

Assignment: Applying the PESO Model

Target Audience

ESPN is a multimedia sports entertainment industry, aimed at providing the most recent content to its fanbase. Overall, their demographics are male-dominated. Sports have always catered more to the male gender and ESPN fuels this narrative. ESPN TV has the highest viewership rate for men ages 18-49, clearly dominating both their sports channel counterparts and other TV stations as a whole. It still has a significant following of older men, with Sports Center alone averaging over 115 million views a month. However, the target audience for ESPN is transitioning to a younger fanbase, due to the emergence of social media. Combined across their 30+ accounts on social media, including Facebook, Instagram and Twitter, ESPN has over 269 million followers. Since ESPN can be reached on many platforms, such as TV, social media, its website, documentaries and podcasts, the shift in demographics to a younger audience, which is more tech-savvy, is natural. The call to action, or the most important message this communication needs to make, is that the company's triumphs over the past 42 years are to be celebrated, with the emphasis on the hard work of the employees.

Central Message

The company offers sports media content among a variety of platforms, aimed to keep its fanbase entertained and updated with the sports world.

PESO Messaging

PAID: Commercial during Monday Night Football, emphasizing the important role sports, and in turn ESPN, have had in raising spirits during the pandemic

Justification: Monday Night Football is currently an immense source of viewership for ESPN, with an average of 14.6 million viewers in the last two games. ESPN is guaranteed to have a high viewership rate during these games. This commercial will be short and will draw attention from inspiration. By focusing on the hardships that Covid has caused, then flipping to inspiring sports moments during the pandemic, the audience will hopefully realize how helpful it was to have something positive and uniting like sports. ESPN, a leader in sports content distribution, will show at the end, thanking its employees and advertising the anniversary event. The angle of the pandemic will make this content relatable and will symbolize the importance of recognizing ESPN employee's hard work.

EARNED: Through the news release, various news outlets have picked up the story. The Hartford Courant has run a story based on the news release, to inform the public and bring attention to both the people possibly wanting to attend the event and to the local media who will want to cover the event.

Justification: The Hartford Courant is the top-circulated newspaper in the state of Connecticut, where ESPN is headquartered. The event will take place in Bristol, Connecticut, which is only half an hour away from Hartford. Therefore, the proximity of this news circulation so close to the location of the event will hopefully increase interest and turnout at the event.

SHARED: ESPN personalities, such as Stephen A. Smith and Adrian Wojnarowski, will make social media posts and announcements about the upcoming event.

Justification: Stephen A. Smith, a popular sports personality known for his outlandish opinions on his show First Take, is a staple of the ESPN broadcasting community. He is

widely renowned as a large personality with deeply rooted connections in the sports world. People love hearing his opinions so much that his Twitter account alone has 5.4 million followers. Additionally, Adrian Wojnarowski is the prime source of all breaking news in the sports industry. He is very active in both the podcast world, hosting the show the Woj Pod, and social media, having almost 5 million followers on Twitter. These two men hold immense power in relaying sports media content, so posts on their social media about this event will be guaranteed to draw attention to it.

OWNED: ESPN will make posts directly on their social media accounts advertising what the event will be like.

Justification: Social media platforms like Instagram rely heavily on visually appealing content. Showing visuals of what the anniversary party will entail may entice people to attend this more. ESPN is a well-followed social media company, with almost 270 million people following their various accounts.

Achieving the Goal

Written news articles, social media graphics, testimonials from famous ESPN personnel and a compelling TV commercial are guaranteed to reach all demographics, regardless of the means.

Conclusion

The diversification of outreach in this PESO model plan will maximize awareness of the event. Between print newspapers, social media and TV commercials, the avenues of messaging will assure that people both in the nearby area and across the country and world will be notified of the anniversary party. The narrative of how much there is to celebrate, after a year of so much darkness, will compel sports fans. Sports provided much-needed comfort to so many during the pandemic, which is a very universal and uniting factor.

Sources

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