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# An Integrated Marketing Communications Plan for the Lincoln Saltdogs

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April 29, 2014

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## Bullpen Team

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# Executive Summary



## Overview

For the Spring of 2014 UNL CoJMC ADPR capstone course, Advertising and Public Relations Campaigns, the Lincoln Saltdogs approached our Campaigns class in developing a strategic campaign for Lincoln's only professional baseball team. Brett Beer, the Director of Marketing for the Saltdogs, along with his associates, provided us with one objective in developing a full campaign strategy. Mr. Beer wanted us to "get butts in seats." Our team, Bullpen, conducted both secondary and primary research, developed a core media mix and strategies, and incorporated strategic creative tactics that would get more "butts in seats" in portraying Saltdog baseball games as more family friendly, and a Summer outing that would be more consistently considered within Lincoln families.

## Research

Primary research was conducted in order to fully understand the tendencies of past Lincoln Saltdog attendees, and what they considered pros, cons, and recommendations for future Saltdog promotions and in- game experience. Our secondary research was conducted to gain insight on tendency records, tendencies within traditional and social medias, and insight into the local competition for the Saltdogs. We used both our primary and secondary research in implementing a strategic campaign for the summer months of April- July of 2014.

## Campaign Goals and Objectives

### Marketing Objectives

- › To increase overall attendance of the Saltdogs games throughout the regular season by 10% (current average attendance per game is 3,600; stadium seats 4,500)
- › To increase "likes" on Facebook by 25%
- › To increase website hits by 25%
- › To increase email subscriptions by 25% (9,000 to 11,250)

### Advertising Goals

- › To promote the family-friendly and FUN of the game environment
- › To promote fan interaction with the organization using social media and promotions before, during, and after the games
- › To promote the advantages of a Saltdogs game over other outdoor activities
- › To establish a team hash tag for social media and promotional purposes
- › Generate an understanding within our target audience as to the fun and excitement Saltdog games offer

### Positioning Statement:

For families (and adults) in Lincoln, NE, the Lincoln Saltdogs Baseball Team and Haymarket Park provide baseball fanatics and casual fans an affordable, unique and entertaining outdoor family opportunity during the summer months.



## Audiences

### Primary:

- › Men and women
- › Have one or more children in the 4-15 age range
- › Residents of Lincoln, NE
- › Have been to an event at Haymarket park in the past
- › Enjoy activities outside their home
- › Fans of sports and outdoors
- › Energetic and active
- › Parents somewhat unfamiliar with social media.

### Secondary:

- › Adults ages 55+
- › Men and women
- › Have grandchildren
- › Residents of Lincoln, NE
- › Life-long sports fans
- › Enjoy the outdoors
- › Spend time with grandchildren during the summer

## Creative/ Media

Our strategy is to establish the idea that Saltdogs baseball is a “Sweet & Salty” experience and a unique and FUN family outing during the summer.

Each creative piece will feature the “Sweet & Salty” logo in the center with images on either side that portray elements of the Saltdogs baseball experience. The images on either side of the logo can be changed and rotated as desired. In addition, the logo always appearing in the center of the creative pieces will establish a visual recognition in those who see them so they instantly know they are looking at a Saltdogs ad. “Sweet & Salty” will also be used in radio, television, website, and email newsletter pieces.

## Evaluation

Traffic and attendance records should be measured a year after the campaign. A post-campaign survey should be conducted, similar to our primary survey, which will measure social media activities within the Saltdogs website and Facebook. This will also measure the increase in email subscriptions.

