

Applying the PESO Model: New York Football Giants

Target Audience

The New York Giants is a professional football team who plays in the National Football League, in the NFC East division. The target audience for the Giants organization is males ages 15-44. However, the organization proudly has a very loyal fanbase made of lifelong fans who have an interest in following the Giants throughout the season and watching the games (NYG SWOT Analysis). Since the Giants have such a generationally diverse audience, the team must appeal to all sectors. 10 special super-fans will be selected at the tailgate and invited to attend the celebration. The Giants organization wants to show its appreciation for the dedicated fans that have supported the team throughout its 97 years. In addition to the celebration, players of the current Giants team have donated items such as signed jerseys, real helmets and more to be auctioned off to attendees of the gala event. The money raised will be donated to Tackle Kids Cancer, a charity Eli Manning has worked closely with since 2015. Prior to the event selection, the Giants will be promoting the special tailgate selection on their social media platforms. This will include Instagram, TikTok and ESPN Mobile. By doing a promotion this way, the Giants will be capable of reaching the younger demographic which will result in increased ticket sales. In order to appeal to the older generation, the organization will release a special newsletter that will be sent to the emails of those who are enrolled (NewsLetter). Promotion of the event to specific demographics is essential to the success of the campaign launch.

Central Message

The New York Football Giants are proud to have earned the loyalty of one of the largest fan bases in the NFL. The following PESO messaging strategies will allow the Giants to successfully launch and execute the anniversary event.

PESO Messaging

PAID: The giants will collaborate with Errin Andrews. Andrews is an American Sports Commentator who has built herself a name in the football industry. Over her years of hard work and dedication, Andrews has become prevalent in the sports world and a significant role model for young women and females. The Giants organization will pay Errin to post on TikTok, Twitter and Instagram promoting the upcoming event, specifically the Tackle Kids Cancer aspect.

Justification: The Giants organization would like to expand its female fan base. In 2014, the organization founded the Giants Women's Club. The organization was founded in 2014 as the team's first-ever official female fan club ([Giants Women's Club](#)). The team wants to welcome the female community as they are underrepresented in the football industry. By working with Errin Andrews more females will see the event and want to try to win.

EARNED: After the news release about the event was sent out to contacts, ESPN contacted the Giants organization asking to produce an episode about the Giants' event for its TV series 60 for 60. The Giants will have Head Coach, John Mara and Eli Manning in an interview explaining how much the fans mean to the team and how excited they are for the event.

Justification: By ESPN reaching out to the Giants inquiring about conducting an interview and spotlighting the event shows a great audience response. Additionally, viewers of ESPN are not confined to only Giants fans, but rather sports fans in general. This is positive as it will promote outside fanbase audiences to purchase tickets to the game.

SHARED: An Instagram reel will be produced and shared two weeks before the event. In the video, players will say what items they are donating to the auction. The video will have fun edits to get fans excited.

Justification: The average number of likes on a New York Giants Instagram post is 16.3 thousand ([Giants Instagram](#)). The amount of likes does not necessarily mean the amount of accounts viewed. On average, the Reels posted bring in about 311 thousand views, however, some even break one million. By posting this video, with the entertaining edits, the post will bring in younger audiences.

OWNED: The Giants will send a newsletter promoting the event. This will showcase different graphics illustrating the tailgate with John Mara and Eli Manning, along with the venue for the following gala.

Justification: The Giants own the newsletter, and fans can sign up for the subscription through the Giants website. This will allow the team to reach the audience that they already have and will spread through word of mouth. A majority of those who are enrolled in the Newsletter with the Giants are older men. With this information, people will likely have a disposable income to purchase tickets for the game.

Conclusion

The idea to promote the Giants' event through the use of the PESO examples is crucial in boosting ticket sales as well as promoting the event to not only the Giants' fanbase but also the entirety of the NFL. While some of the models share audiences, each is individualistic and targets a certain demographic. However, each of the campaign efforts will have the same final goal.