



TAKE IT TO THE **NE»»XT** LEVEL

SOUTH SIDE SWEEPS
WHITE SOX PLANSBOOK 2019

EXECUTIVE SUMMARY

After identifying key values within the millennial demographic and their habits as sports fans, South Side Sweeps Agency developed a digital and social media plan for the White Sox to maintain fan engagement during the rebuild and get fans excited for SoxFest in order to launch their 2019 season. This plan is centered around enhancing the game of baseball by providing a multi-layered experience. The “Take It To The Next Level” campaign will convey that the White Sox provide a game experience enjoyable to everyone.

TARGET AUDIENCE

Primary Audience: Social Millennials

Secondary Audience: Memory-Making Parents

CAMPAIGN PERIOD

This campaign will run digitally from January 1, 2019- October 1, 2019.

OBJECTIVES

Increase awareness and expand engagement of SoxFest among 3,000 members per day and 10,000 members over the weekend of the target audience by January 27, 2019.

Increase awareness about the White Sox among 35,000 members of the target audience on digital platforms by October 1, 2019.

Increase digital fan engagement with the Chicago White Sox among 30,000 members of the target audience by October 1, 2019.

Increase digital advocacy among 20,000 White Sox fans for SoxFest 2019 and the upcoming 2019 season by October 1, 2019.

Engage at least five local influencers digitally prior to and during the 2019 season by October 1, 2019.

BUDGET

The estimated total budget for SoxFest and the digital campaign is \$44,500.

SOUTH SIDE SWEEPS AGENCY PLAYERS



SAVANNAH KELLY
CHIEF EXECUTIVE OFFICER



MADELINE LITTLE
CREATIVE DIRECTOR



MEGAN BARGER
MEDIA DIRECTOR



MATT CAPIELLO
RESEARCH DIRECTOR

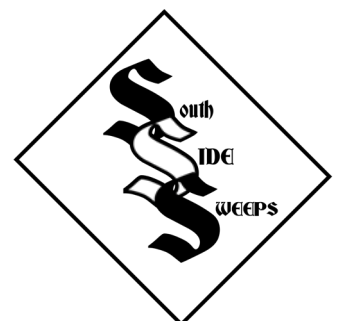


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SITUATION ANALYSIS

The Chicago White Sox have a reputation for being the friendliest team in baseball and have strived to create a family-friendly environment for their fans. The current fan base takes pride in being from the South Side of Chicago. The values of being the underdog, both on the field and in life resonate well with fan base, which comprised primarily of lower income, blue-collar workers (South Side Sox, 2018). The White Sox are striving to reach millennials in order to connect with a different fan base. This target audience has been a problem for MLB in general because millennials are watching less baseball than fans from older generations (AJC.com, 2018). The White Sox have not been able to engage with millennials very well through their social media presence. However, millennials primarily get news from social media, and 62 percent of millennials are more loyal to products if the brand itself engages with them (Forbes, 2015).

According to the 2017 J.D. Power Fan Experience Study, the White Sox have the top overall fan experience scores in the Chicago market. Although winning teams may sell more tickets, this study helped emphasize that many fans are concerned with the overall fan experience. They are interested in creating fun and long-lasting memories at games, which is something the Chicago White Sox can provide.



RESEARCH

PRIMARY

South Side Sweeps Agency conducted primary research to collect further information on major league baseball, the Chicago White Sox and social events. When asked about characteristics that most influenced their decision making process when it comes to events, interviewees held aspects like “event logistics,” “uniqueness,” and “quality for money” in high regard. The 10 millennial participants in the focus group conveyed that when deciding to spend discretionary income on events, it was paramount that the event be a unique, valuable experience that offers a multitude of different activities that appeal to a wide variety of people. The insights gained from our primary research drew parallels with our secondary research. When marketing to millennials, there is constant competition coming from all the other events that millennials are interested in. Events must be exciting, unique and offer experiences that can only be realized through participation in order to capture this target audience.

SECONDARY

The secondary research that was conducted helped to identify key audiences for the campaign. It was determined that millennials and families with younger children, ages 7-12, would be the ideal target audiences. Millennials are becoming an extremely important section of the market, controlling massive amounts of purchasing power (Business.com, 2017). This combined with their likelihood to post and create content on social media makes this audience extremely influential. This information allowed us to make the

decision to focus our marketing efforts on experience-seeking millennials and families.

RESEARCH CONCLUSION

After conducting both secondary and primary research, it became clear that the Chicago White Sox already offer a great fan experience and in order to make it better, the South Side Sweeps Agency needed to take it to the next level. This will be done by heavily engaging with distinct target audiences and enhancing the game of baseball with a multi-layered experience. A multi-layered experience is something that caters to every aspect of the game. There are a lot of elements that go into a baseball game for fans to enjoy, from food and drinks to the atmosphere in the stadium on game days. South Side Sweeps Agency has created a primarily digital campaign in order to show fans that the best experiences are a combination of these components. A layered experience supplies White Sox fans with the opportunity to engage with baseball in a way that is most beneficial to their fan experience. Beginning with a next level SoxFest experience and followed by a season filled with various sponsored events for their fans to take part in, this campaign integrates the most important facet of the Chicago White Sox experience: the fans. Through this campaign, South Side Sweeps Agency will bring in new millennial fans who are looking to share an experience that is next level and families looking to create long-lasting memories with family and friends, positioning the Chicago White Sox as the perfect all-encompassing baseball team.

KEY INSIGHT



**WHEN EXPERIENCES ARE DYNAMIC AND LAYERED,
MILLENNIALS ARE MORE LIKELY TO ENJOY THEIR TIME
WITH FRIENDS AND FAMILY.**



INSIGHT 1: EXCLUSIVE ACCESS

EXCLUSIVE ACCESS

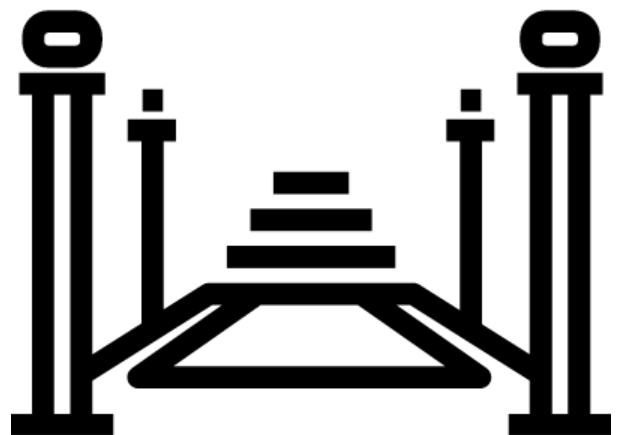
When spending their money, millennials want to get more out of one experience. In order for millennials to be fully engaged they need to be incentivized by exclusivity. They desire to attend meaningful and layered events because there are more opportunities to share on social media.



78% would choose to spend money on a desirable experience or event over buying something desirable, and 55% of millennials say they are spending more on events and live experiences than ever before (Eventbrite, 2017).



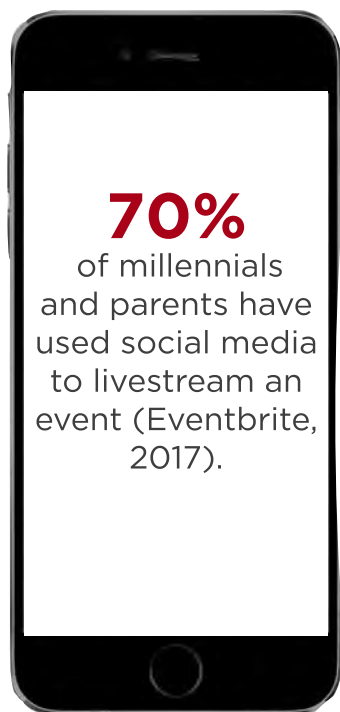
“Events have to be worth spending discretionary income on, I want to experience something I otherwise wouldn't be able to.”
(Primary Research, Focus Group Participant).



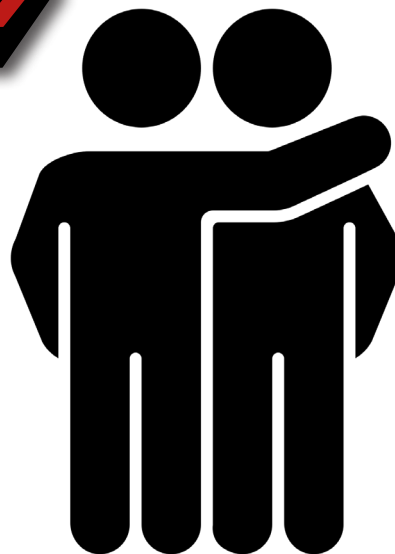
INSIGHT 2: SOCIALITE

SOCIALITE

More people see sports as a social event rather than just the game. Millennials want to attend events with friends and share the event on social media (Avidian, 2015).



80% say that attending live events makes them feel more connected to other people, the community, and the world (Eventbrite, 2017).