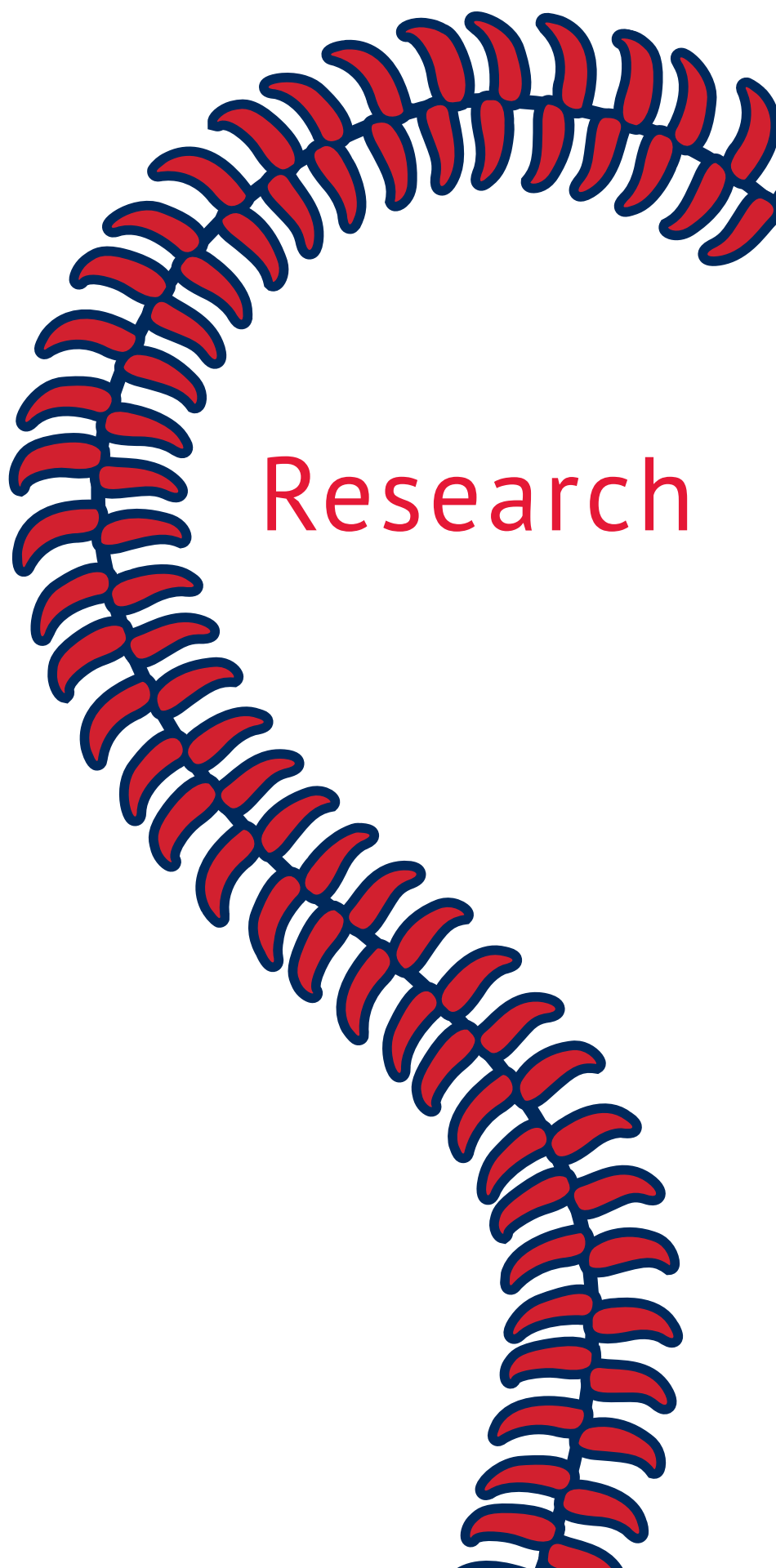
# Situation Analysis

## The Story of Saltdogs Baseball

The Lincoln Saltdogs baseball team was founded after the 2000 season when the Madison Black Wolf team was sold and moved to Lincoln. From 2001 to 2005, the Saltdogs team was a member of the Northern League. In October of 2005 four teams including the Lincoln Saltdogs left the Northern League to form the American Association of Independent Baseball League with teams from the Central Baseball League.

The Saltdogs are currently a part of the Central Division in the American Association of Independent Baseball League. They currently call Lincoln's Haymarket Park home, as do the Nebraska Cornhuskers. It has been selected as the best playing field in each year of its existence. (Northern League Award 2001-2005, American Association Award 2006-2013.) The sporting complex fits in excellently with a pedestrian bridge adjoining the Haymarket area and the University of Nebraska-Lincoln campus.

