

# NOT A GAME, A SPIRIT

76 x Hennessy

Subheading



# AGENDA

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🌀 THE TEAM

🌀 CHALLENGE

🌀 THE CAMPAIGN

🌀 PROBLEM/SOLUTION

🌀 PILLARS

🌀 DATA/ANALYSIS

🌀 TACTICS

🌀 KPI

🌀 TARGET

🌀 TIMELINE

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# PHUSION AGENCY

Breaking barriers and reshaping perceptions in Philadelphia with our all-women agency.

## STARTING IV

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**JALISSA BREELAND**  
DATA ANALYST



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**AAMIRA MUSE**  
SOCIAL STRATEGIST



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**MIRNA ELKADI**  
OPERATIONS MANAGER



21

**JIMIA DAVIS**  
DIVERSITY AND INCLUSION  
COORDINATOR





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# CHALLENGE

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How can Hennessy partner with the Philadelphia 76ers to capitalize on the season tip-off to showcase Hennessy's versatility and bring awareness to its NEW cocktail campaign, in the Philadelphia community?



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# THE CAMPAIGN

*“NOT A GAME, A SPIRIT”*

The goal of our campaign is to highlight the culture of Philadelphia’s spirit through an authentic lens. This includes showcasing the spirit of Philly as a hustle mentality, and overcoming adversity to get things done.

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# THE PROBLEM

The lack of proper representation leads to an emotional disconnect between the Philadelphia 76ers and the local community, resulting in missed opportunities for attracting new fans, engaging current fans and encouraging loyalty for the 76ers and partners at Hennessy.

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# THE SOLUTION

Our solution is to tell authentic stories of the Philadelphia community, showcasing their energy, resilience, and hustle, in order to capture their spirit, thereby strengthening the emotional bond between the team and its supporters and enhancing the partnership's success.

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# THE PILLARS

 ENERGY

 RESILIANCE

 HUSTLE

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ENERGY



RESILIANCE



HUSTLE

# COGNAC BY THE NUMBERS

- Age/Generation: 30-49 year olds (Millennials and Gen X) - 57% of servings
- Gender: Male population - 78% of servings
- Class: Middle income (\$40 - 70k/year) - 36% of servings
- Majority black population drinkers (55% of servings)
  - “Routine” beverages
    - 22% consumed relaxing after work
    - 35% consumed while watching television (18% for sports programming)
- White population drinkers went from 26% to 40%
  - “Reserved” beverages
    - 13% consumed during meal times
    - 32% consumed during special occasions
- Servings dropped by half when watching sports on tv (18% to 9%)

# 76ERS BY THE NUMBERS

- 1.81 million followers on Facebook
- 4.3 million on Instagram
- 2.3 million on Twitter
- 978.1k on Tiktok
- Reached the record high of ticket sales - \$122 million (22-23 season)
- As of October 2023, the Philadelphia 76ers had accumulated 1.81 million fans on their Facebook page. Meanwhile, the franchise's official Twitter page had a total of 2.34 million followers during this period.
- In 2022/23, the regular season home attendance of the franchise was 839,261, an average of 20,469 per game.
- Ticket sales for home games dropped in the 2022/2023 season compared to the 2021/2022 season 3%.