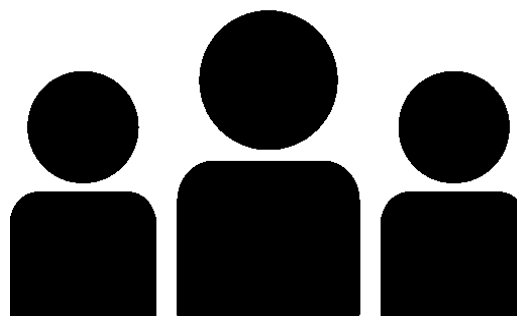


SOCIAL EXPERIENCE

75% say they attend events to express who they are and share their experience with the world (Eventbrite, 2017).

“It is important that my friends are interested in an event and have something enjoyable to do there.”

(Primary Research, Focus Group).



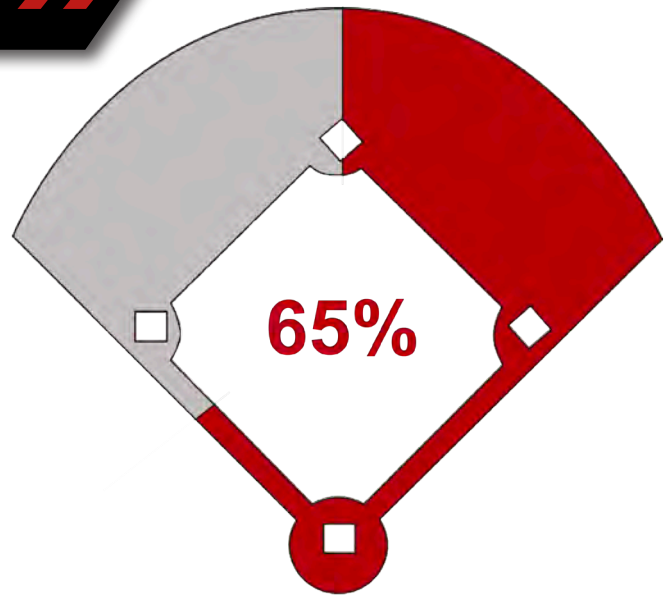
INSIGHT 3: DYNAMIC NATURE >>

DYNAMIC NATURE

Millennials look for original, unique events and respond well to social media promotion. Millennials are spending their discretionary income on experiences rather than material things, and are willing to pay more for an upgraded experience. Millennials hang out with dynamic groups of people, so they want events they all attend together to reflect that (Eventbrite, 2017).



75% of millennials say they value experiences over things (CMO.com, 2016).



65% of the 18-34 year olds surveyed were driving the *Experience Economy* through buying real life experiences versus possessions (Eventbrite, 2014)



“When it comes to money, experiences trump buying things.”

(Primary Research, Focus Group Participant).

NEXT LEVEL

COMMUNICATION PLAN

POSITIONING STATEMENT

Social millennials are seeking experiences where they can create and share exclusive content, and parents are looking to create long-lasting family memories. The Chicago White Sox achieve both of these deliver the best experience among all Major League Baseball teams, because they provide fans with a multi-layered experience that everyone can enjoy. The White Sox fan experience will be taken to the Next Level in 2019.



PROBLEM STATEMENT

The Chicago White Sox have experienced a decline in game attendance due to their team performance and have undergone a rebuild. Their social media presence could be improved to target millennials. Providing a multi-layered, shareable experience at games and at SoxFest will help attract their target audience while still remaining family-friendly.



BIG IDEA



The Chicago White Sox enhance the game of baseball with a multi-layered experience.



GOALS + OBJECTIVES

Increase **brand loyalty** + preference among Chicago White Sox fans.

Increase attendance at SoxFest + 2019 regular season games among Chicago White Sox Fans.



Increase awareness about the White Sox among 35,000 members of the target audience on digital platforms by October 1, 2019.

Increase awareness and **expand engagement** of SoxFest among 3,000 members per day and 10,000 members over the weekend of the target audience by January 31, 2019.



Increase digital **fan engagement** with the Chicago White Sox among 30,000 members of the target audience by October 1, 2019.

Increase **digital advocacy** among 20,000 White Sox fans for SoxFest 2019 and the upcoming 2019 season by October 1, 2019.

Engage at least 5 **local influencers** digitally prior to and during the 2019 season by October 1, 2019.

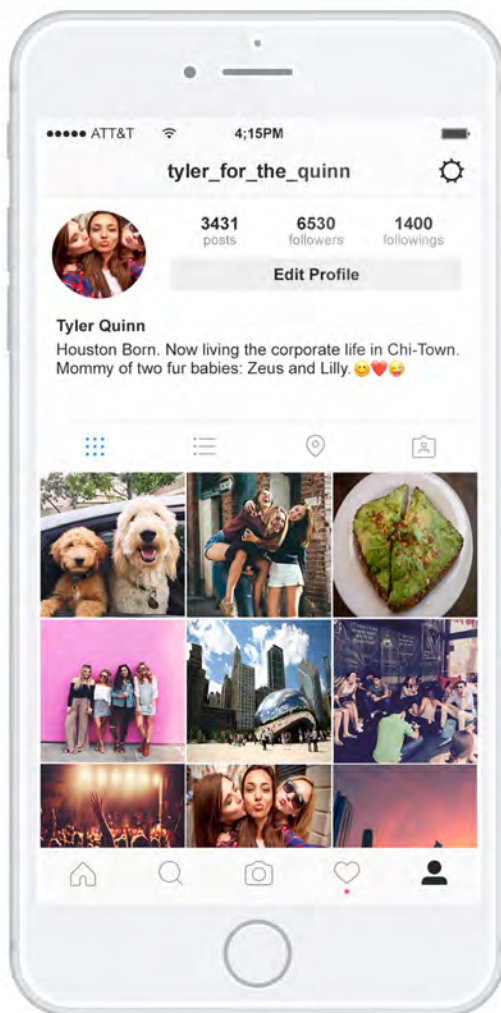


AUDIENCE PERSONAS

SOCIAL MILLENNIALS

Millennials age 21-35 both male and female, who have been known to spend discretionary income on sporting, social and cultural events.

The target audience is a 28-year-old, college-educated woman working in Chicago. She went to school at Loyola University Chicago and still has many friends in the metro area. She loves sporting events because they remind her of her childhood, going to games with her family. She enjoys going places with a group of friends where everyone has an interest in something. She also enjoys trying new beers, spirits and food. She loves sharing tweets and pictures on social media of what she is doing with her friends and family. When deciding between events, ease of information and a unique experience is important to her.



BRAND ASSOCIATIONS

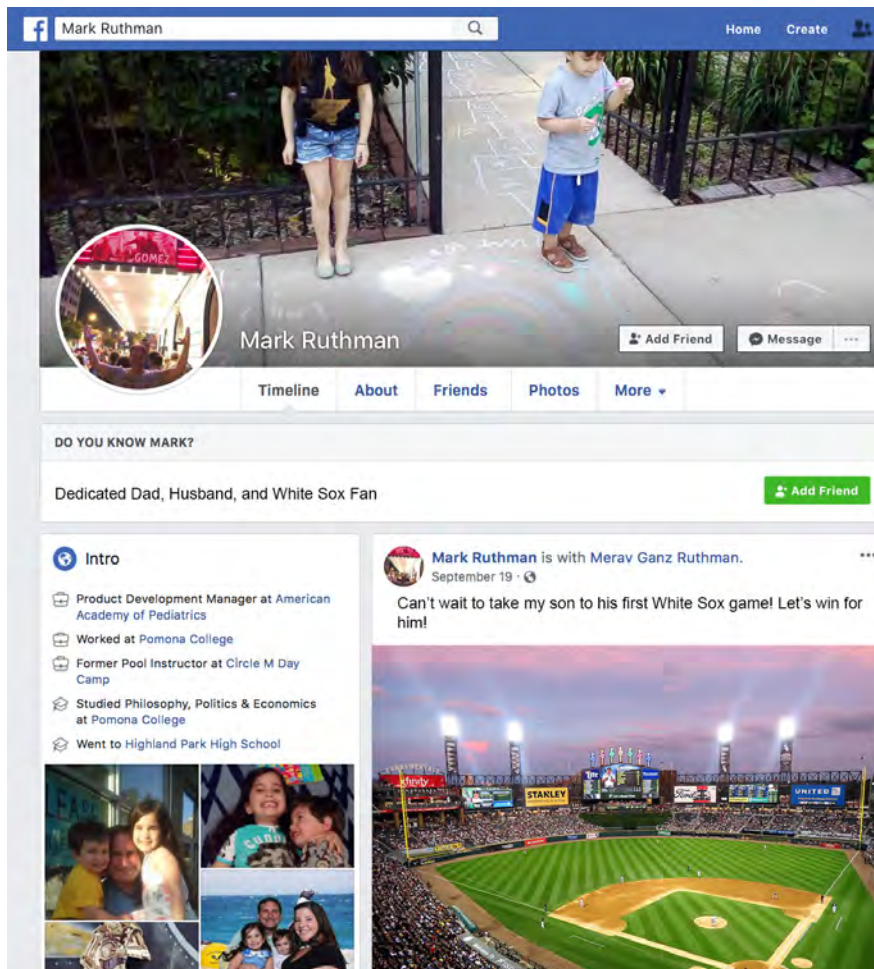


MEMORY-MAKING PARENTS

Secondary Audience: Parents age 35-45 both male and female who have children between ages 7-12 that value time with their kids.