Since the beginning, the Saltdogs have been successful in Lincoln, but with Haymarket Park going on its thirteenth season, the ballpark hasn't seen the attendance it has in the past. The Saltdogs feel it is time for some innovation to modernize their brand. At the beginning of the spring 2014 semester, Bullpen took part in the client briefing with Bret Beer, the Saltdogs Marketing Manager. Currently, the class is working with Charlie Meyer, President of the Saltdogs, to coordinate the semester's capstone effort. In the initial briefing with Bret, he detailed a bit of the history and background of the Saltdogs and said that they're most interested in Bullpen helping the Saltdogs put more "butts in seats," or to increase the attendance.



Research

Before any of the campaign strategy and tactics can be planned, it is important for Bullpen to learn as much about the audiences, the industry and the product as much as possible. Bullpen conducted both secondary and primary research in order to have a foundation on which to build the campaign.

## Research Objectives

### Audiences

- › Target audiences' demographics
- › Media/social media they use
- › What media/social media would they be willing to use if it existed?
- › Why do they go to games vs. something else?
- › Other entertainment options
- › Who is decision maker for game activity?
- › Are promotions, special events, etc. important for game attendance decision?
- › How does cost/price affect decision?
- › Have they gone to a game? If so, how many and how often?
- › What do they like most about Saltdogs games?

### Product

- › Who are the Saltdogs?
- › Key features/benefits
- › Trends in Independent League attendance
- › Competitors
- › Why do people like baseball?

### Media Trends

- › What are other similar programs doing with Social Media?
- › What are other similar programs doing with Mobile Media?
- › What are some creative/design trends?

## Secondary Research

### Methodology

We will observe online resources providing attendance records from around the American Association of Independent Professional Baseball, popular trends and events put on by other teams within the AAIPB, competition for Saltdogs baseball within Lincoln, and traditional/ social media tendencies within our target market.

### Attendance

Although Haymarket Park is the second smallest ballpark of all the AAIPB teams (4,500 max capacity), their attendance percentages (81%) are third to only Fargo-Moorehead Redhawks (86%) and Kansas City T-Bones (86%) respectively. The Saltdogs have also garnished high praise

for their unmatched field conditions within the AAIPB, being awarded the “Best Playing Field” in the Northern/ American Association each of its twelve seasons in the league. In addition, Haymarket Park has twice been awarded “College Baseball Field of the Year” by STMA.

#### Lincoln Saltdogs Demographics from (Feb. 2009)

- › 54% of respondents were female, 46% were male
- › 47% of respondents have an annual household income of more than \$70,000
- › 55% of respondents have a household size of three or more people
- › 35% have a household size of two people
- › 54% of respondents were between the ages of 25 and 44
- › 22% of the respondents were between the ages of 45 and 54
- › 54% of all respondents have children living at home

#### Social Media Channels Most Used for Following and Discussing Sports

- › Facebook 73%
- › YouTube 54%
- › Twitter 37%
- › Google + 33%
- › Instagram 18%

#### Brand Engagement- Consumer Motivation to “Like” or Follow a Brand

- › 61% Provide a coupon or a discount
- › 57% Show that they support my favorite team
- › 53% Offered a contest where I could win a prize related to the sport
- › 46% Support a charity cause supported by the team
- › 7/10 fans are willing to take action after following or “liking” a brand

#### Content that gets fans engaged beyond the scoreboard

- › 72% Pre-game excitement
- › 68% Historic nostalgia photos & videos
- › 66% Photos and videos of bloopers
- › 63% Game debate & banter

#### Recommendations for more effective social media with sports franchises

- › Make engagement lightweight and simple
- › Make conversations genuine
- › Talk about the in-game experience
- › 92% of people still trust recommendations from friends and family (social media sparks this word of mouth sharing)
- › Tweets should be “confident, controversial, and human”
- › Humanize and personalize teams and athletes
- › Fans don’t want to hear “it was a good game”, they want to hear “we’ll get them next time”
- › Customers are already fans of the team; the key is to harness the power of the existing community





- › Use hashtags strategically by establishing an official hash tag in offline promotions to increase use and fan interaction
- › Fans sometimes find content that they value more than the official accounts in fan-run accounts
- › Tuesday has the highest click through rate (1.8%) and Friday the lowest (under 1.5%)

#### Overall Channel Users (30-49 year olds)

- › 71% use Facebook
- › 18% use Twitter
- › 17% Instagram
- › 21% use Pinterest
- › 22% use LinkedIn
- › 42% use multiple Social Media platforms

#### MRI Findings of Media Use- Fall 2012 (Traditional Media)

In reviewing our MRI data within traditional media for the head of the household (ages 30-34) we found these individuals are heavy magazine (21%), radio (21.5%) and Internet users (26%). Over 2/3 (70.8%) of this demographic subscribe to either Cable TV or satellite dish, and over half (56%) are heavy cable viewers. Lastly, majority of radio listeners within this demo are tuned in during morning (6:00 am- 10:00 am= 57.3%) and evening drive (3:00 pm-7:00 pm= 51.9%).

