

LEAVE THE MEMORIES TO US.



**CHESAPEAKE**  
**ENERGY ARENA**



# LETTER FROM THE TEAM

Dear Ms. Thomas, Ms. Aldridge and the Chesapeake Energy Arena team,

Thank you for considering 6W Communications as your provider of media marketing services. We pride ourselves on being an end-to-end source of strategic communication campaigns for companies in the entertainment industry. Our team is dedicated to reaching Chesapeake's goals, and we believe our strategy will successfully exceed expectations.

In the following document, you will find a media plan encompassing solutions to accomplish your strategic objectives. This plan will promote the Chesapeake experience and provide lasting memories to its customers. By analyzing current marketing trends in the entertainment industry and the needs and wants of the industry's consumers, we were able to create a media plan that will offer you effective results throughout your media channels. Through this campaign, we plan to position Chesapeake as the primary entertainment destination for the Midwest, increase ticket sales among the target audience and create a strong brand image. Our vision for your company will build on the traditional success of Chesapeake.

This proposal provides a complete media marketing strategy that will result in successful, measurable results within one year. We are confident in our campaign and the results it will deliver for Chesapeake Energy Arena.

Again, we want to thank you for the opportunity to work with Chesapeake Energy Arena. Please contact us with any questions, comments or concerns. At 6W Communications, we believe it is our responsibility to assure our clients of the methods used to determine optimal results.

Sincerely,  
6W Communications





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# EXECUTIVE SUMMARY

Chesapeake Energy Arena has been an entertainment destination dedicated to creating an exciting, unforgettable experience for guests across the Midwestern area. Since opening its doors, Chesapeake has hosted more than 1,200 events and over 10 million guests. As the arena has progressed, it has become more than just a live-music venue. It hosts world-class events, NBA and professional hockey games and offers dining and beverage options. The arena is located in Downtown, Oklahoma City, which continues to rank among the strongest-performing metropolitan area. While this arena is seen as an entertainment destination by the Oklahoma City locals, it is not considered a high-priority destination within the Midwest U.S. region.

The goal of the Leave The Memories To Us campaign is to create a stronger overall brand image within the Midwestern entertainment market by increasing engagement with consumers and promoting the experience offered. This campaign aims to increase ticket sales among the target audience by 9 percent and create a feeling of tradition with the arena.

Utilization of the \$50,000 budget will include social media campaigns, out-of-home advertising and promotional marketing materials that will enhance Chesapeake's presence across different media outlets and beyond the metropolitan area. The strategy behind the campaign is to enhance the idea of tradition by making memories during one's experience within the arena. It will give Chesapeake a message of greater importance and dedication to creating lasting memories for guests now and forever.



# OBJECTIVES

## OBJECTIVE 1

Position Chesapeake as a primary entertainment destination in the Midwest by providing an **EXPERIENCE**.

## OBJECTIVE 2

Increase ticket sales among the target audience 9 percent by promoting lasting **MEMORIES**.

## OBJECTIVE 3

Create a strong brand image that portrays Chesapeake as top of mind for consumers through **TRADITION**.





# OBJECTIVES

The primary goal of our research was to better understand the target audience from a broad perspective. The objective of our primary research was to discover how the target audience is connected with Chesapeake, what social media they use and what medium is most frequented when making decisions related to the arena. We were able to identify factors that influence the audiences' entertainment needs and wants. The research helped us identify how to best reach the target audience from a marketing stance; it also helped us understand the most common medium the audience sources.

# METHODOLOGY

## *PRIMARY & SECONDARY*

To obtain our research, we created both an Online survey and a paper survey. We distributed the Online survey through Facebook, LinkedIn pages and by email. Both men and women took this Online survey. We did this because we knew women often could also be decision makers for the family or relationship and wanted to see the results. For the paper surveys, we had members of our group pass them out at work, to their parents and other men they know. The disadvantage to this is that only eight men filled out these paper surveys; however, we were able to easily target men when passing out this survey, which served as an advantage.

# SWOT ANALYSIS

Examining the strengths, weaknesses, opportunities and threats of Chesapeake gave us an in-depth understanding of the company. This information assisted 6W Communications in deciding our campaign goals and strategies. We plan to build off of the strengths Chesapeake currently possesses by focusing on the quality experience the venue provides. By emphasizing the unique and unforgettable memories offered at Chesapeake we can combat the threat of cheaper entertainment options.

## S

Located in the heart of Oklahoma City, a location ranked as a Top 20 metro area. Chesapeake has a history of success and steadily ranks NO. 1 in customer service.

## W

Oklahoma City is not seen as an entertainment destination. The perception of Chesapeake is that it is mainly a host to NBA games, not a 360° venue. Construction in Downtown, Oklahoma City, makes it difficult to easily access the arena.

## O

Increase the public's knowledge of Chesapeake's goal to better reach its consumers. Create employee spotlights to engage the external and internal audiences. Strengthen social media presence.

## T

Cheaper entertainment options such as movies and museums. Some competitors are seen as strictly entertainment venues. Have to share venue with Oklahoma City Thunder.

# PRIMARY COMPETITORS

## BOK CENTER

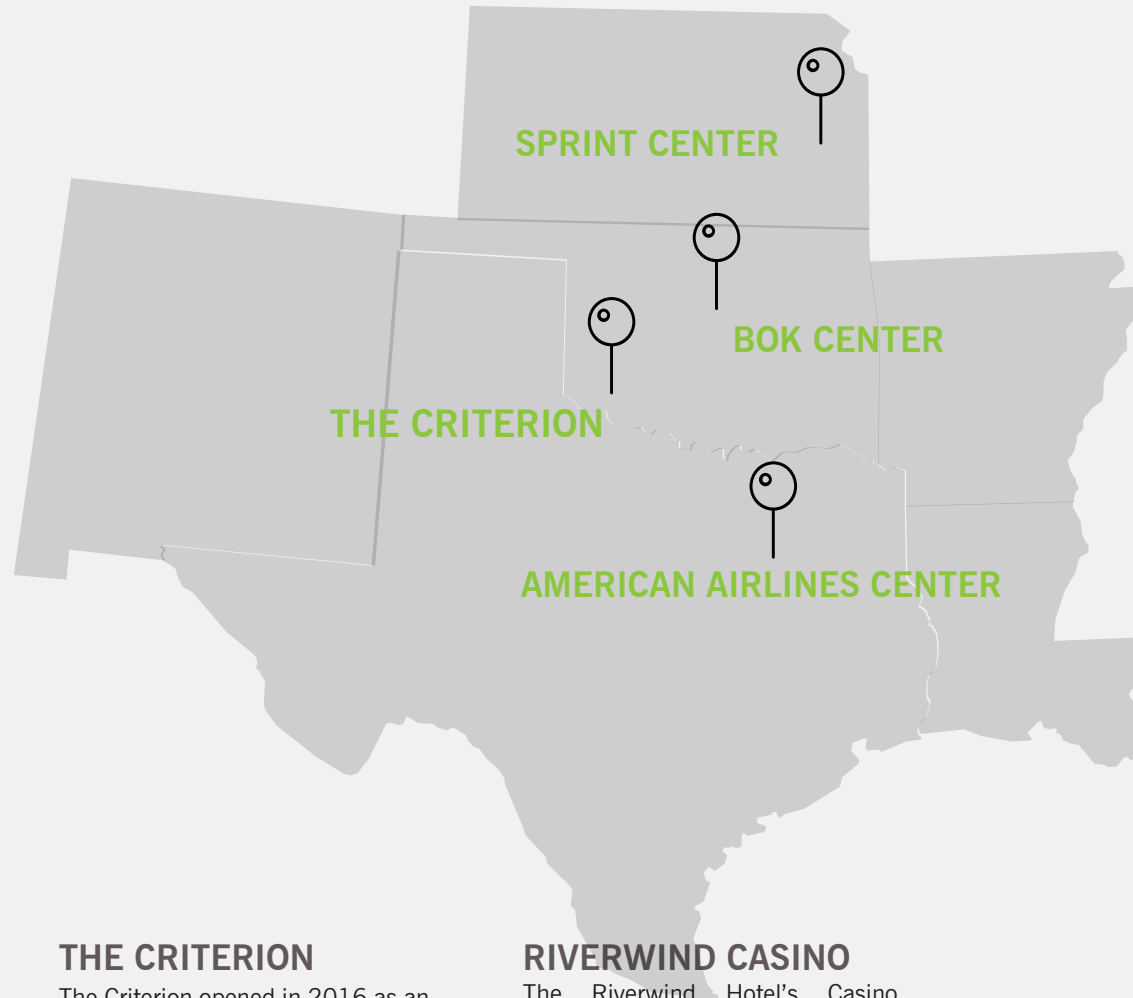
The Bank of Oklahoma Center is a multi-purpose venue seating up to 19,199 guests for events in Tulsa, Oklahoma. BOK was named the No. 17 arena in the United States and No. 40 in the world on the Pollstar 2017 Mid-Year Top 200 Arena Venues. BOK's achievements have resulted from its ability to tailor its strategies to the audiences' needs and desires. The BOK website offers viewers opportunities to experience the BOK's surroundings and internal culture. FAQs about tickets, individual parking and public transportation are easily found and accessible. BOK has modernized its communication strategies and received recognition for doing so.

## AMERICAN AIRLINES

The American Airlines Center is a multi-service venue that seats up to 20,000 guests for live performances and professional sporting events in Dallas, Texas. This venue is the leading global entertainment and content company. It's the most technologically advanced sports arena in the United States and was voted the 5th busiest arena in the U.S by Billboard Magazine. This venue has increased its consumer engagement via being easily reached through its social media pages. The American Airlines Center website is centered around promoting the consumer experience during his or her visit and promises fans, "the most authentic and intimate experience."

## SPRINT CENTER

The Sprint Center is located in Kansas City's award-winning downtown area and is the city's home for live entertainment and sporting events. Seating up to 18,972 guests, the venue has hosted nine million guests attending over 950 events. Sprint Center was recently named the 8th busiest arena in the United States by Pollstar Magazine's 2017 Third-Quarter. Sprint Center engages with consumers through its Connection Newsletter.



## THE CRITERION

The Criterion opened in 2016 as an indoor music venue in Downtown, Oklahoma City. The Criterion can be converted into a variety of floor plans depending on the wishes of the artists. Though fairly new, this venue has already hosted notable names including: Lil Wayne and Ben Rector.

