Opportunities: By increasing the size of the crowd it should increase the marketability of the franchise to sponsors while also improving the play-experience of the players which should maximize their abilities on the field. This should in turn allow for as good of a season as the other factors will allow, which gives the organization more opportunities to witness to their publics.

Threats: Brilla faces many of the same threats that other professional sports teams face, like injury, inclement weather, disease, and distraction in that there are so many things that are in competition for the public's attention and time.

Goals and Objectives

As all Christians' goal is to get the gospel to as many people as possible, Brilla's overall goal is to Shine for Jesus in front of as many people as possible, and to use that to lead as many people as possible to Christ. It is for this reason that I am focusing on getting more people to attend games.

Objective 1: To increase the number of attendees that attend more than one regular season game per season by 10% in the 2023 season as compared to the 2022 season.

Objective 2: To increase awareness during the 2023 season so that 10% more of the public that is a part of the greater Jackson area soccer community will now know that the franchise is not the same as the civic league, and thus supporting the minor league team is not the same as supporting a rival club on the civic level.

Objective 3: To increase the size of the group that travels to support the team during away games to an average of 30 members that as a group makes it to at least two away games per season.

Publics

The publics to identify for each of these objectives are very similar to each other, and while the typical age group for supporting soccer is 19-25, in this area we have a strong family outing culture which can push those in the age demographic 32-44 from being the 4th and 5th most supportive demographic to one higher on the list, and when targeting the parents of small children who do or will play soccer, those of us who are married know that the wife and mother generally make the family schedule and plans out the week so they should be a targeted public.

Primary Public in Objective 1: people in the greater Jackson area of all ages, primary target within that public is ranked by age demographics- 19-25, 26-31, under 18, 39-44, 32-37, 45 and up. When you combine the group of parents that are between 32 and 44 with the under 18 age group who are their children and unable to decide what they are going to do as their parents are their gatekeepers, it is as large of a support group as those 19-25.

Secondary Public in Objective 1: the people that can influence your primary public in this objective are the civic league coaches, local businesses, community leaders, and community associations.

Primary Public in Objective 2: parents of soccer playing kids in the greater Jackson area other than Clinton.

Secondary Public in Objective 2: Coaches in the rival civic leagues.

Primary Public in Objective 3: The primary support age bracket of 19-25-year olds are the target public for this objective.

Strategies:

Utilizing a low-cost advertising plan that uses fliers and pays to boost posts on all the various social media platforms, Brilla can target these messages at the publics for each of the objectives using interns to tailor these messages to reach their targets.

Increase the game night experience by increasing the activities that draw in the publics (which will have more detail in the Tactics sections), also increase the activities that the small children who are less than interested in the game can do but position the area where it doesn't distract from the game but allows the parents to enjoy the game while watching their kids so that they are not torn between their kids and the game.

Give every coach of a youth league civic team a set of tickets to a game for the number of players on their team plus 3.

Appoint an intern as the chief of the traveling fans and they will host a table at home games and manage the related information and/or sign up set up on Brilla's site.

Ask the local colleges for an email contact list of the students who are local and from this area and thus will be in this area during the summer to pull potential interns from, or ask them to send it out to those target students.

Theme and Key Messages

The theme of this PR plan is "Brilla- More than Soccer" which will be further elaborated on in this section, but I do think that the overall theme for the season and what should be the center of a marketing plan is "Dare to Grow- Brilla".

The key message that we want to convey to the target publics of objective 1 is that while supporting the only soccer franchise in this league within a great distance by enjoying the game is a great way to spend your time, the game is more than just soccer, it is an experience. The game experience is a family and organization friendly event that is fun for all, and that is why they should invest their time in attending more than one game per season.

The key message that we want to convey to the target publics of objective 2 is that Brilla is more than just soccer and in this case is more than just the civic soccer league and that by supporting your local minor league soccer franchise you are not also supporting a rival civic league.

The final key message that we want to convey is to the target public of objective 3 and that is that traveling to support the team on the road is fun and a different kind of game experience,

and that it is something special that sets you apart, “you’re not just a fan, you’re a part of the traveling fan tribe”.

Tactics

All Tactics are listed individually in the Evaluations section.

Tactics for Objective 1: Utilize the tactics that have worked in the past for creating a game day experience and increase the frequency of these events. Utilize local musicians to play for background music. Have events for kids, like a “kick it past the goalie” pre-game on the field event, or something else that gets the kids out on the field before the game and during halftime. Have mini-events and mini-games on the side lines for the kids. Give each junior civic league an equal number of home games that the particular league is recognized and the young players get a free ticket on their team and leagues night. The area to focus on is getting the information out there to the publics about these events, and for that use many interns. Have them tailor social media post for each of the various platforms and for the target publics that will be using them. These posts will be used to inform the publics about the promotional events that will be part of the game experience. Have them record and edit Public Service Announcements that can be given to the Local News Stations to be used as Public Service Announcements, but they can also be streamed on all of the social media sites with only the cost of paying the interns to make it and to boost the posts on Social Media. Use inexpensive print media such as fliers to convey similar messages and use the advertising budget to boost all of these posts, pay for the fliers, and rent time on the changing billboard on Hwy 80 in Clinton. The last tactic for getting people to go to more than one game is if they complete a digital

survey they receive a Buy One get One Free coupon for the concessions stand after taking the survey, and have a QR code linked to a survey and the QR code printed on the back of the ticket and the survey go live at the start of the game.