#### Key Insights from Secondary Research

- › The Lincoln Saltdogs have maintained good attendance numbers and exceptional field conditions since their inaugural season. This is something the people of Lincoln should be consciously proud of.
- › Many Saltdogs fans have at least one child living at home. Generating more incentives for them to come out to the ballpark is essential.
- › Saltdogs fans are a unique blend of consumers that are both highly influenced by traditional media such as TV and Radio, while maintaining a high percentage of social media members.
- › Social media channels have gained major popularity with sports fans. Social media shares in-game experiences and provides up to date notifications about events and games. The Saltdogs family, from coaches and players to fans and sponsors, can be connected through social media.
- › Fans want to develop a connection with their team. Kindling such a connection must go beyond them “liking” a social media page. We must motivate our attendees to come back.

## Primary Research

#### Methodology

An online survey was sent to over 9,000 Saltdogs email subscribers asking what they enjoy about Saltdogs baseball, how they make their entertainment decisions, and how they receive their information about the Saltdogs. To date, there have been over 600 surveys returned for analysis.



## Key Survey Findings

- › 87% of respondents have been to a game in the last 2 years
- › Husker baseball is most attended (50.3%) and most memorable event (39.2%) besides a Saltdogs game at Haymarket Park
- › Respondents enjoy Saltdogs baseball because they love the game of baseball, value the family friendly environment, and because it's affordable
- › Fans have a clear-cut favorite promotion at games (Thirsty Thursday: 33.3%)
- › Social media usage by respondents is overwhelmingly on Facebook (75.9%)
- › Those who use Facebook are seeking information, interaction, and want to share their own information
- › The Lincoln Journal Star is a very popular traditional media, with 55.7% saying they read the print version and 37.8% reading the online version
- › Both parents influence entertainment decisions, but mom primarily makes the final decision while dad has a greater influence on the decision to go to a Saltdogs game
- › Respondents value game day information (41.6%) and promotional updates (38.1%) from Saltdogs social media pages
- › A majority of respondents are married (76.1%)

## SWOT Analysis

### Strengths

- › Haymarket Park is a great place to go outdoors on nice days
- › The stadium atmosphere is perfect in the summer with a vast array of pre-game excitement
- › Haymarket Park is considered a very nice park with the beloved Huskers also playing in the venue
- › The Saltdogs have good promotions that appeal to fans
- › Along with the park being nice it is a fairly new stadium with no complaints about seats/facilities
- › The Saltdogs already have a steady attendance of 81% at the park
- › Saltdogs games are seen as a family environment, which is a big factor in bringing in the target market
- › There are 300 suggestions to work with from the survey to help get in touch with the consumers
- › The Saltdogs are very community minded

### Weaknesses

- › The club players come and go creating no bond with fans and players
- › Haymarket Park is one of the smallest stadiums in the league
- › There have been complaints about the food (prices/quality)
- › The audiences/fan base might be limited consisting only of families and children



## Opportunities

- › Expand the audience to include older demographic with grandchildren
- › Get more families involved with the Saltdogs
- › Turn casual fans into lifelong participants
- › Use the promotions to get families more involved

## Threats

- › Other outdoor activities exist; zoos, parks, golf, etc can distract people from attending games
- › Indoor activities such as movies, museums, bowling etc. can also distract people from attending games
- › Bad weather can seriously hurt the chances of people going out even if the games are still on
- › The team not doing well might not affect the overall attendance a lot but may deter hardcore fans
- › Drunk/unruly fans can really ruin the family environment and there have been complaints about this