## RIVERWIND CASINO

The Riverwind Hotel's Casino Showplace Theatre and River Lounge offer weekly live performances from local and national acts. Located in Norman, Oklahoma, this combined hotel and entertainment venue is 20 miles from Will Rogers Airport. This venue engages with its consumers via its blog.

# SECONDARY COMPETITORS



## The Millennial



**Meet Trevor**

*"My friends and I love to go to concerts. I look for venues that have the most reasonably priced tickets when I am looking for concerts to attend."*

**Age: 26  
Single**

*Lives alone in Downtown, Oklahoma City;  
Loves to spend time with friends at concerts;  
Does not have a disposable income*

**Social Media use:**

Twitter, Instagram and Facebook; Keeps up with the latest trends. Social media helps him find upcoming events. Uses Word of Mouth as a form of finding out information about concerts.

**Concert Interests:**

Enjoys Chesapeake and American Airlines Center. Likes Country and pop music. Cost efficiency of tickets is important. Attends one to four concerts per year.

## The Middle Age Family Man



**Meet Kevin**

*"When I am looking for concerts, a family-friendly atmosphere and restaurants near the venue are important things that I consider."*

**Age: 45  
Married**

*Lives in Yukon, OK, with his wife Shannon,  
Has three kids, Accountant, Makes between  
\$80K and \$100K a year*

**Social Media use:**

Facebook and Twitter; Uses social media to find out about concerts and other live events; Gets information regarding concerts from his wife and her friends.

**Concert Interests:**

Family events; Country and classic rock concerts; Loves James Taylor; Food and beverages available at the venue; Restaurants nearby the venue.

## The Retired Man



**Meet George**

*"When I go to concerts, I want to be able to sit and enjoy a cold beer with family while I watch the show."*

**Age: 60  
Married**

*Lives in Edmond, OK, with his wife Lorene;  
Large disposable income, Large amount of  
free time*

**Social Media use:**

Facebook, Watches television daily to overcome loneliness and as an educational tool. Facebook is his favorite social media site, Loves commercials

**Concert Interests:**

Loves Led Zeppelin Availability of alcohol Concerts to go with to his wife. Wants to use his free time to connect with family and friends.

# TARGET AUDIENCE

# MARKET RESEARCH

## INDUSTRY ANALYSIS

IBIS World data analysis shows a persistent consumer demand for live entertainment will lead to success in the concert and event promotion industry over the next five years. Total industry revenue is forecast to increase at a rate of 1.7 percent over this time span, rising industry revenue from \$28.4 billion to \$34.9 billion to year 2023. There are 71,000 event promoters throughout the United States. This expected rise will attract new promoters; however, it will be established players at large who will benefit most.

There's an expected increase in subsidiary sales, such as merchandise, food and beverages. Corporate spending on premium and box seating is expected to grow exponentially as corporate profit increases throughout this time period. As consumers' incomes increase, they are likely to be more lenient with their discretionary spending habits. Average ticket pricing is likely to rise as a result of an increase in demand. This will lead to strong market growth. Performers increasingly rely on advertising and live events to generate revenue. This presents a mutually beneficial opportunity for established promoters within the industry. Currently, Oklahoma accounts for one percent of concert and event promotion venues.

Over the next several years of forecasted growth, smaller operators and partnerships will influence establishment growth. Consolidation will occur as large industry leaders invest in smaller venues and companies. As the market becomes saturated, large players are expected to turn to mergers. As a result, employment is estimated to increase at a rate of 2.5 percent throughout this time period

## ELEMENTS FOR SUCCESS

Ticket sales will remain a major source of revenue, but their value is declining. The ability to maximize alternate sources of revenue will determine success rates. Growth in secondary sales, such as sponsorships, merchandise and food and beverage are projected to increase revenue exponentially with the rise of disposable income. Marketing unique subsidiary sale items will differentiate Chesapeake from competitors and promote a steady sales increase.

There's been a sufficient level of technological advances within the creative arts industry. This is an indicator of a mature industry. According to IBISWorld, facility improvements and use of the Internet have increased advertising penetration on digital channels. Promoters will utilize social networking sites and mobile apps to increase

appeal to consumers.

Peak capacity utilization will ensure the venue's events reach full revenue potential and audience capacity. This will create lower per-unit costs of production and it will offer more affordable ticket options to consumers through third party dealers.

## MARKET DISTRIBUTION

The concert and event promotion industry is dominated by live music performances. As the demand for performances increases, industry promoters will open distribution channels to ensure consumer access. Direct distribution channels will be prominent throughout this five-year period as new and returning consumers seek ticket buying options. Sourcing indirect channels with distributors and intermediaries will extend the availability of ticket sales to more consumers. Focusing on a go-to market strategy will improve marketing and sales resources effectiveness and increase bookings and revenue. This strategy will utilize the sales force and distributors as internal and external resources. This will achieve a competitive advantage.

## EXTERNAL DRIVERS

### Leisure Time:

An increase in the availability of free time positively affects consumer demand for industry events.

### Disposable Income:

Lower disposable income is associated with a weaker demand in the industry.



The survey sample consisted of 191 respondents; of these, 54 were men



and 135 were women. For the average family income of the respondents, 50 percent answered \$75,000-149,999 and



19 percent answered \$200,000 or more.

## DEMAND FACTORS

### Disposable Income:

Higher levels of disposable income increase the likelihood of individuals spending money on leisure activities, such as live entertainment events.

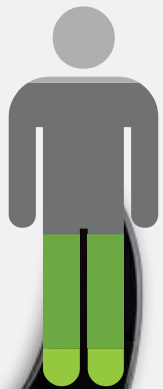
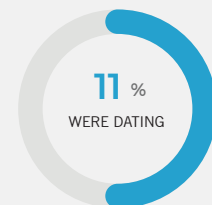
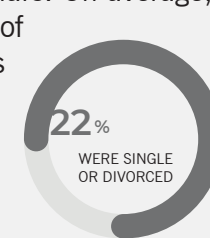
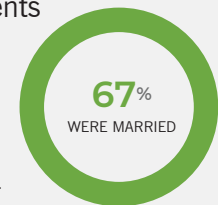
### Publicity and Promotion:





Demand for performances increases when publicity rates are increased and artists have received positive recognition.

### Price:

The price of attending a live entertainment event often competes against the price of alternative leisure activities preferred by the consumer.

The primary male respondents are of the age 40-49, married without children under the age 18 living in their household, with an average income of 75,000-99,999 dollars. On average, 50 percent of respondents were ages 40-59, and 24 percent were ages 21-29.



-  15 percent were ages 50-59
-  35 percent were ages 40-49
-  30 percent were ages 21-29
-  20 percent were ages 60-69

# FINDINGS



## MEDIUMS USED

### Where they receive their information

62% use social media  
48% use television  
44% use news alerts on smart-phones  
33% use radio  
30% use newspaper

### Media consulted before attending arts performances

26% television  
22% radio  
20% newspaper  
19% email subscription

Consumers regularly or frequently use Facebook, but rarely use Twitter and LinkedIn. Both men and women share a preference for Facebook over other mediums. This trend supports the idea that Facebook will produce successful results as the main platform used for advertisements and audience involvement. Social media is the target audience's most frequent news source. This audience also regularly watches TV for news information and receives news alerts on their phones or tablets. The least used news source was email subscription, which shows the audience would not benefit from email advertisements or newsletters.

### Social Media Usage

75% men regularly use Facebook  
70% never/rarely/sometimes use LinkedIn  
51% of men never/rarely use Twitter  
30% never use Instagram  
24% regularly use Instagram



## VENUE & ENTERTAINMENT ASPECT

When asked the venues they have attended in the last 12 months, most said American Airlines Center or none of the above. The Chesapeake Energy Arena was the third most frequented venue, followed by the BOK Center. Of the two most frequented venues in Oklahoma, Chesapeake is favored. Attendance within the arena over the last 12 months was for a concert. Comments associated with this question were: "Thunder game" or "sporting event," which lead us to believe sporting events are a close second choice to concerts for this arena.

### See Oklahoma City as entertainment destination

59% don't feel it is one  
41% do

### Venues attended in past 12 months

37% American Airlines Center  
31% none of the above  
30% Chesapeake  
26% BOK Center







## ATMOSPHERE & GENRE

The target audience attends a live art performance 1-2 times per year. Less than two percent of respondents attended live performances seven or more times in the last year. From this data, we can conclude that the target audience chooses to attend specific events that peak personal preference. Male respondents do not consider Oklahoma City an entertainment location, but do consider Chesapeake an entertainment destination. Female respondents do not consider Oklahoma City nor Chesapeake as entertainment destinations. If an event at Chesapeake was a country music concert or sports related, the audience would buy tickets. Old rock concerts was a popular preference, and the least preferred genre was rap music.

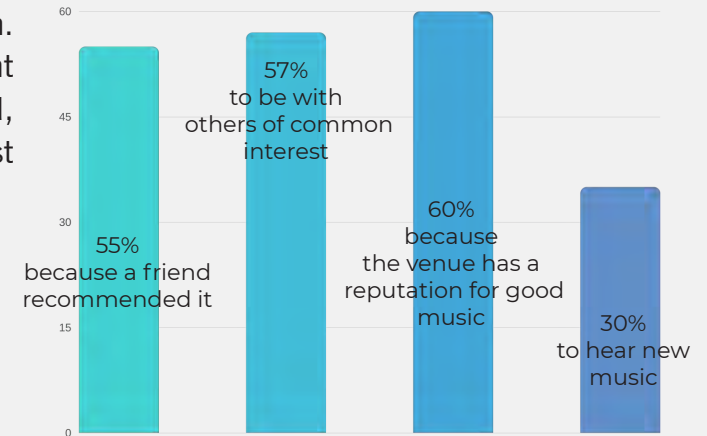
### Role in deciding to attend event:

64% make joint decision with family and friends  
17% primary decision makers  
9% allow others to decide

### Role in deciding to attend a live performance:

95% often/sometimes make joint decision with family or friends  
64% sometimes allow others to decide  
55% sometimes primary decision maker

### REASONS FOR ATTENDING A CONCERT:



## DRIVING FACTORS

The likelihood of a high-quality performance and well-known performers are very important deciding factors for the audience. The cost of tickets for a live performance is considered a semi-important factor. Potential concert attendees care about whether or not a venue possesses a reputation for good music. The target audience expressed little interest in being the first to discover new bands or new music. They attend music concerts with a group of like-minded people. They buy tickets to specific artists' concerts. The music genre, money value, atmosphere and genre, respectively, are motivating factors for attending a music concert.