# SPIRIT SURGE

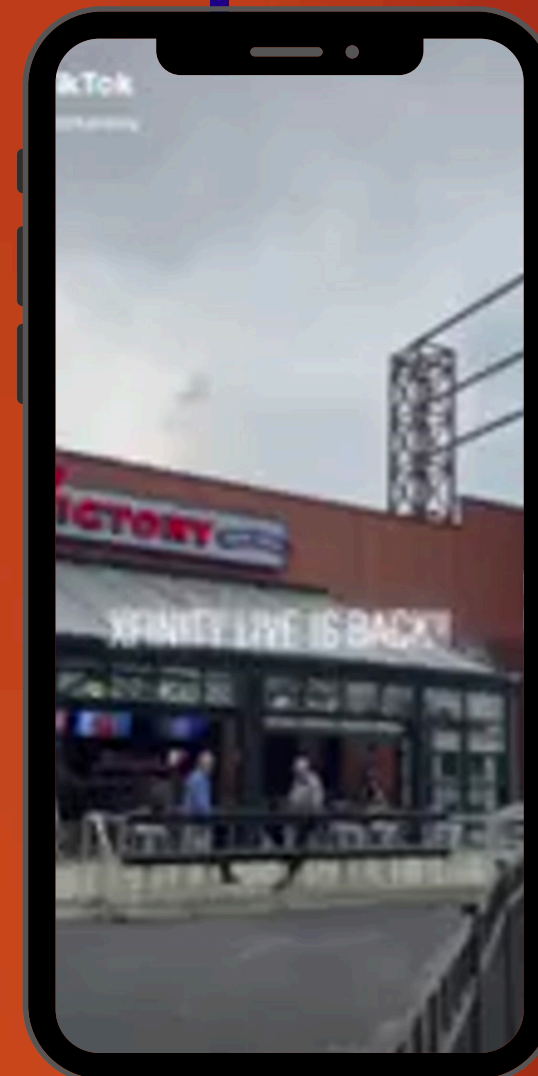
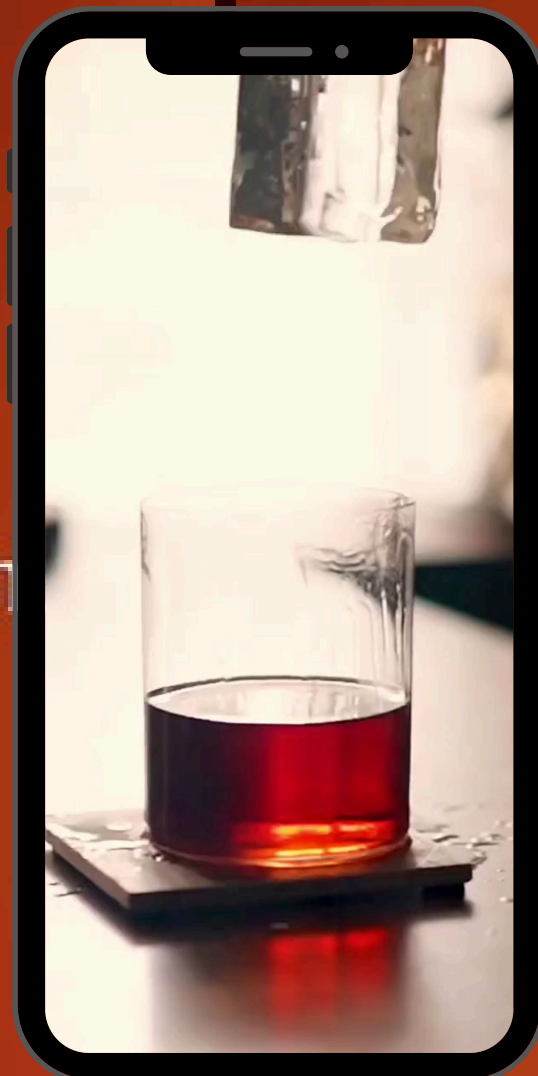
## Immersive LED Fan Experience

Have your game day spirit presented at this in-arena immersive experience. Showcasing your 76ers spirit and how you can enjoy a Hennessy cocktail no matter the location.

Take it a step further with our Sixth Man Challenge using the hashtag #NOTAGAME76



• Henr



SPIRIT  
OF THE  
NBA

# SOCIAL MEDIA STRATEGY

Here's a glimpse of our social strategy and how it also expands into OOH advertising.

## INSTAGRAM AND TIKTOK SOCIAL PROMOTION



Strategic distribution on the right social platforms ensures that the message reaches the target audience

## OOH ADVERTISING

- Podcast ads
- Flyers posted in Hennessy serving bars
- Banner posted on SEPTA + PATCO and arena

**ENERGY. RESILIENCE. HUSTLE.**



**#NOTAGAME76**



# "BALLER FEST"

## Streetball Tournament

Powered by: Sixers and Hennessy

Bringing the spirit of streetball to the city  
Botherly Love.

- Custom designed courts by Philadelphia artists.
- Custom jerseys created by small streetwear designers.
- Bracket Tournament with prizes.
- Trophy and home game Hennessy experience for winners.
- Food trucks and celebrity bartenders.
- Food trucks celebrating different cultures.
- Special Allen Iverson-inspired cocktails.



Team Iverson



Team Resilience

Team Energy



Team Hustle



Team Rocky



Team Love

Team Bell



Team Moët

# LIMITED EDITION PR BOX

Tieing in some of your favorite local influencers, creatives, and artists, to receive a limited edition PR box. Spreading the spirit amongst the fans on their socials for fans to later on purchase at the opening game.