# Target Audiences

## Primary

### Demographics

- › Adults 30-45 years of age
- › Male and female
- › Have one or more children in the 4-15 age range
- › Residents in Lincoln, NE
- › Have been to an event at Haymarket park before

### Psychographics

- › Enjoy family-friendly activities outside the home
- › Fans of sports and other outdoor activities
- › Children are energetic and active
- › Are not very involved with social media, use Facebook to connect with family and friends

## Secondary

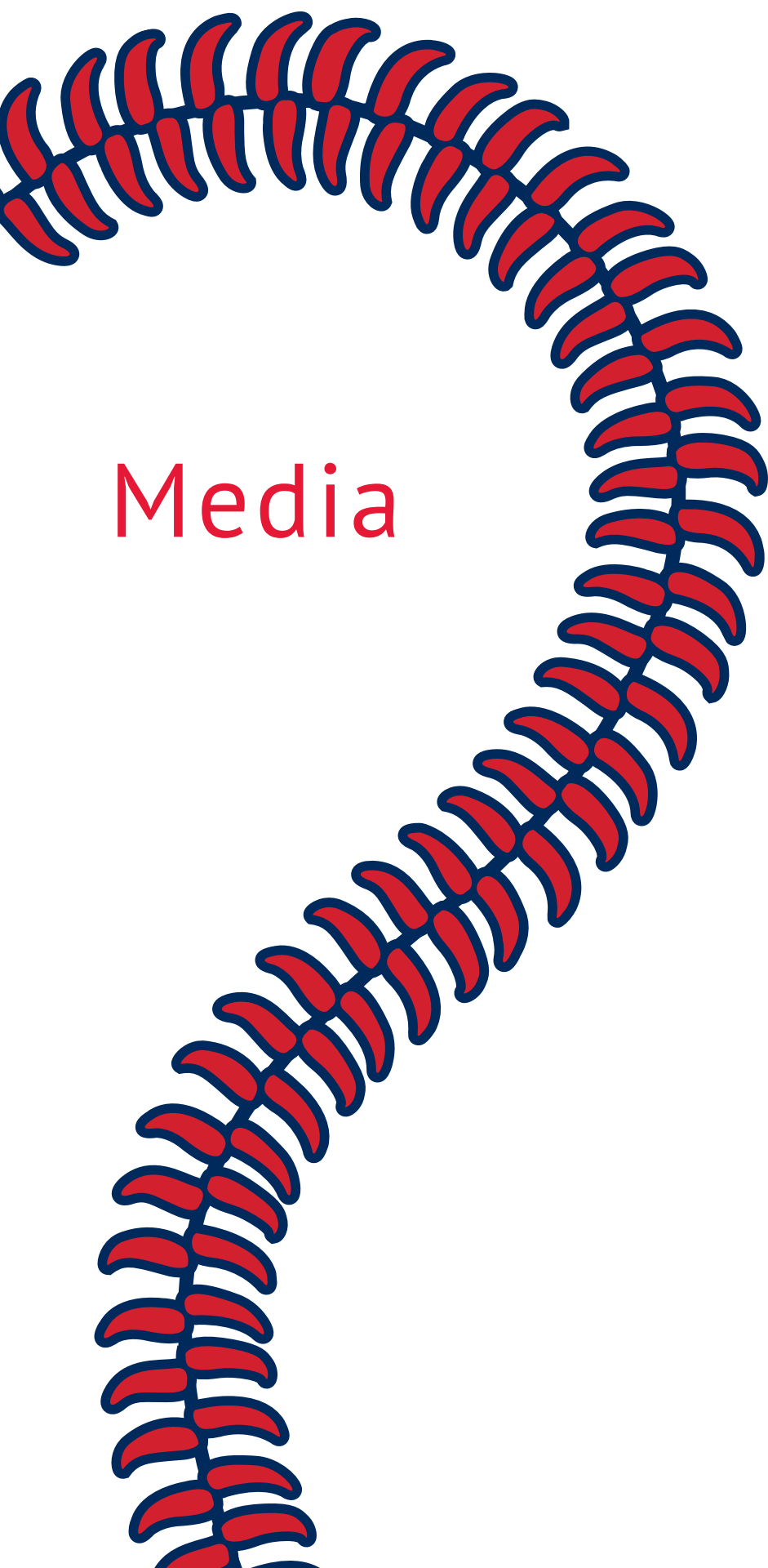
### Demographics

- › Adults 55+ years of age
- › Male and Female
- › Some have grandchildren
- › Residents in Lincoln, NE