### Reasons for attending concert:

34% family-friendly activity  
40% likelihood of high-quality performance  
10% day & time of performance

### Most popular genre:

39% country  
34% old rock  
27% pop





# THE BIG IDEA

In a world of numerous event venues, Chesapeake has the potential to stand above the rest. Some important aspects to visitors are loyalty and memorable experiences, which can be enticed by nostalgia. Leave The Memories To Us campaign brings tradition from the past, while creating long-lasting memories in the future. This campaign implements a nostalgic feel into Chesapeake's marketing. The campaign will take Chesapeake to the top of the market for entertainment destinations in the Midwest. Because our audience views the arena as an entertainment destination, but not Oklahoma City as one, the campaign will build up the arena's presence while increasing the cities appeal. Chesapeake's lasting impression on guests and excellent entertainment options sets the arena apart as an enticing entertainment destination, which in turn, creates customer loyalty. When visitors select this venue for their entertainment needs, the customer expects a memorable experience they can carry with them when they walk out of the arena. Event enthusiasts choose Chesapeake for the experience and the reputation it holds. By creating new traditions customers can cherish the past, while living in the present.







# OBJECTIVE ONE

**Position Chesapeake as primary entertainment destination in the Midwest US by providing an EXPERIENCE.**

## STRATEGY 1: CREATING PROMOTIONAL PARTNERSHIPS

**TACTIC 1 :** Cross-promotional partnerships with restaurants in downtown Oklahoma City.

Cross-promotional marketing allows a business to reach customers more efficiently, credibly and memorably. This will allow our client to stand out from competition by providing 360° experience opportunities through unconventional marketing tactics. Partnering with local restaurants, bars, clubs and transportation services will increase the attractiveness of our client through reliable sources, and position our client in Oklahoma City as a location dedicated to providing an incomparable experience.

Low-risk and high-opportunity ways to increase the effectiveness of these cross-promotions will include; printing promotional messages or coupons on dinner and ticket receipts, promoting partners' business names through social media and offering reduced prices or customer rewards when customers purchase products from you and a partner.



**BUDGET: \$4,000**

**TIMEFRAME: 12 PERIODS**





## CHESAPEAKE ENERGY ARENA

100 W. Reno Ave.  
Oklahoma City, OK 73102  
P: 405-602-8500

### News Release

For Immediate Release  
July 5, 2018

FOR MORE INFORMATION CONTACT:  
Mallory Thompson  
Account Executive  
[mthompson@6Wcommunications.com](mailto:mthompson@6Wcommunications.com)

**TACTIC 2:** The purpose of a press release is to promote something specific. It will inform the media, potentially turn into a news article and promote appearance on the Internet. A press release will include only newsworthy information and can be published Online or in print.

A press release about partnerships with local family-friendly arcades and organizations is an inexpensive way to notify the Oklahoma City community of a significant opportunity to experience more together. This press release will increase Chesapeake's presence in Oklahoma City as an entertainment destination with something fun for all. It will target our secondary audience who are middle-aged men with children under 18 still living in the household.

#### Chesapeake Energy Arena partners with Frontier City and White Water Bay

OKLAHOMA CITY—The Chesapeake Energy Arena has partnered with Oklahoma theme parks; Frontier City and White Water Bay. Frontier City and White Water Bay, Oklahoma City's only outdoor theme parks, are selling joint 2018 season passes with Chesapeake Energy Arena, beginning July 10, said Chesapeake Energy Arena Director of Communications Robin Kramer.

"This partnership will increase the family-friendly appeal of events at all three locations," Kramer said. "The Chesapeake Energy Arena is proud to support a city that has entertainment opportunities for all ages."

Chesapeake Energy Arena will open its 2018-2019 concert season with a theme, "Experience. Memories. Tradition." This new partnership is to encourage a way for families to experience more in Oklahoma City, by using an exclusive VIP pass to attend concerts and the two theme parks.

The STYX and Joan Jett & The Blackhearts are to be the first concert of the season, on June 7. Frontier City and White Water Bay are offering exclusive early admission for families with the VIP pass on this day and throughout the following weekend.

###

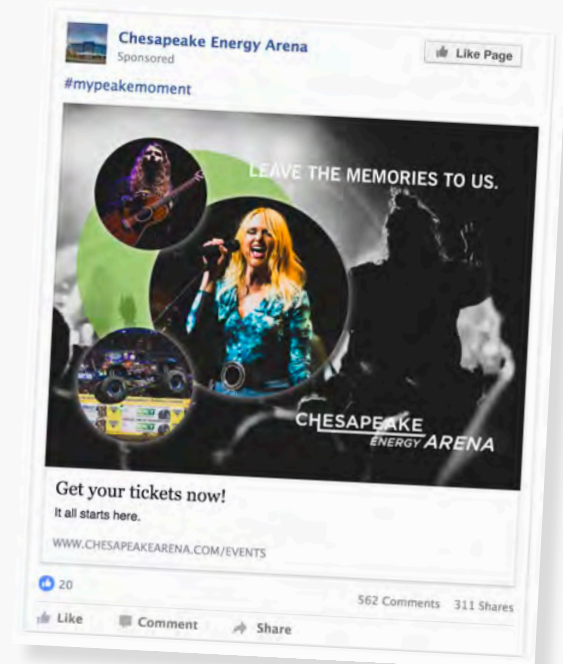
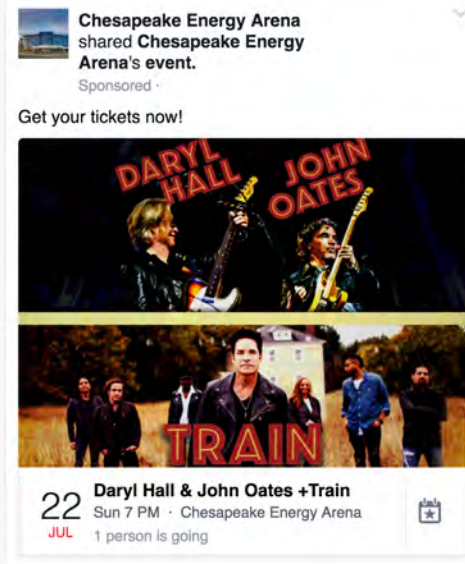
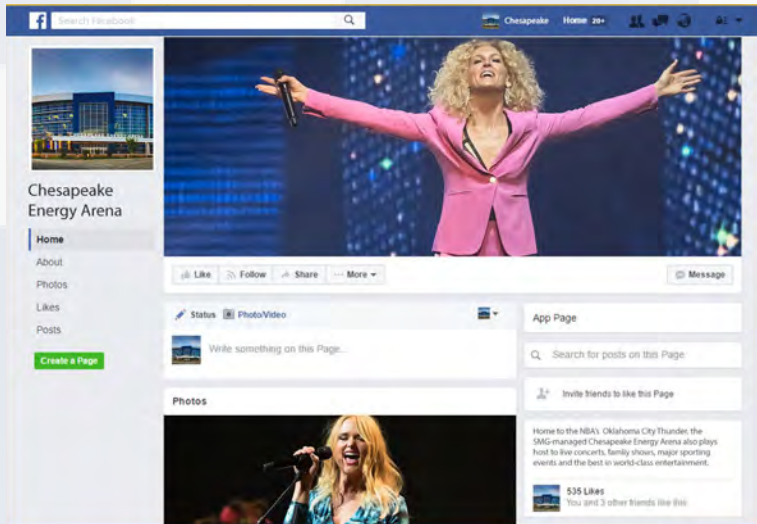
# OBJECTIVE TWO

**Increase ticket sales among target audience 9 percent by promoting lasting MEMORIES.**

## STRATEGY 1: INTERACTIVE SOCIAL MEDIA

An increased social media presence will be implemented through social media campaigns. Rewards, such as early access to ticket sales and chances to win VIP tickets, will be available to followers who participate and interact with the Chesapeake social media accounts. This will help create top of mind awareness and brand loyalty.

**TACTIC 1 :** Facebook has been allotted the most money in the campaign budget because it is our target audience's most preferred news source. Facebook advertisements are bid on and determined by cost per click. Images with ad titles of four words, and 15 words for a link description, are most effective.



## LEAVE THE MEMORIES TO US FACEBOOK CAMPAIGN

### Target

This campaign is directly aimed at our target audience. Research shows our target audience uses facebook as their primary medium. The campaign uses our three key words Experience, Memories and Tradition to entice the audience, emotionally, to buy tickets and attend events.

### Hashtags

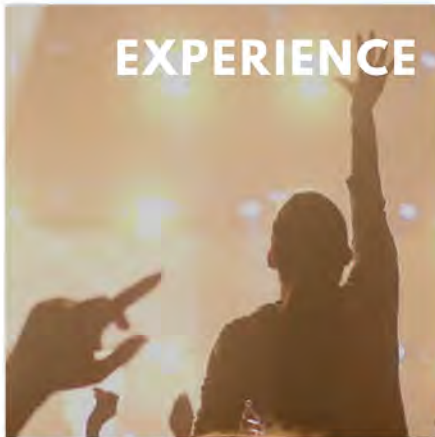
#leavethememorioustous #mypeakemoment #tradition  
#memories #experience #peake



**Chesapeake Energy Arena**  
Sponsored

TICKETS ARE RUNNING OUT! JOIN US.  
#mypeakemoment [See more](#)