The secondary audience is a young dad with an eleven-year-old son and a seven-year-old daughter who live in the Chicago area. He moved there after college to be close to family and eventually got married and started a family of his own. He values time with his family and cherishes any opportunity to create memories with them. Also, he loves sharing these memories on Facebook with his friends and family who do not live in Chicago. He appreciates experiences that he can share with his kids and enjoy himself.

MARK RUTHMAN, 41



Three-quarters of online parents use Facebook, as do 70% of non-parents. Mothers are more likely to use Facebook than fathers, with 81% of moms and 66% of dads using the platform (Pew Research Center, 2015).

BRAND ASSOCIATIONS



CREATIVE & MEDIA STRATEGY



CREATIVE STRATEGY

No matter who wins on the field, the fans of the White Sox are the real winners, because they are involved in a multi-layered experience that only their team can provide. The tone of this campaign is interactive and engaging, serving to excite fans for SoxFest, while also working to further entice them to attend other White Sox events. Visual elements will be modern to appeal to millennials while still conveying the timeless traditions of baseball to families and younger generations. The end goal is to influence the target audience to experience SoxFest while also engaging them on multiple magnitudes — taking the experience to the next level. This will produce long-term fans that go to White Sox games for the unique next level experience.

MEDIA STRATEGY

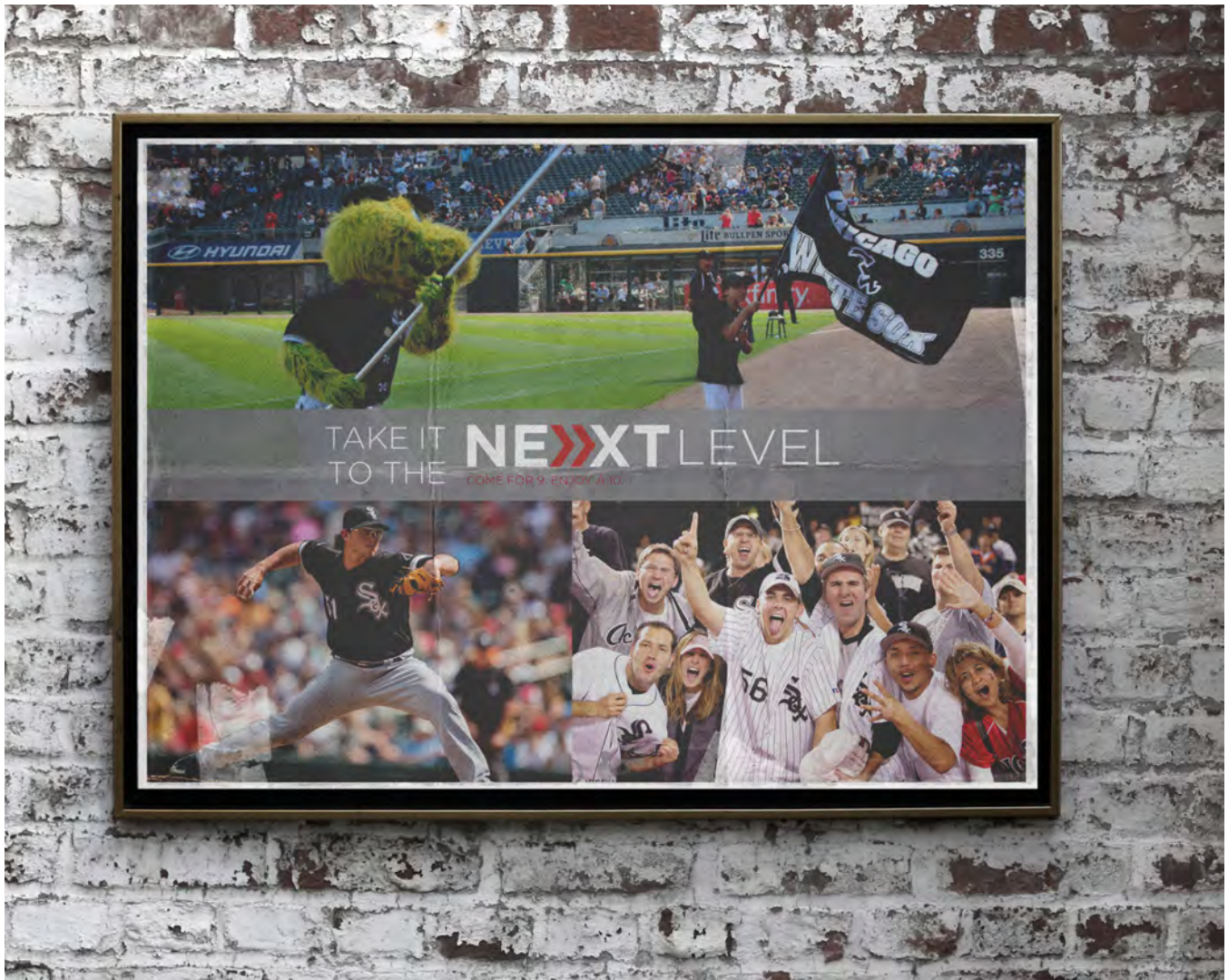
The campaign capitalizes on the power of social media, sharing information to current and potential fans about events and messages. Events will target primary and secondary audiences, in both a whole and segmented manner, as to give fans the most individualized experience possible. The primary social media platforms will be Twitter and Instagram to engage the potential new target audiences. Facebook will also be utilized to engage existing fans and families. The use of paid media advertisements and the widespread abilities of social media sharing will excite the target audience, leading them to attend SoxFest 2019 and become lifelong White Sox fans.





TAKE IT TO THE NEXT LEVEL

Selling a brand in today's market comes down to selling an idea — a lifestyle that people want to be a part of. With all the competition in the marketplace, often pulling the consumer one way or another, the brands that stand tall are the ones the customer can connect with on a personal level. The Chicago White Sox already offer fans the best experience in Chicago, and with the Take it to the Next Level campaign, fans enjoy a multi-layered experience that will create lasting memories with friends and family (J.D. Power). Focusing not only on what is happening on the field, but creating an all-encompassing enjoyable experience is paramount in our mission to offer the highest quality experience. When presented with vast choices of unique events, the Take it to the Next Level campaign will solidify in consumers minds the high-quality experience they will get with the White Sox.



Millennials seek to attend events that will offer them unique opportunities that they can share via social media for their followers to see. When purchasing tickets to an event, millennials are 78 percent more likely to pay extra for an upgraded experience (CMO.com, 2016). This can range from VIP access, to enhanced viewing experiences, to food and beverage packages and other social events taking place during the gameplay. With 55 percent of millennials saying they are spending more money than ever on social events, offering a unique experience in this growing market will pique curiosities.



As a result of nearly limitless Internet access, the use of social media to share experiences during events has become second nature. Both millennials and memory-making parents engage on social media to share pictures and testimonials regarding the events they attend. Research shows that 75 percent of people attend events that express who they are and share it with the world (Eventbrite, 2017). By taking it to the next level, fans will be able to share their experiences on social media, creating hype surrounding the White Sox and increase word-of-mouth influence. A wide variety of food and beverage selection will also increase social media content created by fans.

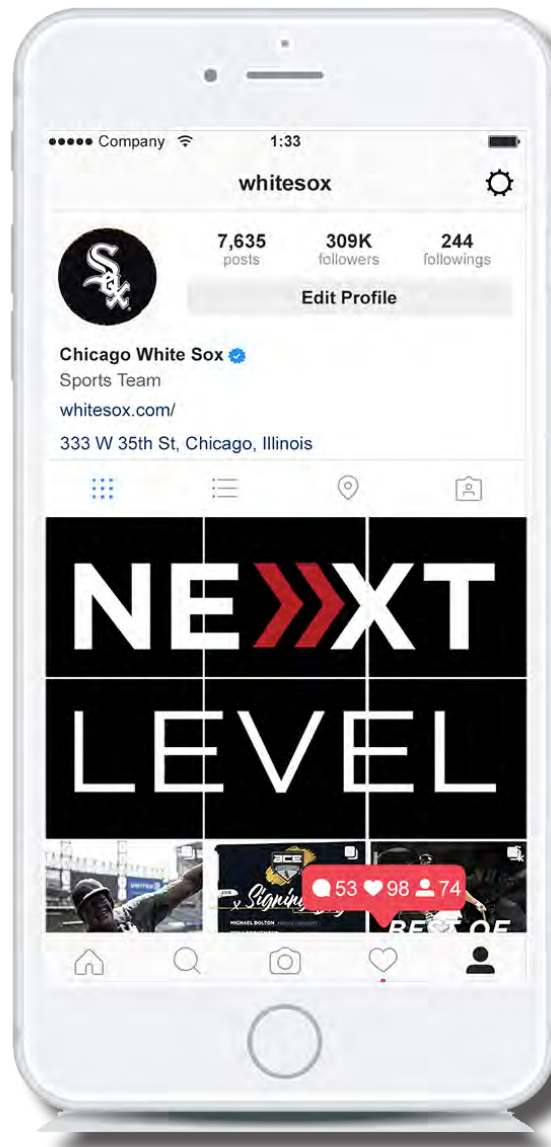
NE~~XT~~ LEVEL

STRATEGIES

NEXT LEVEL INSTAGRAM SEQUENCE

This sequence has been created to get fans excited for SoxFest and the 2019 baseball season starting January 1st. This is the start of the campaign. It highlights our campaign title and ambition toward making the Chicago White Sox the perfect all-encompassing baseball team. In order to relay the next level message to the White Sox fans while creating mystery and hype surrounding the new season, the South Side Sweeps Agency has crafted six Instagram captions to hint at what's to come and tease their followers across their social media platforms. Next Level also marks a fresh start of the new year and season.