The tactic for Objective 2 is to give each coach of the other city youth leagues enough free youth tickets for each player on their team. An email correspondence should be drafted that will outline to the parents how the minor league team is completely separate from the civic league and that they should come and experience the only local minor league soccer team that our area has to offer, and that their young soccer player will get to get in free and participate in the on the field youth activity for that league's night, this can be forwarded by the coaches. Have the interns put graphics up on the social media platforms to inform the publics about the minor league franchise.

The tactic for Objective 3 is to appoint an intern as the travel team chief, set up a recruiting table near the ticket window at the home games, give information and the contact information for the intern who is coordinating the travel plans of the group going to away games in the news letters, on the site, and in social media postings.

Budget

Brilla has planned to allocate \$5,000 to the costs of this plan. I would focus that on getting inexpensive labor, such as a team of interns. Employ as many as possible that are work for credit, or credit and a low additional wage, and then use what is available to hire as many as you can afford. Some money will need to be spend on game night experience, but since some money has previously been spent on events at the game, only a portion would need to be

allocated to increasing the frequency of said events, maybe \$2,000. I would allocate a few hundred dollars (\$300) of that \$5,000 to boosting all posts on Social Media. Which would leave \$2,700 to go toward securing more intern labor which would be around 372 hours of minimum wage.

Timeline

May 2, 2022- Develop QR code and build the survey that it will link to. Be sure to include all sorts of data collection questions while keeping it short enough that people do not believe that they are working too hard for a Buy One Get One Free coupon from the concessions stand.

May 9, 2022- Print out game tickets with QR code on the back, use these tickets

November 7, 2022- Contact the office of Career Services at MC and the other local colleges, contact the Communications, Business, and Kinesiology Departments directly at each of these colleges to be put on the lists of Internship for credit for Spring of 2023.

January 9, 2023- Hire Intern team leader and assistant team leader

April 3, 2023- Hire the bulk of the interns. Sort interns into groups or teams based on their amplitudes. Appoint intern as personal assistant who helps manage the groups of interns and keeps them on task. Each team responsible for a PSA and for several static posts. Tell the groups of interns all of the different things that have worked well on game nights to improve the overall game night experience. Have them work on themes and events for each home game to improve game night experience.

April 10, 2023- Have Opening night game planning session. Meet with interns to decide what events will happen the first night and overall plan for the rest of the season, giving the interns 1 more week to sure up the game activities for the season.

April 17, 2023- Order all things that were discussed for the opening night game.

May 1, 2023- Final Game Experience meeting, determine with interns what all will work best to draw people back for another game, develop timeline for ordering the things needed for game experience for the rest of the season. Meet about PSAs and static posts. Give interns list of all of the soccer teams in the greater Jackson area and discuss how they can be grouped by league for the teams to come on an assigned night. Have interns divide out tickets and mail them to the coaches of the teams of the soccer players in the greater Jackson area.

May 20, 2023- Flood Social Media Platforms with the PSAs and various posts that were previously discussed. Pay to Boost posts. Help as many people in the greater Jackson area know that opening day is May 21st.

May 21, 2023- Conduct Opening Game. Run posts about the game. Continue to post and run PSAs and graphics. Set up table to recruit "Travel Tribe". Have all tickets have QR code that goes active at halftime that leads you to an exit survey that if you complete it you get a free ticket per family.

May 23, 2023 through July 16, 2023- Continue to have weekly meetings with intern team, continue creating PSAs and graphics to post on social media. Continue to have game night events, continue to give away kids' tickets to local soccer players and those who complete

the survey from the QR code, and continue to set up a table and recruit local fans to join the travel tribe.

Evaluation

Measurements of Success:

Objective # 1- To increase the number of attendees that attend more than one regular season game per season by 10% in the 2023 season as compared to the 2022 season.

Evaluation of Objective # 1- Start the digital survey via the QR code this season so that you can gather the data and increase repeat attendance over the 2022 season. Once you have gathered the data on how many people attended more than one game this season, from people filling out the survey in order to receive a free child's ticket, then you will have a base line to know how much the increase in repeat attendances are over the next season. If the increase is of 10% or more then the objective has been reached.

Tactic # 1- Utilize the game day events that have worked in the past for creating an overall enjoyable game day experience and increase the frequency of these events so that the attendees notice the game day experience.

Evaluation of Tactic # 1- This information can be observed in the attitude of the patrons, but you could also add a question or two into the survey to gauge customer appreciation of the game day experience.

Tactic # 2- Have Interns create posts for the various social media platforms that are tailored to the target publics that will be engaged on those individual platforms in order to get the information about the games and team out to as many people in the target publics as possible.

Evaluation of Tactic # 2- Look at how many people are seeing the posts that are created, and see how much initial ticket sales and repeat sales are increased over the course of the season and evaluate if the amount of time spent having Interns create these posts are increasing attendance enough to justify the use of their time to create and boost these posts.