### EXPERIENCE



**EXPERIENCE THE PEAKE.**  
<https://www.chesapeakearena.com/events>

### MEMORIES



**LEAVE THE MEMORIES TO US.**  
<https://www.chesapeakearena.com/events>

### TRADITION



**CELEBRATE TRADITION.**  
<https://www.chesapeakearena.com/events>

### CHESAPEAKE ENERGY ARENA



**GET YOUR TICKETS NOW!**  
<https://www.chesapeakearena.com/events>

241 Likes • 12 Comments • 6 Shares



Like



Comment



Share

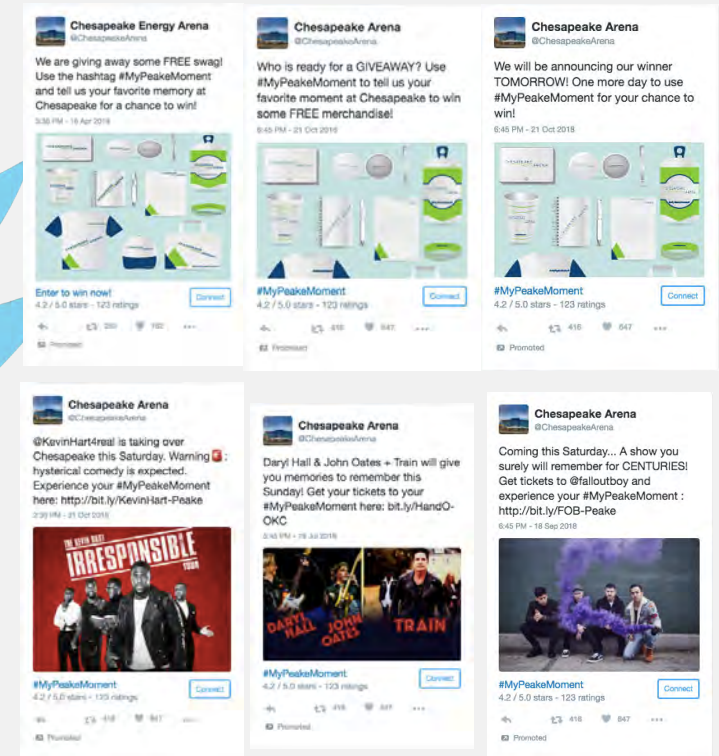
**BUDGET: \$3,640**  
**TIMEFRAME: 10 PROMOTED**  
**POSTS PER MONTH**



**TACTIC 2:** Twitter has the second highest social media budget because businesses pay for performance rates. Once a specific marketing objective is achieved, then you pay for it. However, this will add up depending on how many objectives there are and how successful advertisements are. Twitter uses keyword targeting, customization tactics and location services to promote relevant content to users. This will help Chesapeake reach a broad audience in search of making memories.



**BUDGET: \$1,500**  
**TIMEFRAME: 8 PROMOTED**  
**POSTS PER MONTH**

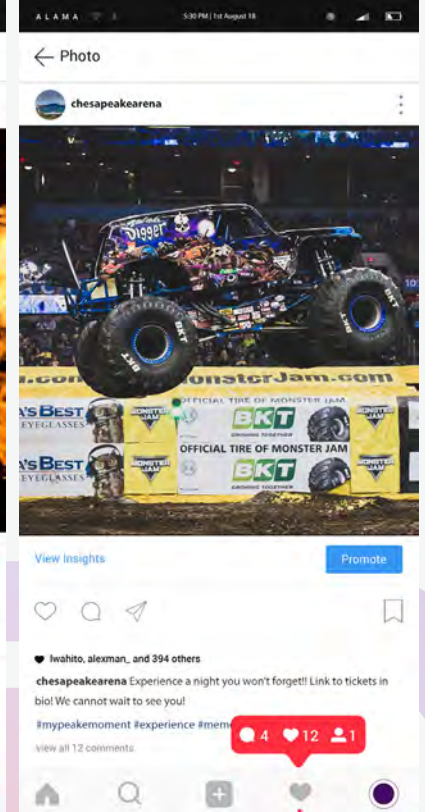
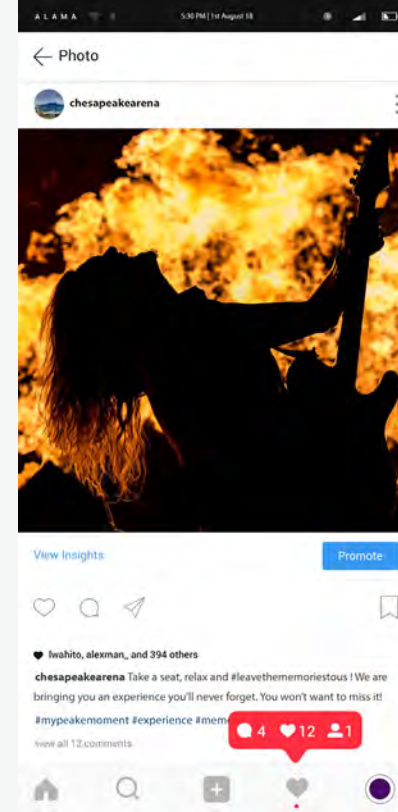
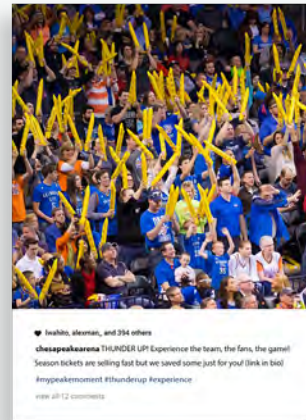
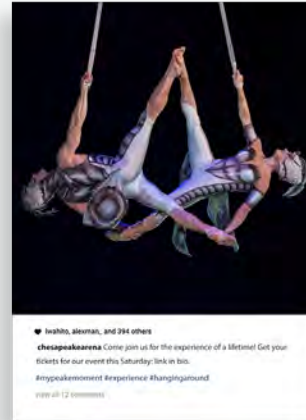


For our Twitter campaign, we will be focusing on highlighting events and giving promotional material to followers for free. By using the hashtag “#mypeakemoment” users are entered to win different materials; each week a winner is chosen. When the users tweet, they will include their favorite moment at the arena. The tweets for events happening at the venue will be catchy and somehow also include our hashtag also. The campaign will bring more awareness to the Twitter page and encourage users to interact with the arena.

TACTICS AND STRATEGIES

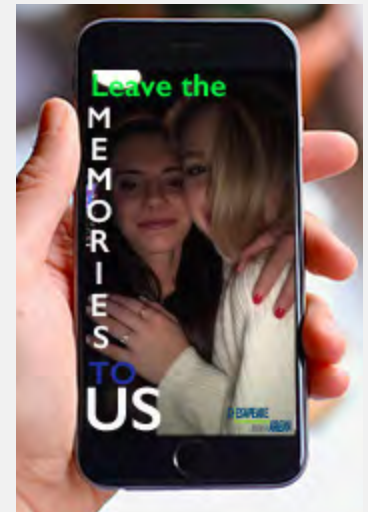
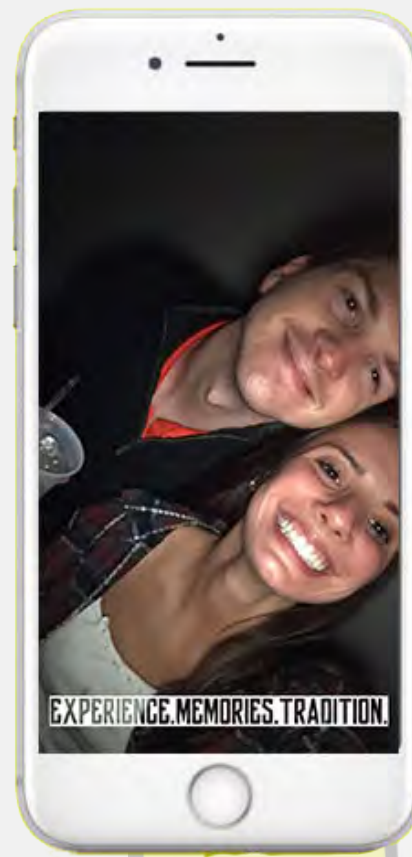
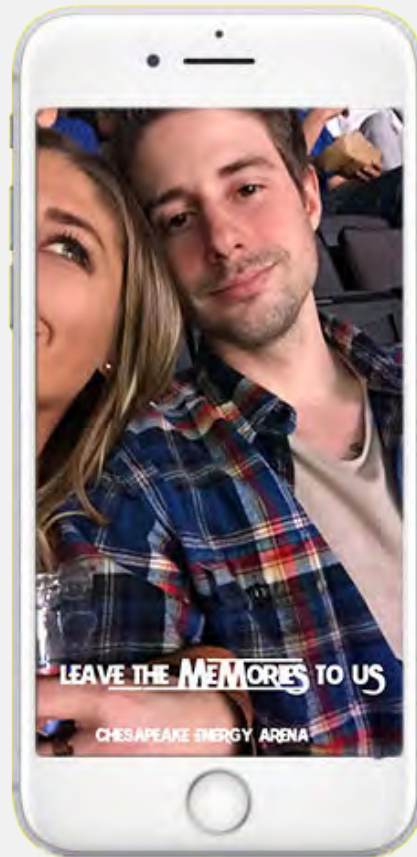


## LEAVE THE MEMORIES TO US INSTA CAMPAIGN



**TACTIC 3:** Instagram has more than double the monthly active users of Twitter and Facebook. Hashtags are commonly branded through Instagram; these aid in content discovery, optimization and engagement. Instagram Stories and Live videos will differentiate Chesapeake from other businesses. Instagram is the primary social media platform used by social influencers.

**TACTIC 4:** Snapchat Geo filters customized for certain events and located outside of the arena itself, at cross-promotion marketing partners' businesses, will increase audience engagement and spread the Chesapeake brand to places unexpected. Utilizing Geo filters is a strategic way to promote memories among our target audience.



**BUDGET:** \$4,100  
**TIMEFRAME:** 25  
**DESIGNATED DAYS**

TACTICS AND STRATEGIES

**BUDGET: \$420**  
**TIMEFRAME: 12 PERIODS**

**TACTIC 5:** Hootsuite is a social media management platform. The Professional Plan begins at \$19 per month and includes a 30-day free trial. This platform will be used to manage all social media accounts, schedule bulk messaging and ensure consistent message delivery. Hootsuite also provides the opportunity to track specific audiences and engagement. One unpaid social media internship will be offered to an undergraduate student located central to greater Oklahoma City area from a university that supports a successful communications program. The student will receive academic credit in return for his or her work. Together, these two management tactics will increase social media presence, continuity and SEO optimization.

## **STRATEGY 2: UTILIZING OUTSIDE SOURCES TO STRENGTHEN SOCIAL MEDIA PRESENCE.**

**TACTIC 2:** Social Media Intern- This tactic will increase social media following and SEO overall. The interns will be chosen from multiple universities and will be unpaid; the student will receive academic credit.