#NEXTLEVELSOX



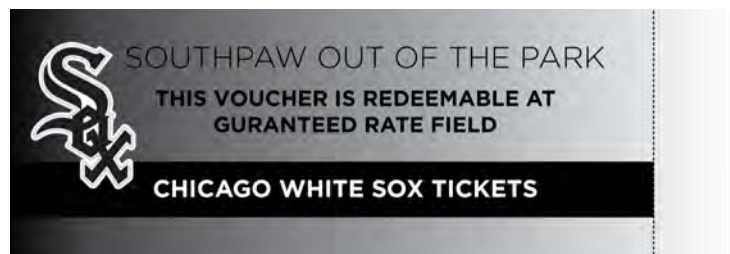
IG CAPTION:
PIC #1: ARE
PIC #2: YOU
PIC #3: READY
PIC #4: FOR
PIC #5: NEXT
PIC #6: LEVEL?
#NEXTLEVELSOX

SOUTHPAW OUT OF THE PARK



Our plan is to increase the presence of the White Sox mascot, Southpaw. Currently, the White Sox have a social media for their mascot but this strategy will utilize Southpaw more effectively by enhancing the methods already being used. Southpaw will become more of a public figure in the Chicago area. When anyone thinks about a local mascot, Southpaw will be the one that comes to mind. This promotional strategy also has the opportunity to increase community engagement. The idea of “Take It To The Next Level” becomes more apparent through the power the mascot has to bridge the gap between young kids, millennials and adults. To further increase fan engagement and excitement for the White Sox, the beloved team mascot, Southpaw, will be placed at popular locations throughout the city on every other Wednesday before the corresponding weekend’s home game. The first three lucky

pedestrians to interact with Southpaw will each receive an envelope containing vouchers for moderately-priced tickets to the corresponding weekend’s home game and a card explaining the details of attending the game and claiming their ticket. The recipients will go to will call where they will exchange the voucher for seats with the highest quality seat available for that game. Each person will be asked to give an honest review of their experience at Guaranteed Rate Field on Facebook, using the hashtag #NextLevelSox. The Next Level Campaign statement will be included on the card to illustrate the multi-layered experience that the White Sox will deliver. Hearing a candid review of one’s Next Level experience will lead to increased excitement for attending a White Sox game.

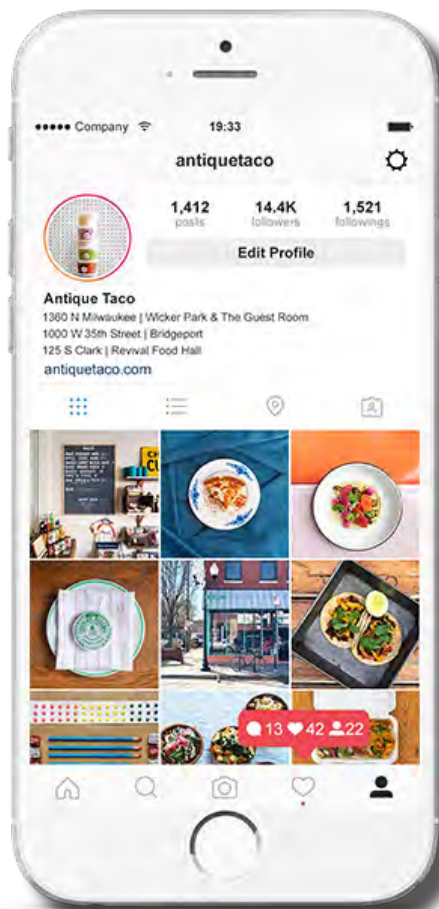


Southpaw will hand out vouchers to fans and pose for photos. The voucher will be redeemed at Guaranteed Rate Field.



SOUTH SIDE SOCIAL

For this event, The White Sox will partner with Antique Taco. Participants sign up for the date night at the event through the ticket booth and receive a wristband at the door when entering the stadium to indicate that they are part of the event. This event will be advertised toward millennials on Facebook, Instagram and Twitter. Participants will receive 10 percent off of drinks. This will encourage dates and singles to meet, and therefore increase ticket and drink sales.



There will be a card to indicate the directions for the Southside Social event. Fans will either be assigned as a Stealer or Saver. The back of the card showcases when to move to get to know other players (see more in the appendix).

LADIES NIGHT



This event gives women, who are a smaller audience in this market, more support and empowers them by connecting them with other women. It will bring current and new female fans to the games which will grow the female fan base. This function will feature a table set-up from a local business in the area, Epitome Boutique. This boutique is the perfect fit for ladies night because the boutique has many social media followers that allows the store to maintain a unique relationship with their customers.



This will be a competition where participants nominate women who they feel deserve a ladies night out. There will be a form to nominate women on the White Sox website a fill-in for who their favorite player is. The winners will be contacted by their favorite player and told they are deserving of a VIP experience, ladies night out. The winner for each ladies night will be posted on the White Sox Instagram page, with her permission, as well as a comment explaining why she won. The night of the game, her and three friends will be picked up in a limo, as paid for by the event sponsor, given the best available seats at the game, a picture opportunity with their favorite player and exclusive access to an open bar. Pictures of their amazing night will be shared on social media to encourage more nominations in the future. All posts will highlight that this is a partnership with Epitome Boutique.



SOXFEST

Twitter Press Conference

The annual SoxFest press conference will be taken to the next level by using Twitter as an outlet. Fans will be able to ask questions that have a chance at being answered during the SoxFest Q&A. During the weeks leading up to SoxFest, fans will be able to use the hashtag #SoxFestQandA with the question of their choosing. After the deadline closes, the social media team will select the best questions for the team to answer during the press conference. The fans' question will show on the screen with their photo to further immerse the fans into the experience. This will help engage fans at SoxFest and all over the country that follow the White Sox on social media.



Chicago White Sox 
@whitesox

Wanna hear from your favorite White Sox player? Tweet using [#SoxFestQandA](#) for the team to answer at Sox Fest 2019!



5:11 PM · 04 Jan19

400 RETWEETS 1,170 LIKES



Apparel

The first 100 people to spend at least \$100 on team merchandise at SoxFest, will receive an exclusive shirt that was designed specifically for SoxFest attendees exciting them for the upcoming season. By ordering 300 shirts SoxFest is able to hand out 100 shirts per day to get the fans excited to spend money on apparel in order to receive a one time only T-shirt. These exclusive shirts will help promote the Chicago White Sox apparel by showcasing new designs while allowing fans the opportunity to get an exclusive T-shirt made for SoxFest. The shirt's design consists of a black T-shirt a father-son moment in the stadium on the back and SoxFest 2019 text on the front.



Raffle Tickets

At SoxFest, raffle tickets will be sold for the Sox's biggest fans to enter for a chance to win a variety of exclusive prizes. Winning contestants will receive a tour of the stadium, box seats, a memorable dinner at Franko's, a private night on the field or other exclusive prizes. Other winnings include an Xbox One X, a pair of tickets to a Chicago Bulls game and two Lollapalooza festival tickets. In order to win the sweepstake, fans must buy any number of raffle tickets for \$5 a piece. At the end of each day of SoxFest, a new winner will be announced to claim their prize. These prizes were chosen to satisfy our specific target audiences that love to make memories and share them with their social media following.

TapSnap

TapSnap is a personalized photo booth that will be utilized at SoxFest to help fans take sharing and downloading images to the next level. A large screen will be placed on a base with the White Sox logo and a camera on the side of the screen. Fans are able to pose and see themselves on the screen while the device counts down. Using TapSnap, fans will be available to send the photos immediately after the picture is taken to their phones or email to be shared on social media outlets to help fans cherish memories.



SOCIAL MEDIA



Who's the Biggest Mini-Fan?

This social media contest will encourage parents to post pictures on Facebook and Instagram of their kid(s) dressed up as the biggest White Sox fan with the hashtag #WSMiniFan. Winners will be selected by the Sox's social team and get to be the bat boy/girl at a game. This takes the child's experience to the next level by having the opportunity to hang out with the team in the dugout rather than just watching the game at home or in the stands. It creates lasting memories and new fans at a young age. Additionally, the contest builds a positive image of the White Sox in the parent's mind as the MLB team that cares about giving everyone an unparalleled experience, not just one group of people.

This is geared toward memory-making parents who love to share family memories online. This contest will start promotion at the beginning of June. The White Sox will begin accepting submissions on June 11th until June 25th. The winners will be selected and then be the bat boy/girl at the game(s)- June 28-30.