Tactic # 3- Have Interns record and edit Public Service Announcements that can be given to the news channels to be played as PSAs and also posted and streamed on the various social media sites.

Evaluation of Tactic # 3- If it costs less to have Interns create these Public Service Announcements than it would to run a commercial of the same length, then you have gotten information out there for less money than traditional advertising, and if there is an increase in attendance from across the greater Jackson area because of getting the information about these games out to the public, then the objective has been successfully completed.

Tactic # 4- Use inexpensive print media such as fliers to convey similar messages as are released on social media.

Evaluation of Tactic # 4- By using the survey to know the attendee's geographical location, you will be able to track if the fliers are giving you an increase in attendance in the areas in which you deployed them.

Tactic # 5- If the attendees use the QR code on the back of their ticket to complete a survey, they receive a coupon for Buy One Get One Free at the concessions stand, this survey goes live at the beginning of each game.

Evaluation of Tactic # 5- This has been the primary source of gathering data for all analytical purposes in Objective 1, if people complete the survey they are more likely to come back because they will receive a coupon for half price food as an additional incentive when they complete a survey per game, and they give you the data to analyze and then the tactic is successful.

Objective # 2- To increase awareness during the 2023 season so that 10% more of the public that is part of the greater Jackson area soccer community will now know that the franchise is not the same as the civic league, and thus supporting the minor league team is not the same as supporting a rival club on the civic level.

Evaluation of Objective # 2- Send a simple survey to each coach in the rival civic leagues, ask them to forward the survey to the families of the youth players on their team. Use this survey as a base line for how families in the greater Jackson area view the differences between the civic league and minor league team, if over the course of the 2023 season 10% less people think that the civic league and minor league team are the same thing, the objective was successful.

Tactic # 6- Give each coach of the other city youth leagues enough free youth tickets for each player on their team.

Evaluation of Tactic # 6- If the youth players and their families come on the designated night that is on their free ticket, they will see first-hand that it is a minor league team and not just a

rival civic team, which will change the perspective of any who previously thought they were the same thing.

Tactic # 7- An email with graphics and a link to the short survey mentioned above should be sent to all of the other city leagues' coaches to be forwarded to the families of the youth players and it should outline that there is a difference between the minor league team and the civic league.

Evaluation of Tactic # 7- If the families take the time to complete the survey it shows that they are reading what is being sent to them and that it might change their mind about what Brilla is, and if it further explains how the free tickets to the youth players works then it might also increase the number of families that participate in the free ticket and attend the corresponding game, which will show that the tactic is successful.

Tactic # 8- Have the Interns put up static graphic posts on the various social media platforms to inform the publics about the minor league franchise.

Evaluation of Tactic # 8- If more people from the greater Jackson area are coming to the games which can be evaluated through ticket sales and the completion of the QR Code survey, then more people are knowing about the team and the tactic was successful.

Objective # 3- To increase the size of the group that travels to support the team during the away games to an average of 30 members that as a group makes it to at least two away games per season.

Evaluation of Objective # 3- If at least 30 people join the “Travel Team” and make it to at least 2 away game as a group, then Objective # 3 is successful.

Tactic # 9- Appoint an Intern as the “Travel Team Chief”, set up a recruiting table near the ticket window at the home games and share a contact email of that intern on the Brilla site, on social media posts, and in a newsletter.

Evaluation of Tactic # 9- If the Intern is able to recruit the desired number of attendees for the games that are away by being visible and contactable, then the tactic has been successful.

Conclusion

By using the majority of your budget to hire as many Interns as you can afford, you can use their cheap labor to utilize their skills of multi-media to get information out to the publics that need to hear the information. By utilizing surveys this season and next it will give you the base line that you need to know if there has been any improvement other than just looking at ticket sales.

Appendix

Appendix A: Press Release-



Nate Jarnagin

"FOR IMMEDIATE RELEASE"

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BRILLA 2022 OPENING

Season Opening Game

Clinton, Miss. (April, 26,2022) -- The greater Jackson area's only Minor League Soccer franchise, Brilla, will be starting its season this year on May 21st. Come support your team at the Clinton High School Soccer Field located at 401 Arrow Drive, Clinton, MS 39056. There will be lots of game day activities that will be sure to be fun for the whole family. Attendees who complete a survey via a QR Code on the back of their ticket will receive a "Buy one get one free" coupon for the concessions stand. For more information please check out the Brilla Website

<https://brillasoccer.org/>

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Shine for Jesus



OPENING GAME DAY!

MAY 31, 2022 @ 7PM

CLINTON HIGH SCHOOL

401 ARROW DRIVE, CLINTON MS

**FOR A BOGO CONCESSIONS COUPON COMPLETE A SURVEY
USING THE QR CODE BELOW (COUPON GOOD FOR ANY
COMBINATION OF ITEMS)**





**CENTRAL MISSISSIPPI'S ONLY
MINOR LEAGUE SOCCER
FRANCHISE**

NOT JUST A CIVIC LEAGUE