### Job purpose

The Social Media Interns will be in charge of implementing the new social media strategies and using chosen social media platforms: Facebook, Twitter and Instagram. The role offers a total engrossment into digital recruitment and opportunity to expand and improve professional social media. The intern will work with senior level staff members, social media advisers and the company's clients to learn more on social media and increasing brand awareness on it. Interns are an important and fundamental way to increase social media presence for Chesapeake.

### Key Duties:

#### 1) Managing Social Media

- a. Update social media sites to match campaign advertising.
- b. Interact via retweets, replies, etc. to followers on social media sites.
  1. Implement use of polls on social media to create reputation and understand social media audience.
  2. Meet with staff often to ensure social media information is accurate.
- c. Engage with social media followers to increase presence and number of followers.
  1. Share updates on Chesapeake's Facebook under discretion of supervisor.
  2. Increase Facebook 'views' by interacting on multiple social media platforms with potential or current clients.
  3. Use Hootsuite to schedule and send out tweets.

# OBJECTIVE THREE

**To create a strong brand image that portrays Chesapeake Energy Arena as top of mind for consumers through continuing TRADITION.**

## STRATEGY 1: INCREASE BRAND RECOGNITION

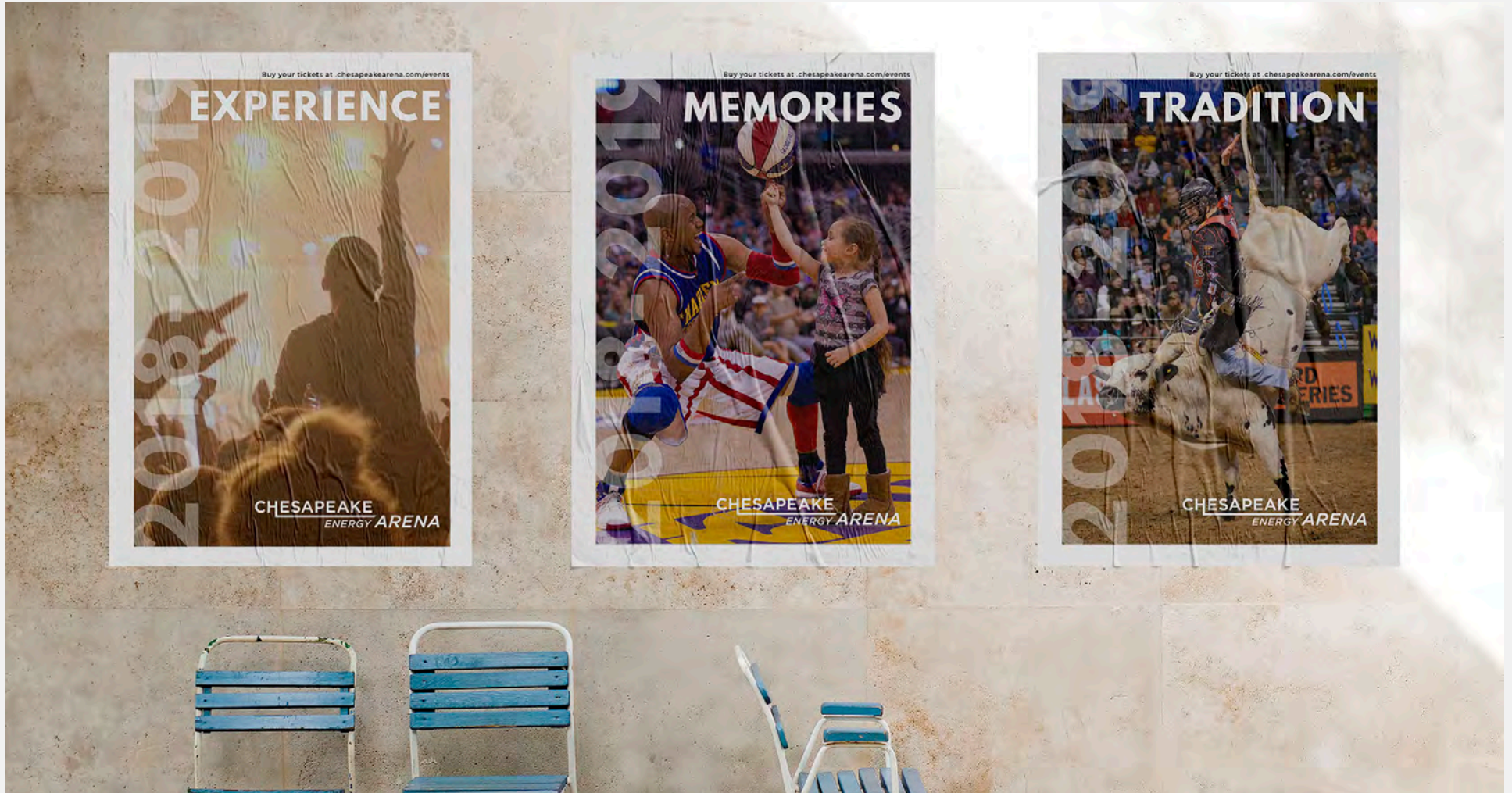
**TACTIC 1:** Having a creative tag-line makes the brand memorable and quickly recognizable. A memorable tag-line can be used as a unique advantage point for a company. “Experience. Memories. Tradition.” is the tagline we’ve created. Tag-line use in print and digital advertising will enhance the campaign’s idea of nostalgia while increasing loyalty throughout the fan base. Having a creative, catchy tag-line makes a brand memorable and quickly recognizable. A tag-line can be used as a unique advantage point for a company. We want the tag-line for Chesapeake to be one that instantly paints a picture in people’s heads. Our goal for Chesapeake is to make memories that will last a lifetime as part of the selling point: “Leave The Memories To Us.” We believe this tag-line perfectly depicts what we want people to experience when they come to Chesapeake. Our tag-line will be used in our print advertising, digital advertising and social media posts.

**TACTIC 2:** Promoting the use of an unique custom hashtag throughout social media will boost engagement, brand recognition and brand loyalty. A custom hashtag is one that relates to a specific business. Hashtag use is also an effective targeting tool. “#mypeakemoment,” is the hashtag we’ve created. This represents Chesapeake’s new campaign, and coincides with our tag-line. The hashtag will be used mainly throughout social media, but can also be featured on promotional marketing products.

# #MYPEAKEMOMENT



## STRATEGY 2: EXPAND REACH THROUGH OOH ADVERTISING



**TACTIC 1:** Print media is one of the most targeted versions of advertising. In order to obtain the attention of the target audience, we will utilize billboards, fly posters and sidewalk chalk for out-of-home advertising. Posters and sidewalk chalk will be located chiefly in commercial and industrial areas on major local roads. They will deliver exposure to residents and to commuter traffic.

**BUDGET: \$3,000**  
**TIMEFRAME: 12 PERIODS**





The sidewalks of Downtown, Oklahoma City, fill with locals and travelers daily. Embracing digital technology advertising methods at the eye level of consumers will allow Chesapeake to reach and engage consumers with a visual impact. This is a flexible, unique and dynamic tactic that will yield impressive results. This will showcase the Chesapeake story in a modern way.





Billboards reach a high number of people because they can be seen and read from a long distance. According to the Arbitron National In-Car Study, a majority of Americans at one time or another learned about an event that interested them or a restaurant they later patronized.

**BUDGET: \$12,000**  
**TIMEFRAME: 3 PERIODS**

**TACTIC 2:** Radio advertising reaches a wide range of listeners. Radio is a strong medium, reaching 93 percent of American adults weekly, according to Nielsen data. Morning and afternoon drive times will result in the most exposure. Due to our broad target audience and radio advertising's extensive reach ability, we find it important to write two radio spots. Our budget reflects this. We will be streaming from 102.7 KJ103, Oklahoma's #1 Hit Music Station. "KJYO, known as "KJ103", is a Top 40 (CHR) radio station serving the Oklahoma City area and is owned by iHeartMedia, Inc. Its transmitter is located in Northeast Oklahoma City, and studios are located at the 50 Penn Place building on the Northwest side."

Title: Peake Conversations  
Client: Chesapeake Energy Arena  
Length: 30 seconds  
Air date: November 1- January 1

Man 1:	Dude, I want to do something fun this weekend!
Man 2:	Ok, but not the city. It's boring.
Announcer:	Um, excuse me guys, but what about Chesapeake Energy Arena? It's the peake of entertainment in Oklahoma City, and it's surrounded by the best bars and restaurants the city can offer! Plus, for a limited time, if you follow CEArena social media accounts, you could win free 2 free tickets to a 2018-19 Chesapeake concert of your choice!
Man 1 and 2:	Wow! In that case, let's do it!
Announcer:	For information on upcoming events and contest rules visit <a href="http://Chesapeakeenergyarena.com">Chesapeakeenergyarena.com</a> . Chesapeake, Leave the memories to us.

###

**KJ103**



Listen Live on  
**iHeartRADIO**

Title: Memories at the Peake  
Client: Chesapeake Energy Arena  
Length: 30 seconds  
Air date: June 1- July 31

Are you bored of sitting at home all day? Do you need an exciting family-friendly activity? It's time to stop going through the motions of life and start making memories that'll last forever! In a city filled with endless fun, Chesapeake has performances the whole family will love. Experience the peake of entertainment at Chesapeake Energy Arena. Go to [ChesapeakeEnergyArena.com](http://ChesapeakeEnergyArena.com) today to view upcoming concerts and live performances. Chesapeake, leave the memories to us.