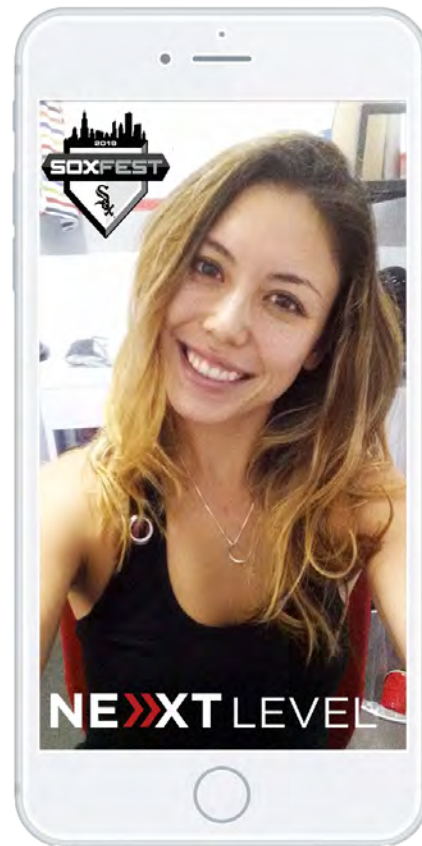


Player of the Series

Players will be featured on all social media accounts deemed as the "Player of the Series". After each series, the MVP will be chosen by fans and will be featured as the "Player of the Series". The player's game statistics and personal bio will be shared on Instagram, Twitter and Facebook. The player will also takeover the team's Instagram and Snapchat story to interact with fans. This strategy is tailored towards social millennials and allows fan to create next-level connections with the players in the same way they connect with their friends on social media.

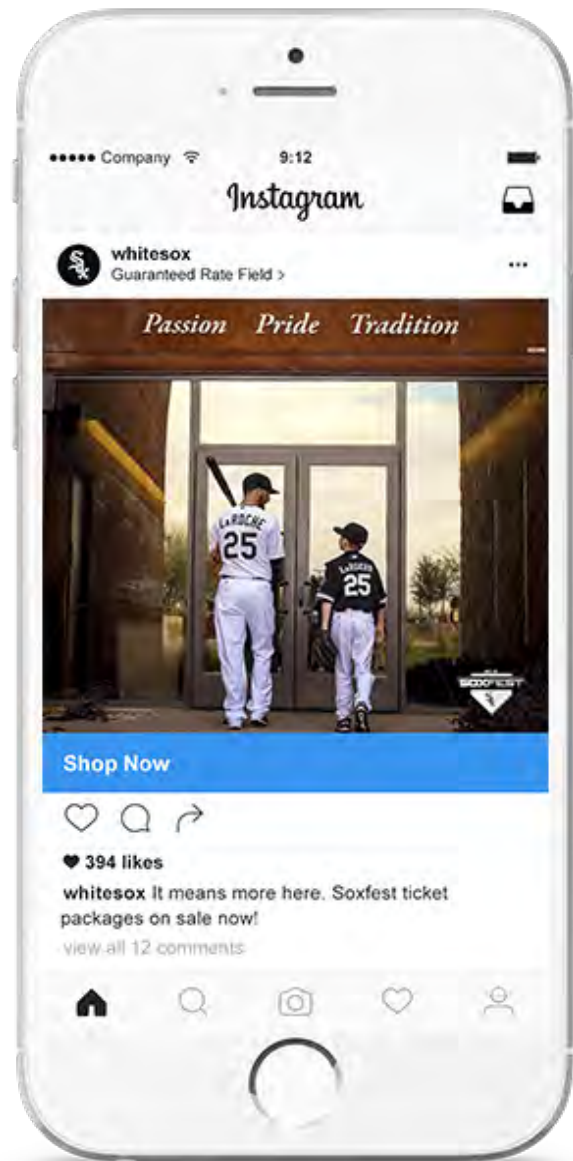
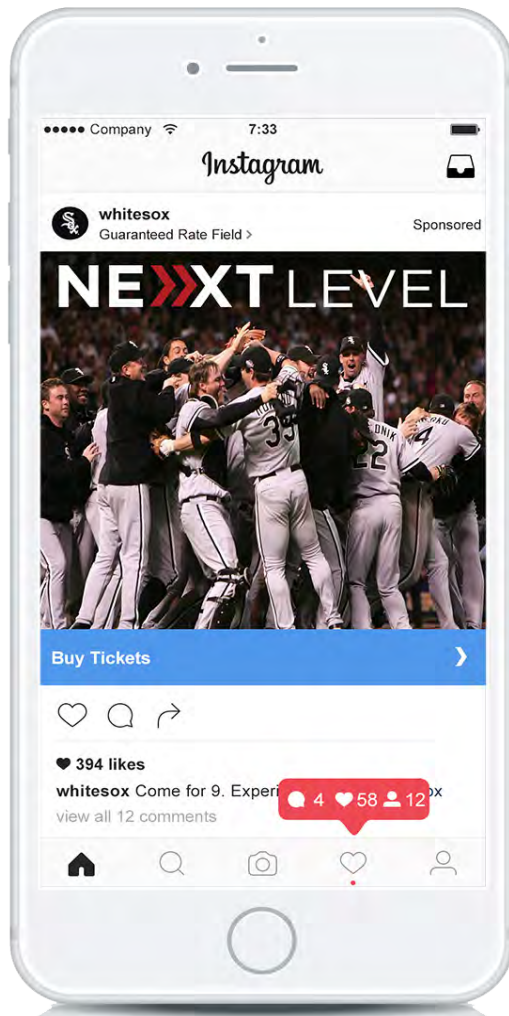
Snapchat Filter

Throughout the weekend activities at SoxFest, there will be two different geotags that will be available to the fans for use on their Snapchat accounts. These geotags are on Snapchat throughout the Hilton Hotel premises. The first filter will be the Soxfest logo with two spotlights emphasizing the logo. The second filter highlights the next level aspect of the White Sox team at the bottom and the Sox logo in the top left corner.



Sponsored Ads

By using Instagram ads, targeted promotions will be pushed to millennials in the Chicago area highlighting new tickets, apparel and paraphernalia. Ads will include a direct link for purchasing to drive traffic to the website. This strategy will increase ticket and apparel sales from millennials and increase web traffic for the White Sox, and could potentially increase word of mouth. This takes it to the next level because it is targeted at pushing to establish new fans through advertising, and it engages fans outside of the game. It provides a benefit experience for the fans of the White Sox by offering them something new and an increased, more exclusive shopping experience.



72% of users have bought a product they saw on Instagram (Business Insider, 2017).



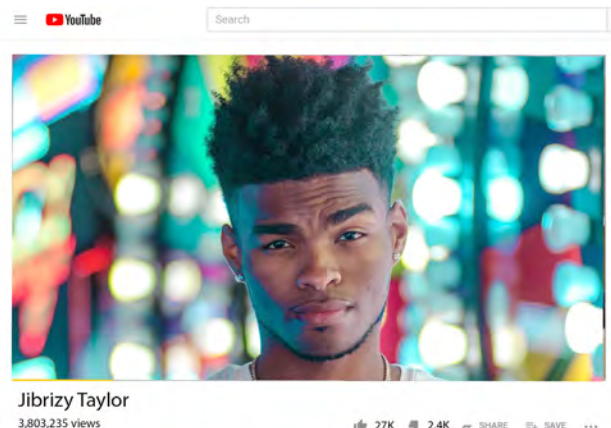
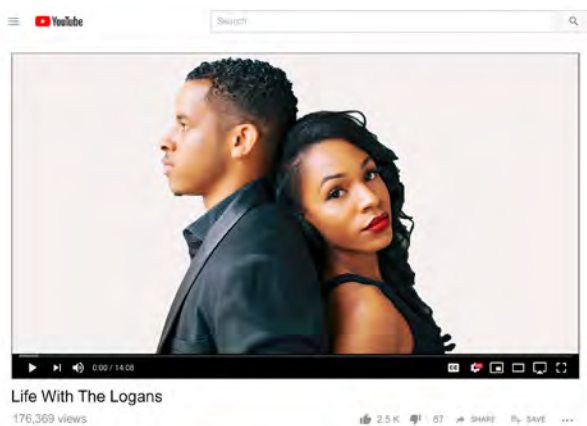
YOUTUBE INFLUENCERS

Two YouTubers and three Instagram influencers will be invited to experience a White Sox game. The influencers will be given two tickets to the Magellan Scout Seats to view the game from the best seats in the stadium. Influencers will also be able to enjoy the in-seat food and beverage services, open bar, gourmet buffet and other amenities of the Magellan Scout Seat section. Influencers will also be directed to the #SoxSocial Lounge where they can take advantage of the VR setup, photo wall and other amenities of the lounge. The photos taken can be posted on both the influencer and the White Sox social media channels. After the game, influencers will be given a distinct discount code to share with their followers and subscribers in the description box of their video and social media. The code will provide the users with discounted tickets or discounted team apparel. They will also share their testimonials with their audience which will increase game attendance.

YOUTUBE

Victoria and Cameron Logan are a young couple in the Chicago area known for being influencers and content creators. They are very engaging with their audiences and would be able to show their audience the experience of attending a White Sox game in a fun and creative way.