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# SIXTH MAN SPOTLIGHT

## Awards ceremony

Host: Milano Di Rouge (Receiving 6th Man Award)

Entrepreneurs are the prime example of **Energy**, **Resilience** and **Hustle** embodying the true spirit of Philadelphia and mirroring the diversity of the 76ers team and the versatility of Hennessy's culture. How could we not honor the people who matter the most?

The 76ers & Hennessy will select 10 businesses/forward thinkers to honor.

Each business will receive a reward which corresponds to the 10 retired 76er players based on common personality traits and attributes.

- Merchandise
- VSOP Limited Edition Bottle & Cup set
- Custom Retired Jersey Statue Award
- In Arena Vending Opportunity
- Invite to Tip off Watch Party



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# SIP + PLAY

## Pregame

Host: Quinta Brunson and Tyler Williams

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Fans can enjoy a 2 hour event to sip the newest cocktails and experience interactive ways to socialize and play together.

- **Who:** Powered by Hennessey, 76ers and Xfinity
- **Where:** Xfinity Live
- **What:** A pregame rally for tip off. Only Hennessey drinks will be provided with an emphasis on the three Hennessey cocktails. The 76ers dancers will come in and kick off the event with a performance. Hands on games will be readily available such as ping pong, arcade basketball, cornhole, pool, etc.
- **Why:** To see how the fans show energy and spirit. This pregame is meant to rile the fans up and get them excited about the game they will be watching.
- **When:** 2 hours before tip off

# HENNESSEY ACCOUNTS

Fans can enjoy clubs and restaurants that mainly provide Hennessy and the select cocktail options.

## Roar Night Club

- 🌀 Bottle girls wearing Hennessy shirt
- 🌀 Sparklers out of the bottle
- 🌀 Napkins
- 🌀 DJ shout out for StreetBall powered by 76ers & Hennessy
- 🌀 Hennessy engraved glass cups

## Prime Rib Steakhouse

- 🌀 76ers x Hennessy inspired lunch menu
- 🌀 Player menu picks - “Allen Iverson Meal”
- 🌀 Allen Iverson infused drink
- 🌀 Sip and play flyers given with check

# COCKTAIL DRINKS



## Hennessy's Newest Cocktails



**1** Hennessy VS  
Berry Mojito



**2** Henney-Rita



**3** Hennessy VSOP  
Paloma

Splash of cranberry  
Hint of jalepeno

# KEY PERFORMANCE INDICATORS

Here's a glimpse of measurements we will use to track our campaigns success and the corresponding goal.



Increase impressions by 3.7

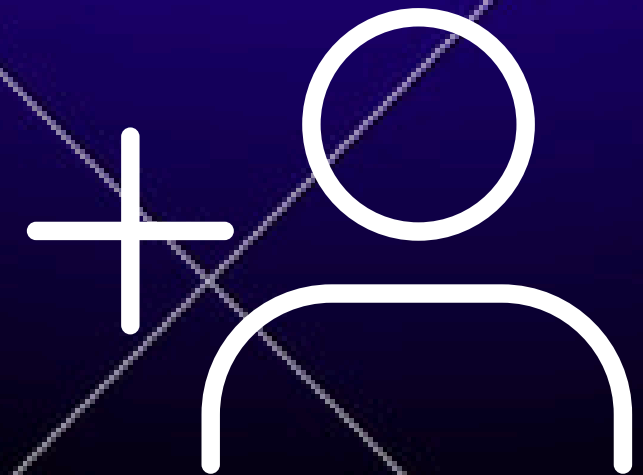
Increase engagement by 27%

Increase mentions by 300%

Increase # of followers across social media platforms by 100,000

Increase # of clicks by 170%

Decreased CPC by 40%



# TARGET AUDIENCE

- The Greater Philadelphia Area
- Sixers Fans
- Bar Hoppers
- Active on Social Media

- Target: Allijah
- Age: 27
- Born: North Jersey
- Superfan
- Extroverted
- Appreciation for premium spirits
- Goes to bars.

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# TIMELINE

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**SOCIAL  
MEDIA WALL**



**BALLER  
FEST**



**LIMITED  
EDITION PR  
BOXES**



**THE SIXTH  
MAN  
SPOTLIGHT**



**SIP & PLAY**

A stylized, handwritten signature in black ink, appearing to read 'DeT' followed by a long horizontal flourish.

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# THANK YOU!

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We are now open for questions and feedback!