###

**BUDGET: \$5,200**  
**TIMEFRAME: 5 PERIODS**

TACTICS AND STRATEGIES





**BUDGET:**  
**\$2,100**  
**TIMEFRAME:**  
**12 PERIODS**

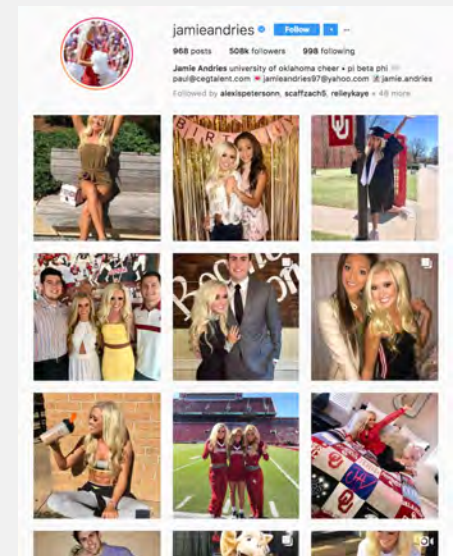
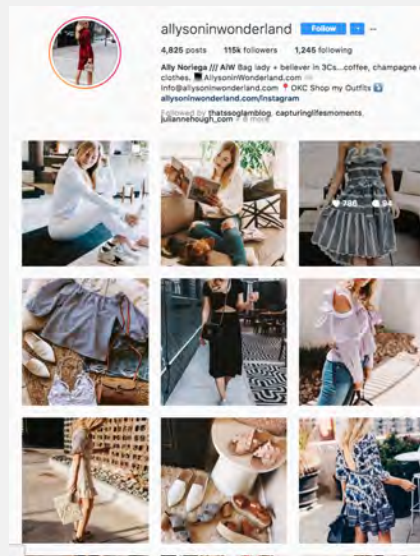
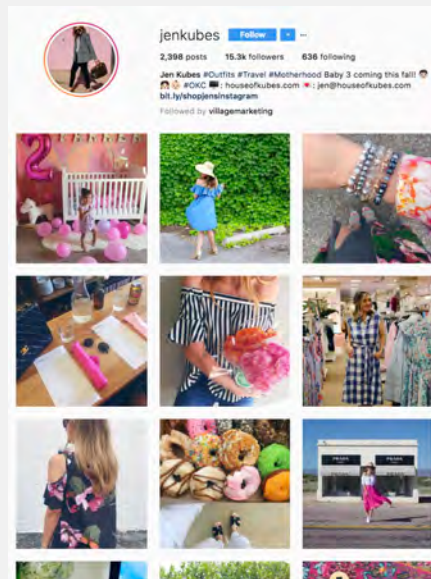
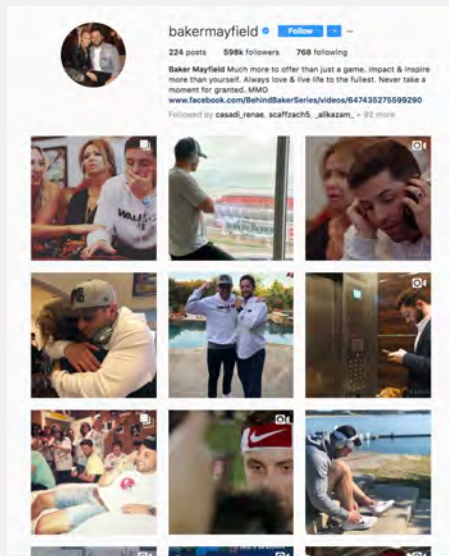
**TACTIC 3:** Transit advertising is the second largest sector for outdoor advertising. This is an important medium for reaching a broad audience. Utilizing transit advertising will attract new and old customers, improve brand awareness and produce a high impression rate at a comparably low cost to other mediums. Advertising on buses is an easy and relatively cost effective way to reach a broad audience.

We will use a few different types of bus advertising. First, a Mini King Kong will go on the side of the bus where passengers get on and off. We believe having our advertisement on this side will get the most exposure because it increases the likelihood of passengers seeing it. This advertisement will run for 12 periods. The second type of bus advertisement we will use is the Tail Wrap. This will allow those who are driving behind the bus to see our ads. We believe this provides another way for guaranteed exposure of our ads. This tail wrap advertisement will also run for 12 periods. Specific pricing is included in the budget on page 31.

## STRATEGY 3: UTILIZE INTERPERSONAL BRANDING THROUGH OPPORTUNITIES IN THE COMMUNITY

**TACTIC 1:** With the fast rise of social media and technology, the challenge to compete with competitors using modern advertising has grown. To increase differentiation and competitive appeal, we will employ brand ambassadors and social media influencers. Working with brand influencers can help drive traffic and improve search engine ranking. Brand influencers will be used to showcase Chesapeake in Oklahoma City, as an entertainment destination. Influencers will promote the “Experience, Memory and Tradition,” campaign. Brand ambassadors will be used to promote events during the week of high profile events. They will serve as an in-person reminder to the local audience, and they will increase overall brand engagement. Together, this will boost brand visibility and raise awareness within our relevant market.

A social media influencer is someone who has a strong impact on their large social following. We plan to give them promotional material and have them tweet, or post about it on their social media. Due to their large following, they have the ability to sway individuals' opinions and thoughts about promoted material. This is why we believe it is important to have influencers post about Chesapeake, upcoming events, their experiences at Chesapeake and other promotional materials.



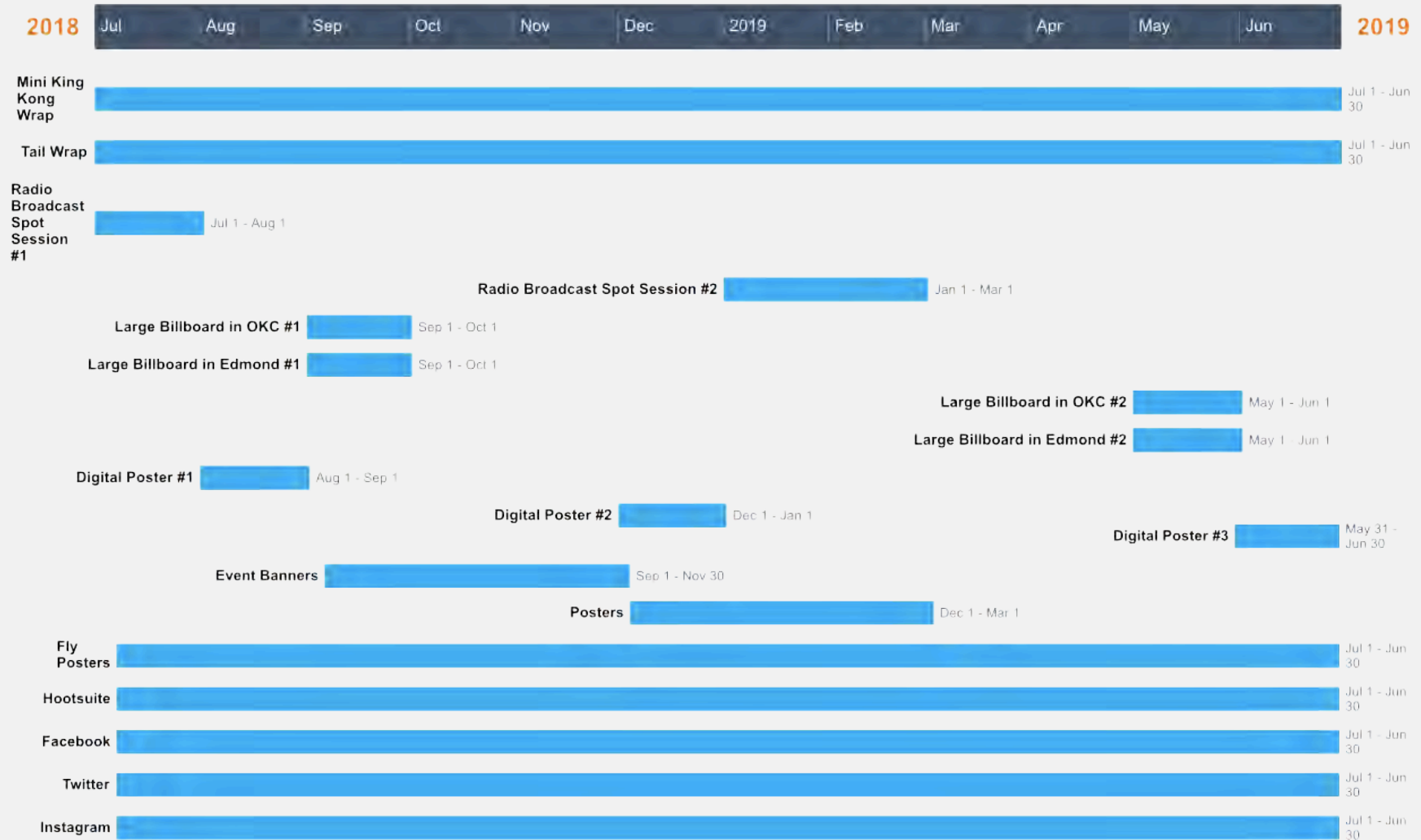


## TACTIC 2: Brand Ambassadors

We plan to utilize brand ambassadors to pass out fliers, promotional materials and other Chesapeake information. The ambassadors will be in charge of promoting and posting about Chesapeake from their personal accounts. We want them to talk about Chesapeake and create an awareness and interest. They will also be in charge of going to college campuses and other locations to pass out our promotional materials. We will give them the latest shirts, hats, etc. to wear around and post about as well.