Jibrizy Taylor is a millennial magician and a hip-hop enthusiast. He has worked with the Chicago Bulls in the past performing magic. Social media is a big aspect of why his career is so successful. He is able to utilize this tool to increase his popularity and engage his audience. Jibrizy would be able to show a magical twist on the game of baseball.



YouTube Vloggers

7 out of 10 YouTube subscribers relate better to their favorite YouTube content creator than to traditional television or movie stars (Medium.com, 2018).

40% of millennials believe their favorite YouTuber understands them better than their friends (Medium.com, 2018).

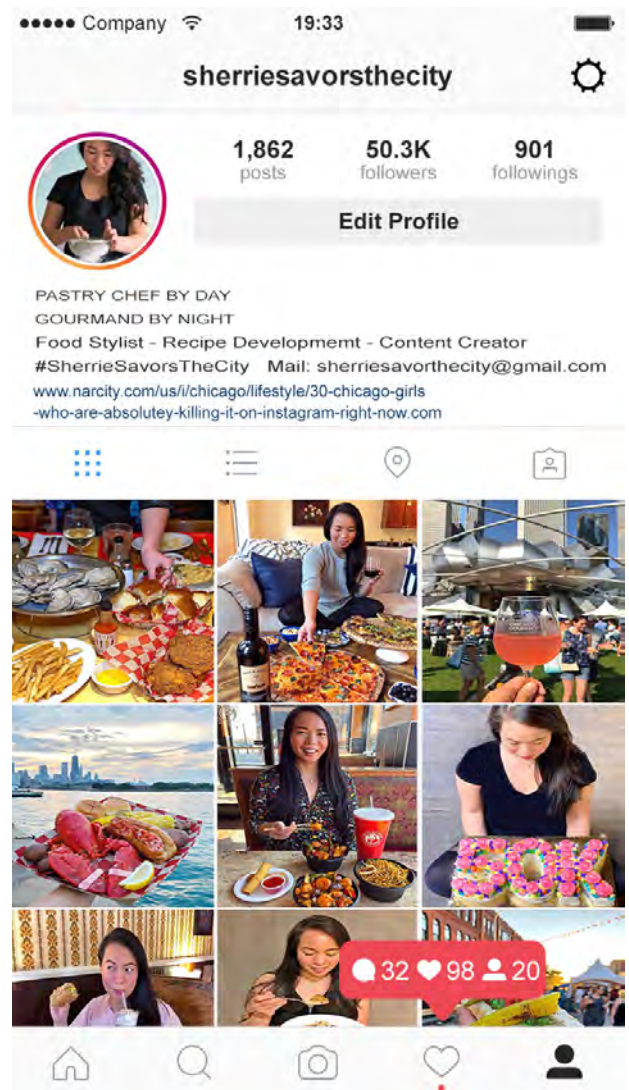


INSTAGRAM INFLUENCERS

Sherrie

Sherrie is a successful pastry chef by day and a gourmand by night. She loves showcasing the foods she is enjoying around the city. Sherrie would be able to show her followers foods in the stadium they could enjoy when attending a game at the stadium.

48.4% of respondents in a survey comprising 20000+ consumers use Instagram to engage with influencer content (Medium.com, 2018).



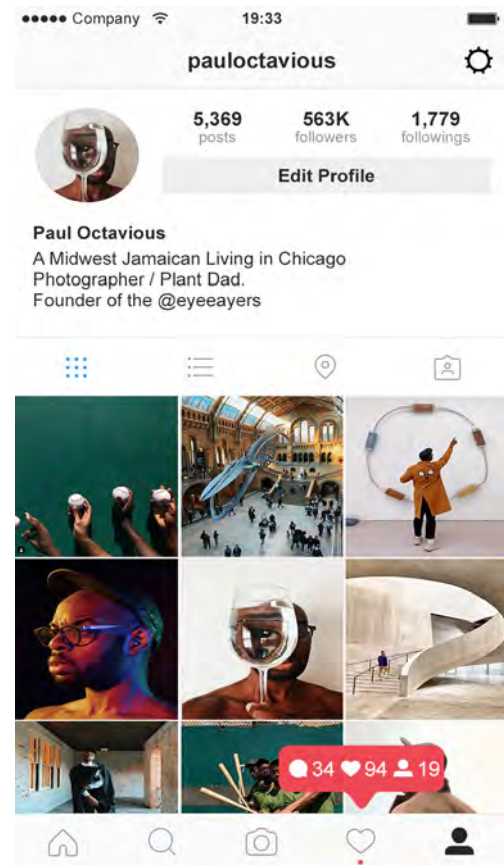
Paul Octavious

Paul Octavious is a Midwest Jamaican living in Chicago. He loves taking high quality photographs and sharing them on his Instagram account. He is also the founder of a project called the Eye Eaters Society. This society is for sharing dinners inspired by art and art inspired by food in the hopes of bringing people together in celebration of food in art. Paul would be able to showcase the White Sox experience through photographs, whether that's through food or his attention to detail when it comes to photography.



Liz Adams

Liz Adams is a mother of two residing in the Chicago area. She shares snapshots of her life living in Chicago and has a second Instagram account where she shares images of her home life. Liz is a perfect example of a memory-making parent. It is clear from her photos that she loves spending time with her family and having any opportunity to create memories with them. It's also a plus that she is able to share these memories on her Instagram account as an influencer for her friends and family who may not live in the area. She enjoys experiences that she can share with her kids and enjoy herself. Liz would be able to showcase the family-friendly side of the White Sox community and share her experience with her followers who may also be living in the Chicago area and looking for fun events for the entire family to enjoy.



TIMELINE



**"Take
It To The
Next Level"
Instagram
sequence**



JAN.

**South
Paw Out of the
Park**



FEB.

**Player of the
Series**



MARCH

**"Who's the
biggest mini-
fan?"**

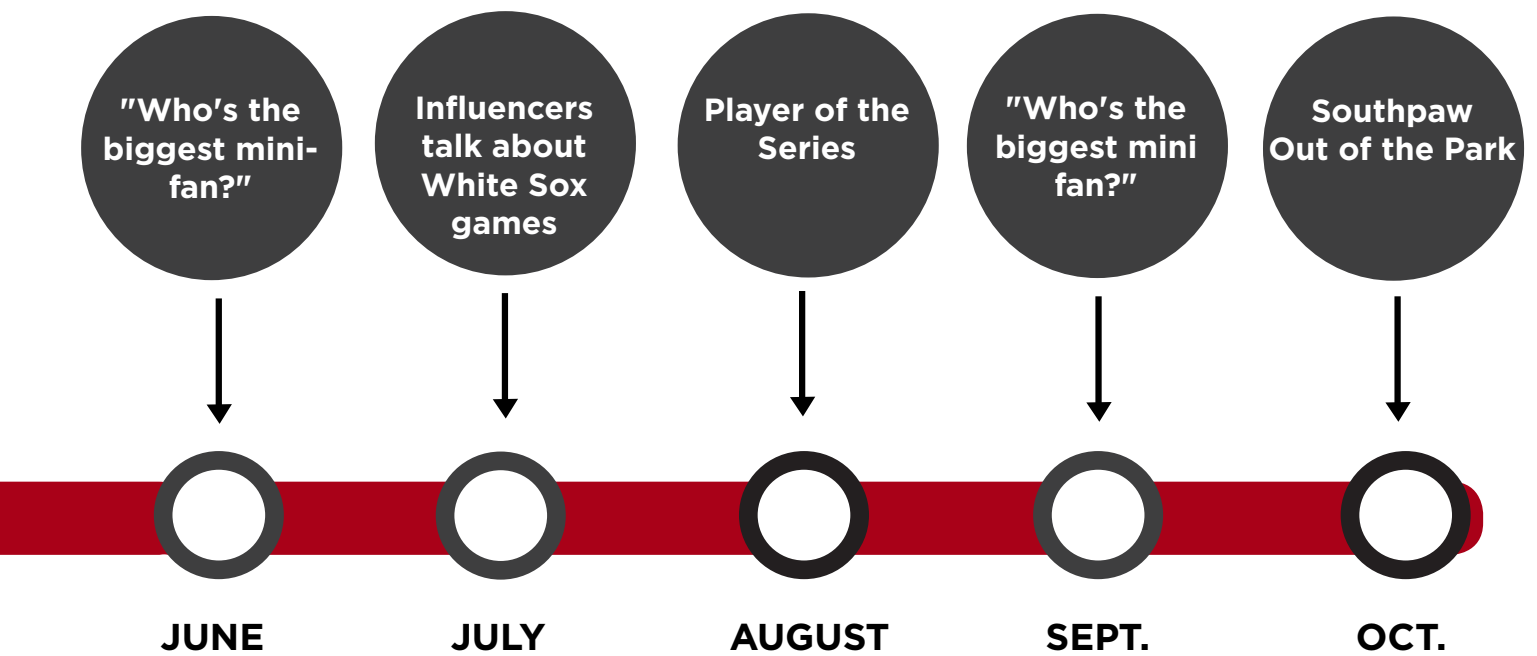


APRIL

**Ladies Night
Event**



MAY



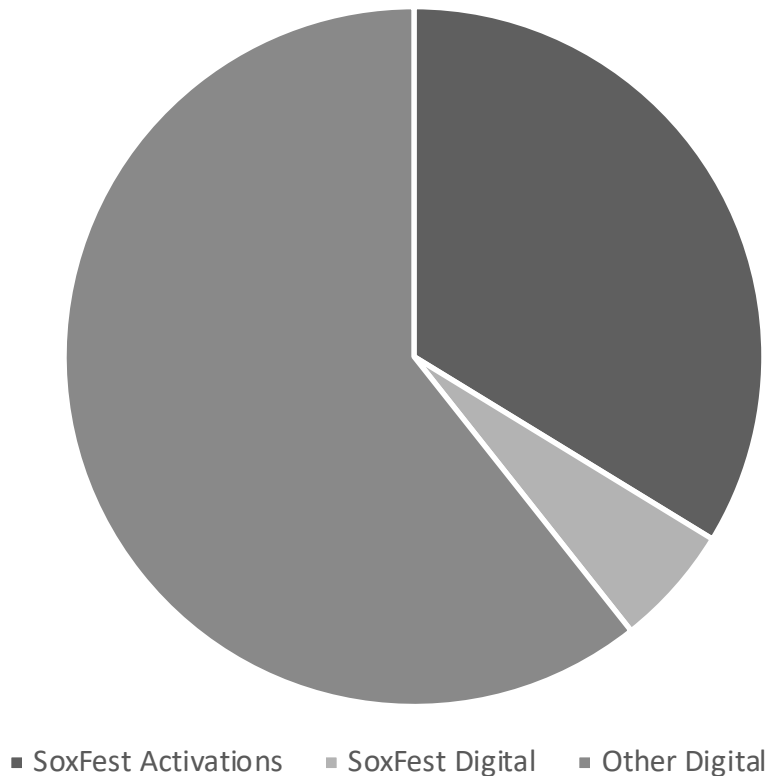
***SEE MORE DETAILED TIMELINE IN APPENDIX**

BUDGET



BUDGET

The estimated total budget for SoxFest and the digital campaign is \$44,500. The total for SoxFest activations and digital comes to \$17,336.53 out of the \$17,500.00 given. The total for all other digital promotions is \$26,730.00 out of the \$27,000.00 given. We implemented a contingency plan of 10% for all aspects of the campaign. See Appendix for a detailed version.



EVALUATION



SOXFEST:

SNAPCHAT FILTER

Use Snapchat in-house metrics to determine how many times the Next Level SoxFest filter was used during the duration of SoxFest.

TWITTER PRESS CONFERENCE

The #SoxFestQandA hashtag used to submit questions will be tracked to determine press conference engagement.

RAFFLE TICKETS

Track the amount of tickets sold at SoxFest.

APPAREL

Track the amount of exclusive apparel sold. The amount of shirts given away compared to other apparel numbers will be measured to see if our exclusive shirt had any impact on sales at SoxFest.

TAPSNAP

TapSnap photos can be shared live on social media featuring the event hashtag. The amount of shares will be tracked using the analytics and data provided by TapSnap.

SOCIAL MEDIA

Who's the Biggest Mini-Fan?

The #WSMiniFan hashtag will be tracked to see the number of shares among users on Facebook and Instagram.

PLAYER OF THE SERIES

In-house Snapchat and Instagram Insight analytics will be used to determine the amount of views the Snapchat player takers had. These analytics provide viewership details and audience breakdowns.

SPONSORED ADS

Instagram Insights will be used to measure the link clicks and how many sales were made through the link.

YOUTUBE VLOGGERS + INSTAGRAM INFLUENCERS

The influencers' amount of views their content and testimonials receive provided by Instagram Insights and YouTube analytics. Tracking the usage of each discount code that was used for other ticket sales will also be analyzed.

SOUTHPAW OUT OF THE PARK

This will be measured by the number of vouchers given away and how many people redeem the tickets. The amount of shares will also be measured. Each person will be asked to give an honest review of their experience at Guaranteed Rate Field on Facebook, using the hashtag #NextLevelSox. This hashtag will be tracked to determine if this is a successful strategy.

SOUTH SIDE SOCIAL + LADIES NIGHT

Track the amount of shares compared to the number of participants. A survey will also be provided for participants to fill out.

TAKE IT TO THE NEXT LEVEL

#NextLevelSox will be used to track user-generated content throughout the duration of this campaign. This hashtag will be used throughout advertising and digital content to increase awareness and engagement among White Sox fans.



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SOUTHPAW OUT OF THE PARK LOCATIONS

The Bean is one of Chicago's most distinct landmarks, located in the heart of the city, where an abundance of tourists and other foot traffic occur. This makes it a great location for Southpaw to be seen by the masses. This location offers exposure for Southpaw to both tourists who are new to the city and residents who already know and love the mascot. By going to a more touristy attraction more attention will be gained on social media from viewers and sell this next level experience. Bridgeport's Connie's Pizza is known for having some of the best pizza in the area. Offering a wide variety of menu items, a full bar and a family-friendly environment. It is a great location for Sox fans to enjoy during away games with friends and family while eating some great food.



SOUTH SIDE SOCIAL EVENT

Participants sign up for the date night at the event through the ticket booth and receive a wristband at the door when entering the stadium to indicate that they are part of the event. This will encourage dates and singles to meet, and therefore increase ticket and drink sales. The directions are placed on the back of the card given to them when they enter. Participants are either a Stealer or a Saver, and rotate in order to meet singles and friends.

Moving Instructions

1. Stealers move right 6
2. Stay where you are
3. Savers move left 3
4. Savers move left 3
5. Stay where you are
6. Stealers move right 6
7. Stealers move right 3
8. Savers move left 6
9. Stay where you are
10. Stealers move right 3
11. Savers move left 3
12. Stay where you are
13. Stealers move right 6
14. Savers move left 6
15. Stealers move right 3
16. Savers move left 3

NEXT LEVEL

BUDGET

SoxFest Activations	Strategy	Description	Cost	Quantity	Total
	Raffle	Chicago Bulls vs. Philly 76ers Tickets for March 6, 2019 (2 Tickets)	\$555.08	2	\$1,110.16
		Lollapalooza Tickets for August 1-4, 2019 (2 Tickets)	\$800.00	1	\$800.00
		Raffle Tickets	\$26.45	1	\$26.45
		White Sox Hat	\$22.18	15	\$332.70
		XBox OneX	\$530.19	5	\$2,650.95
				<i>Raffles Subtotal</i>	\$4,920.26
	Apparel	SoxFest T-shirt	\$4.70	300	\$1,410.00
				<i>Apparel Subtotal</i>	\$1,410.00
	TapSnap	TapSnap Photo Booth	\$2,395.00	3	\$7,185.00
				<i>TapSnap Subtotal</i>	\$7,185.00
SoxFest Activations Total			Subtotal		\$13,515.26
			Contingency (10%)		\$1,351.53
			Total		\$14,866.79
SoxFest Digital	Strategy	Description	Cost	Quantity	Total
	Facebook	Facebook Ads - Cost Per Day	\$15.00	27	\$405.00
	Instagram	Instagram Ads - Cost Per Day	\$15.00	27	\$405.00
	Snapchat	Snapchat Geofilter - 3 Days	\$450.00	1	\$450.00
	Twitter	Twitter Press Conference - Cost Per Month	\$400.00	1	\$400.00
	Twitter	Twitter SoxFest Ads - Cost Per Month	\$400.00	1	\$400.00
	YouTube	YouTube Overlay Ads - Cost Per Month	\$6.86	27	\$185.22
		<i>*27 Days Between Jan. 1, 2019 and the End of SoxFest (Jan. 27, 2019)</i>			
SoxFest Digital Total			Subtotal		\$2,245.22
			Contingency (10%)		\$224.52
			Total		\$2,469.74
Digital	Strategy	Description	Cost	Quantity	Total
	Facebook	Facebook Ads (183 Days) - Cost Per Day	\$35.00	183	\$6,405.00
	Instagram	Instagram Ads (183 Days) - Cost Per Day	\$35.00	183	\$6,405.00
	Twitter	Twitter Ads (6 Month) - Cost Per Month	\$1,000.00	6	\$6,000.00
	YouTube	YouTube Overlay Ads (183 Days) - Cost Per Day	\$30.00	183	\$5,490.00
		<i>*183 Days Between April 1, 2019 and Sep. 30, 2019</i>			
Digital Total			Subtotal		\$24,300.00
			Contingency (10%)		\$2,430.00
			Total		\$26,730.00
Grand Total					\$44,066.53

The White Sox provided a budget of \$44,500.00. With a total budget of \$44,066.53, there is \$434.47 remaining.

*Ladies Night and South Side Socials will be funded through sponsorships.

**Digital budgets allocated for each social media platform differs between the SoxFest Digital and Digital budgets due to their differing budget amounts.