# BUDGET TIMELINE



BUDGET



# MAXIMUM BUDGET

## Summary

### TOTAL YEARLY BUDGET

\$50,000

### TOTAL YEARLY EXPENSES

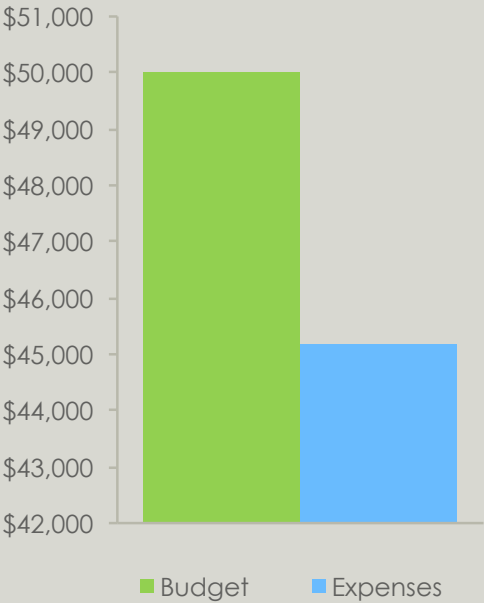
\$45,181

### TOTAL YEARLY SAVINGS

\$550

### CASH BALANCE

\$4,269

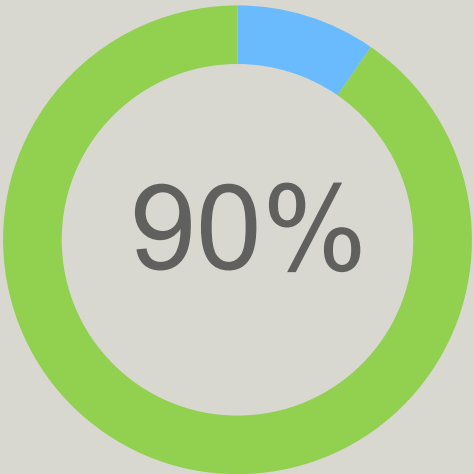


### Yearly Budget

ITEM	AMOUNT
Budget	\$50,000.00

### Yearly Excess

AMOUNT
\$200.00
\$250.00
\$100.00



## Yearly Expenses

ITEM	Time Frame	AMOUNT
Mini King Kong Wrap	12 periods	\$1,150.00
Bus Advertisement	12 periods	\$500.00
Tail Wrap	12 periods	\$450.00
KJYO-FM iheartradio	12 periods	\$5,200.00
KJYO-FM	12 periods	\$4,680.00
Bulletins (large billboards)	3 periods	\$3,000.00
Digital Poster	12 periods	\$3,500.00
Partnering with Restaurants	12 periods	\$4,000.00
Hootsuite	12 periods	\$420.00
Twitter Advertising	12 periods	\$1,500.00
Instagram	12 periods	\$0.00
Snapchat Geofilters	25 days	\$4,100.00
Facebook Ads	12 periods	\$3,640.00
Facebook Live	12 periods	\$0.00
Periscope	12 periods	\$0.00
3" x 4" Oval Custom Sticker (2000)	9 periods	\$260.10
Hang in There Lanyard (250)	9 periods	\$319.52
Rounded Corners Magnet (flat)	9 periods	\$121.08
Magnum Magnetic Fridge Office Clip (500)	9 periods	\$295.54
Removable Bumper Sticker (2000)	9 periods	\$720.00
1/2" Economy Polyester Lanyard (250)	9 periods	\$340.00
Power Clip Magnet (500)	9 periods	\$410.00
Kan-Tastic Collapsible Can Cooler (1000)	9 periods	\$575.00
Event Banners (80)	12 periods	\$4,500.00
Posters (5500)	12 periods	\$3,000.00
Fly Posters (6000)	12 periods	\$2,500.00

# MINIMUM BUDGET

## Summary

### TOTAL YEARLY BUDGET

\$50,000

### TOTAL YEARLY EXPENSES

\$35,131

### TOTAL YEARLY SAVINGS

\$550

### CASH BALANCE

\$14,319

## Yearly Excess

### AMOUNT

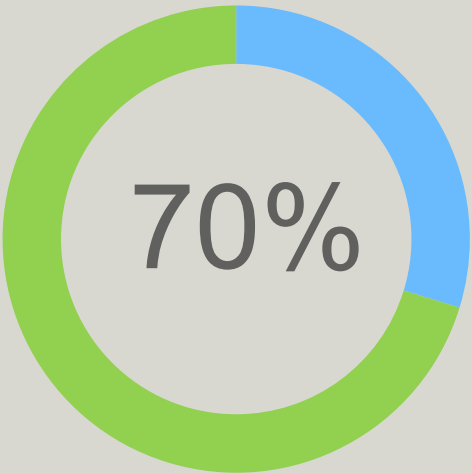
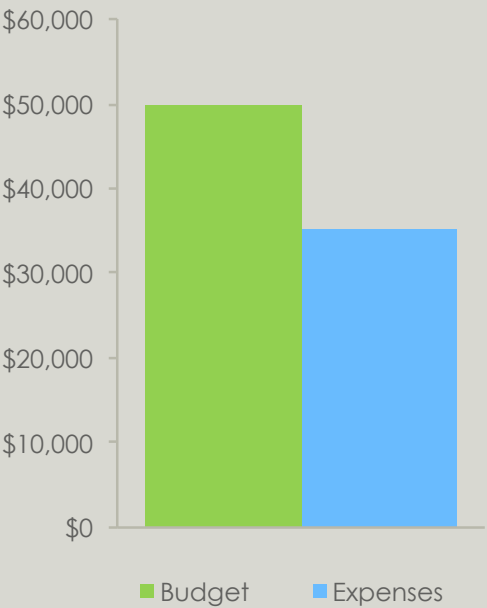
\$200.00

\$250.00

\$100.00

## Yearly Budget

ITEM	AMOUNT
Budget	\$50,000.00



## Yearly Expenses

ITEM	Time Frame	AMOUNT
Mini King Kong Wrap	12 periods	\$1,150.00
Bus Advertisement	12 periods	\$500.00
Tail Wrap	12 periods	\$450.00
KJYO-FM iheartradio	6 periods	\$2,600.00
KJYO-FM	6periods	\$2,340.00
405 Magazine (quarter) x4	12 periods	\$2,400.00
Bulletins (large billboards)	3 periods	\$2,500.00
Digital Poster	12 periods	\$2,000.00
Partnering with Restaurants	12 periods	\$4,000.00
Hootsuite	12 periods	\$420.00
Twitter Advertising	12 periods	\$1,500.00
Instagram	12 periods	\$0.00
Snapchat Geofilters	25 days	\$4,100.00
Facebook Ads	12 periods	\$3,600.00
Facebook Live	12 periods	\$0.00
Periscope	12 periods	\$0.00
3" x 4" Oval Custom Sticker (2000)	9 periods	\$260.10
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1/2" Economy Polyester Lanyard (250)	9 periods	\$340.00
Power Clip Magnet (500)	9 periods	\$410.00
Kan-Tastic Collapsible Can Cooler (1000)	9 periods	\$575.00
Event Banners (40)	12 periods	\$2,250.00
Posters (2000)	12 periods	\$1,500.00
Fly Posters (2500)	12 periods	\$1,500.00

# EVALUATION

Evaluation is necessary to determine if campaign strategies are successful and effective. It is more important to measure the impact of activities rather than the effort put in. We recommend frequent monitoring and evaluating of the campaign as it progresses. This will allow you to see if marketing strategies are successful and take appropriate counter-measures in cases where performance can be improved. The performance of this campaign can be measured through attendance, revenue, surveys and analytics.

To evaluate the performance of the three campaign objectives, refer to these suggested measures:

## **OBJECTIVE 1: Position Chesapeake as primary entertainment destination in the Midwest US by promoting THE EXPERIENCE.**

Evaluation: Conduct surveys with ticket holders and new participants to learn how they heard of Chesapeake's event, and what motivating factors they considered before attending; ask if cross-promotional partnerships were a positive influential factor.

Record ticket sales and social media engagement from cross-promotional partnerships.

## **OBJECTIVE 2: Increase ticket sales among target audiences 9 percent by promoting lasting MEMORIES.**

Evaluation: Compare ticket sales from before and after the campaign. Social media analytics should be obtained from the Hootsuite account. These analytics will show the effect of an increased social media presence on ticket sales and attendance.

## **OBJECTIVE 3: Create a strong brand image as top of mind for consumers and differentiates Chesapeake from competitors by promoting TRADITION.**

Evaluation: Social media analytics from Hootsuite will show the effect of catchy slogans. If these slogans are easy to target and are associated with high engagement rates, they are successful.

Conduct surveys to ticket holders and new participants to learn how they heard of Chesapeake's events. Compare new survey responses to the primary and secondary research collected before the start of the campaign.

# MEET THE TEAM. WORKS CITED



## Account Executive

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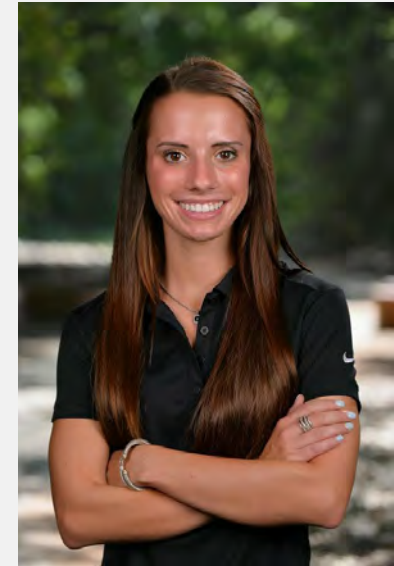
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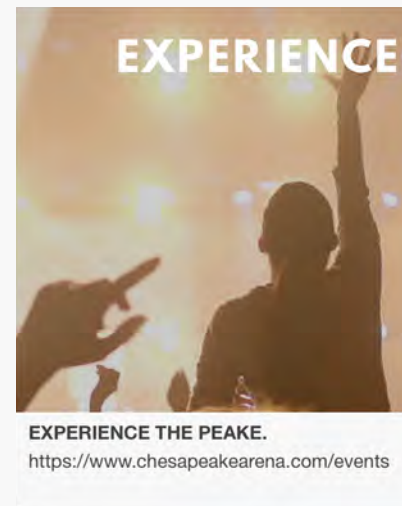
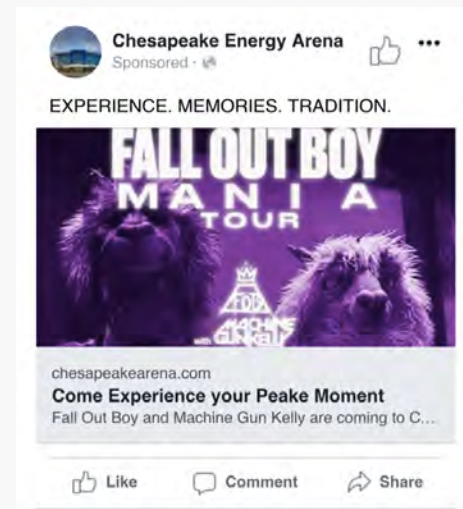
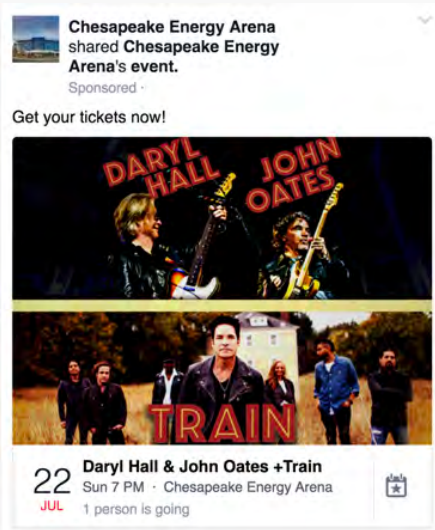
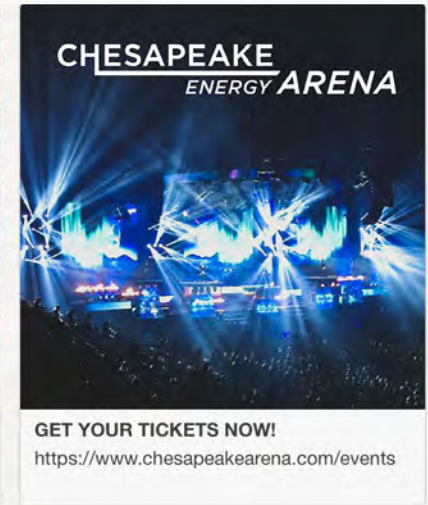
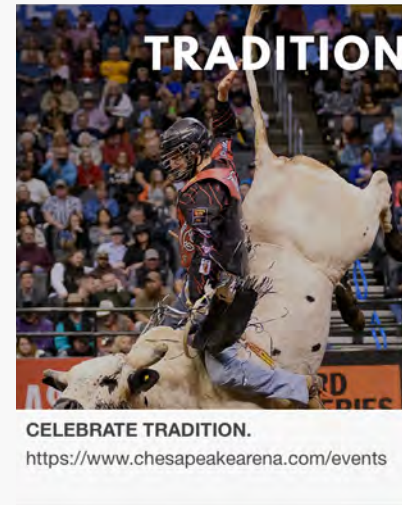
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Strategic Communications  
Email: baylee.huff@okstate.edu  
Phone: (214) 912-1734