CALENDAR



January 2019

Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
		1	2	3	4	5
		SoxFest Campaign Begins Post: SoxFest Sponsored Ad			Post: Announce Raffle	
6	7	8	9	10	11	12
	Post: Twitter Press Conference (TPC) Announced	Post: Raffle Release – White Sox Hats		Post: SoxFest Sponsored Ad	Post: Raffle Release – X Boxes	
13	14	15	16	17	18	19
	Post: TPC Promo	Post: Raffle Release - Lollapalooza		Post: SoxFest Sponsored Ad	Post: Raffle Release – Bulls Tickets	
20	21	22	23	24	25	26
	Post: TPC Promo	Post: TapSnap Promo	TPC Submission Deadline	Post: Apparel Promo	SoxFest *Detailed Schedule Below	SoxFest *Detailed Schedule Below
27	28	29	30	31		
SoxFest *Detailed Schedule Below						



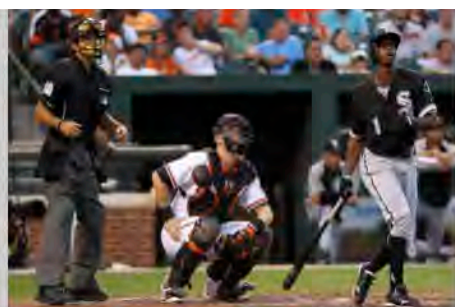
April 2019

Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
	1	2	3	4	5	6
	@ CLE Digital Campaign Begins	Post: Ladies Night Promo	@ CLE Post: Sponsored Ad	vs SEA Post: Ladies Night Promo		vs SEA Ladies Night
7	8	9	10	11	12	13
vs SEA Post: Ladies Night Recap	vs TB Post: Player of the Series	vs TB	vs TB Post: Where is Southpaw?	Post: Player of the Series Southpaw Out of the Park (KC)	@ NYY	@ NYY Post: South Side Social Promo
14	15	16	17	18	19	20
@ NYY	vs KC Post: South Side Social Promo	vs KC	vs KC South Side Social	@ DET Post: Player of the Series	@ DET Post: South Side Social Recap	@ DET
21	22	23	24	25	26	27
@ DET	@ BAL	@ BAL Post: Sponsored Ad	@ BAL	Post: Influencer Announced	vs DET Post: Ladies Night Promo	vs DET Influencers: Victoria & Cameron Logan
28	29	30				
vs DET Post: Player of the Series	vs BAL Post: Influencer Recap	vs BAL Post: Ladies Night Promo				



May 2019

Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
			1	2	3	4
			vs BAL Ladies Night	vs BOS Post: Player of the Series	vs BOS Post: Ladies Night Recap	vs BOS
5	6	7	8	9	10	11
vs BOS	@ CLE Post: Player of the Series	@ CLE Post: Sponsored Ad	@ CLE	@ CLE Post: South Side Social Promo	@ TOR	@ TOR Post: South Side Social Promo
12	13	14	15	16	17	18
@ TOR	vs CLE South Side Social	vs CLE Post: Where is Southpaw?	Post: Player of the Series Southpaw Out of the Park (TOR)	vs TOR Post: Influencer Announced	vs TOR Post: South Side Social Recap	vs TOR Influencer: Sherrie
19	20	21	22	23	24	25
vs TOR Post: Influencer Recap	@ HOU Post: Player of the Series	@ HOU	@ HOU	@ HOU	@ MIN Post: Sponsored Ad	@ MIN
26	27	28	29	30	31	
@ MIN	vs KC	vs KC	vs KC Post: Ladies Night Promo	vs CLE Post: Player of the Series	vs CLE Post: Influencer Announced/Ladies Night Promo	



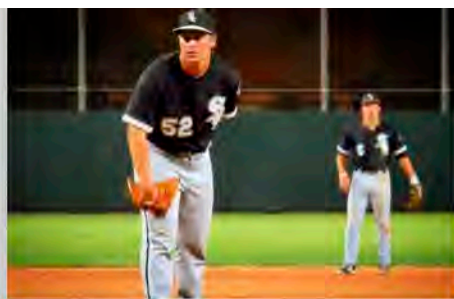
June 2019

Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
						1
						vs CLE
2	3	4	5	6	7	8
vs CLE Ladies Night	Post: Player of the Series	@ WSH Post: Ladies Night Recap	@ WSH Post: Where is Southpaw?	Southpaw Out of the Park (WSH) Post: South Side Social Promo	@ KC Post: Sponsored Ad	@ KC Post: South Side Social Promo
9	10	11	12	13	14	15
@ KC	vs WSH South Side Social	vs WSH Announce/Post: Biggest Mini Fan Contest (BMFC)	Post: Player of the Series Post: South Side Social Recap	vs NYY Post: BMFC Promo	vs NYY	vs NYY
16	17	18	19	20	21	22
vs NYY	Post: Player of the Series	@ CUBS	@ CUBS	Post: Sponsored Ad	@ TEX Post: BMFC Promo	@ TEX
23	24	25	26	27	28	29
@ TEX	@ BOS	@ BOS Winners of BMFC Contacted	@ BOS Post: Sponsored Ad	Post: Ladies Night Promo	vs MIN BMFC Game	vs MIN BMFC Game
30						
vs MIN BMFC Game Post: Ladies Night Promo						



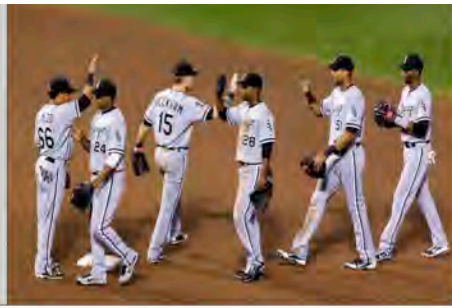
July 2019

Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
	1	2	3	4	5	6
	Post: Player of the Series	vs DET Ladies Night Post: BMFC Recap	vs DET Post: Ladies Night Recap	vs DET	Post: Player of the Series	vs CUBS
7	8	9	10	11	12	13
vs CUBS	Post: Player of the Series		Post: Where is Southpaw?	Southpaw Out of the Park (MIN)	@ OAK	@ OAK
14	15	16	17	18	19	20
@ OAK	@ KC	@ KC Post: Sponsored Ad	@ KC	@ KC	@ TB Post: South Side Social Promo	@ TB
21	22	23	24	25	26	27
@ TB	vs MIA Post: South Side Social Promo	vs MIA	vs MIA South Side Social	vs MIN Post: Player of the Series/ South Side Social Recap	vs MIN Post: Influencer Announced	vs MIN Influencer: Paul Octavious
28	29	30	31			
vs MIN Post: Influencer Recap	Post: Player of the Series/ Ladies Night Promo	vs NYM Post: Sponsored Ad	Post: Ladies Night Promo			



August 2019

Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
				1	2	3
				vs NYM Ladies Night	@ PHI Post: Player of the Series	@ PHI Post: Ladies Night Recap
4	5	6	7	8	9	10
@ PHI	@ DET Post: Sponsored Ad	@ DET	@ DET Post: Where is Southpaw?	Post: Influencer Announced Southpaw Out of the Park (OAK)	vs OAK Post: South Side Social	vs OAK Influencer: Liz Adams
11	12	13	14	15	16	17
vs OAK Post: Influencer Recap	vs HOU Post: Player of the Series	vs HOU Post: South Side Social Promo	vs HOU South Side Social	@ LAA Post: Player of the Series	@ LAA Post: South Side Social Recap	@ LAA
18	19	20	21	22	23	24
@ LAA	@ MIN	@ MIN	@ MIN	vs TEX Post: Sponsored Ad	vs TEX	vs TEX
25	26	27	28	29	30	31
vs TEX	Post: Player of the Series	vs MIN	vs MIN	vs MIN	@ ATL Post: Player of the Series	@ ATL



September 2019

Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
1 @ ATL Post: Ladies Night Promo	2 @ CLE	3 @ CLE Post: Sponsored Ad	4 @ CLE Post: Ladies Night Promo	5 @ CLE Post: Influencer Announced	6 vs LAA Ladies Night	7 vs LAA Influencer: Jibrizy Taylor
8 vs LAA Post: Influencer Recap/ South Side Social Promo	9 Post: Player of the Series/ Ladies Night Recap	10 vs KC Post: South Side Social Promo	11 vs KC South Side Social	12 vs KC Post: South Side Social Recap	13 @ SEA Post: Player of the Series	14 @ SEA
15 @ SEA	16 @ MIN	17 @ MIN	18 @ MIN	19 Post: Sponsored Ad	20 @ DET	21 @ DET
22 @ DET Post: Where is Southpaw?	23 Southpaw Out of the Park (CLE)	24 vs CLE	25 vs CLE	26 vs CLE	27 vs DET Post: Player of the Series	28 vs DET
29 vs DET	30 Digital Campaign Ends Post: Player of the Series					

MORE ON SOCIAL MEDIA

There are many posts that feature *Take it to the Next Level* on Facebook, Instagram, Twitter and Snapchat. This will add to the overall multi-layered experience by providing an outlet to share fans to post their memories.

SNAPCHAT FILTERS

There are numerous Snapchat filters that will be available using the title *Take it to the Next Level*.

WHO IS THE BIGGEST MINI-FAN?

Here is an additional graphic for the the biggest mini fan competition. This will be posted to Instagram to promote this series.