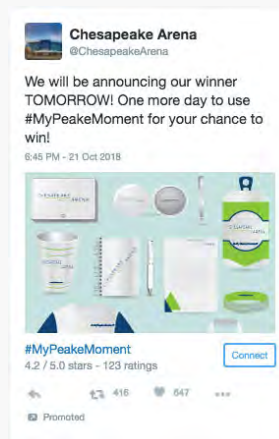
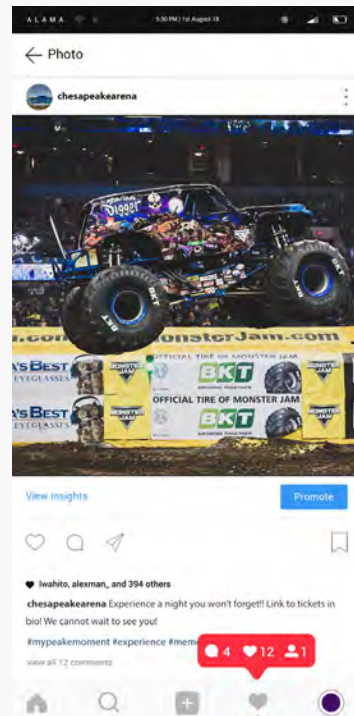
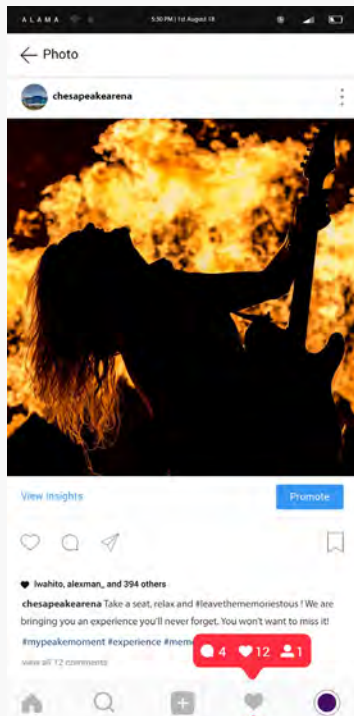
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# SUPPLEMENTAL MATERIALS







100 W. Reno Ave.  
Oklahoma City, OK 73102  
P: 405-602-8500

## News Release

For Immediate Release  
May 2, 2018

FOR MORE INFORMATION CONTACT:  
Riley Thomas  
Communications Manager  
rthomas@chesapeakearena.com

### Chesapeake Energy Arena to partner with local businesses to increase experience

OKLAHOMA CITY, Okla.—Chesapeake Energy Arena will partner with local businesses beginning July 21 in the downtown Oklahoma City area to enhance partnerships and increase popularity of the area.

Chesapeake announced partnerships with local businesses which will create a greater experience for patrons of the downtown Oklahoma City area. The partnerships will be with family-friendly businesses who have a focus on enhancing popularity in the area. Each partnership will be strategically chosen to increase awareness of the area's entertainment.

"We feel that these partnerships have been a work in progress for quite some time now," General Manager Hugh Lombardi said. "The partnerships should show our current and potential customers we are dedicated to making the city an entertainment destination. It is sure to provide a great experience!"

The partnerships will include Mickey Mantle's Steakhouse, Bricktown Brewery, Fuzzy's Taco Shop and Abuelo's Mexican Restaurant. The businesses will offer discounts to those

—more—

20  
18

KIDS BOP LIVE • DARYL  
HALL & OATES +  
TRAIN • FALL OUT  
BOY 24408E THOMAS  
RHETT • THE KEVIN  
HART IRRESPONSIBLE  
TOUR • JUSTIN  
TIMBERLAKE •



CHESAPEAKE  
ENERGY ARENA

LEAVE THE  
MEMORIES  
TO US.

BUY YOUR TICKETS  
CHESAPEAKEARENA.COM/EVENTS  
#MYPEAKEMOMENT

Title: Memories at the Peake  
Client: Chesapeake Energy Arena  
Length: 30 seconds  
Air date: June 1- July 31

Are you bored of sitting at home all day? Do you need an exciting family-friendly activity? It's time to stop going through the motions of life and start making memories that'll last forever! In a city filled with endless fun, Chesapeake has performances the whole family will love. Experience the peak of entertainment at Chesapeake Energy Arena. Go to [ChesapeakeEnergyArena.com](http://ChesapeakeEnergyArena.com) today to view upcoming concerts and live performances. Chesapeake, leave the memories to us.

###



Title: Peake Conversations  
Client: Chesapeake Energy Arena  
Length: 30 seconds  
Air date: November 1- January 1

---

Man 1:

Dude, I want to do something fun this weekend!

Man 2:

Ok, but not the city. It's boring.

Announcer:

Um, excuse me guys, but what about Chesapeake Energy Arena? It's the peake of entertainment in Oklahoma City, and it's surrounded by the best bars and restaurants the city can offer! Plus, for a limited time, if you follow CEArena social media accounts, you could win free 2 free tickets to a 2018-19 Chesapeake concert of your choice!

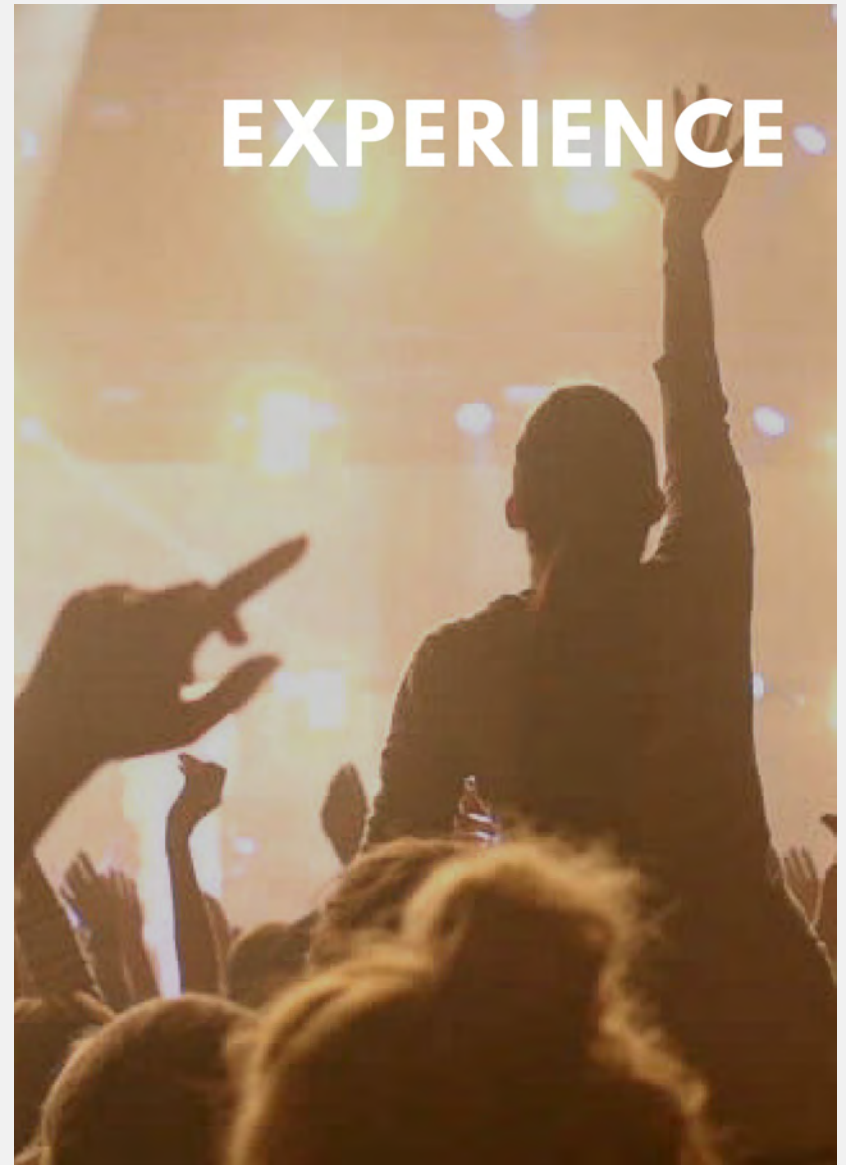
Man 1 and 2:

Wow! In that case, let's do it!

Announcer:

For information on upcoming events and contest rules visit [Chesapeakeenergyarena.com](http://Chesapeakeenergyarena.com). Chesapeake, Leave the memories to us.

###



# MEMORIES



# TRADITION











LEAVE YOUR MEMORIES TO US.

EXPERIENCE.  
MEMORIES.  
TRADITION.

CHESAPEAKE  
ENERGY ARENA

FOR TICKETS  
[WWW.CHESAPEAKEARENA.COM/EVENTS7](http://WWW.CHESAPEAKEARENA.COM/EVENTS7)