## Psychographics

- › Long-time sports fans
- › Enjoy outdoor activities that are not physically demanding
- › Use traditional media, very light social media (if any)
- › If they have grandchildren, they spend time with and participate in activities with them during the summer



Media



## Media Mix

### Owned

- › Facebook
- › Instagram
- › Twitter
- › Website
- › Emails/ Newsletters

### Paid

- › Newspaper
- › Outdoor
- › Display ads for social media (to accompany text on posts)
- › Paid Facebook
- › Radio
- › Television

### Earned

- › Fan- influenced social media
- › Twitter/Instagram hashtag
- › Public relations
- › Scavenger hunt
- › Hangout with Homer
- › Dogtags
- › Puppy Chow

## Media Strategy


In advertising today, organizations are increasingly focused on their owned, paid and earned media. Different media mixes suit different goals and the Lincoln Saltdogs have an original fan base to reach. We recommend that the Saltdogs throw three strikes using owned, paid and earned media with the tactics below.

### Owned Media

Owned media is media that is controlled by the holder and offers unique information to viewers of it. The Saltdogs own their own website which is fully owned media. In addition partially owned media resources such as Facebook, Twitter and more recently Instagram are being utilized. Effectively establishing a link between fully owned and partially owned media offers fans outlets to keep up with their team in many places. Effective social media communication is crucial because each channel offers something different for fans to interact with.

#### Saltdogs Website

Websites today are much like a library. They hold every bit of information a fan would ever need to know about a team. It is extremely important to utilize a web page to branch visitors



instantly to other sources of Saltdogs information. Social media links should be displayed on top and prominently. An exciting but clean page that will get clicks deeper into the website is most important. Interactive content on the home page will achieve this. We believe the Saltdogs website is complete, but could integrate some of the graphics of yearly campaign themes, such as the one we're recommending for this particular campaign.

### Emails/ Newsletter

The email list that is already established is an amazing media piece for the Saltdogs and we definitely suggest sticking with it as a way to reach out to loyal fans who subscribe. As far as frequency during the season, a pre-week and post-week email will keep fans informed on what is happening without overwhelming their inbox. Fans who subscribe to the emails want to hear from you, so two emails a week is acceptable.

### Twitter

The Lincoln Saltdogs following on Twitter has reached over 1,300. Continued use of this page is definitely recommended and essential for engaging with fans expanding to another social media channel. In order to continue seeing the number of followers increase as well as keeping the excitement up in the offseason we recommend posts that engage and inform at the same time. Regular posts are important but it is easy to be overwhelming on a social media platform. Tweets that bring the fan into the conversation are a must in staying relevant on Twitter.

### Facebook

The Saltdogs Facebook page currently has over 5,000 likes. Based on our research that had 75.9% of survey respondents saying they use Facebook, paired with the already stellar following the Saltdogs have, the push should continue to be made to increase numbers steadily. Facebook is unique in comparison to Twitter and Instagram in that it is a combination of text and visuals. In addition, Facebook posts are generally not as frequent so the message conveyed in each post must be increasingly informative and relevant.

### Instagram

This social media platform is somewhat new for the Saltdogs, pulling in a following of 17. Just like Facebook and Twitter, Instagram is original because users must convey through effective visuals. Although a caption is allowed, when browsing through post feeds, a picture is all that is shown. A strong establishment of a multi-platform hashtag, paired with visuals that convey information, will generate a stronger following on Instagram.

### Social Media Strategy

Put the normal statistics posts aside! Fans don't want to hear "It was a good game", they want to hear "We'll get them next time!"

- 3 Twitter posts/day on non-game days
- 6 Twitter posts/day on game days (not including updates during the game)
- 3 Facebook posts/week plus after game posts
- 80% or more of content released on social media should be accompanied by an image. All images must include mandatories (Team logo, team hashtag) so they are immediately identified as Saltdogs media.



## Continually build fan relationships

- › Positive or negative, answer what your fans have to say to you
- › Ask the opinion of your followers. Include a question mark consistently. Sports fans love to share their knowledge!
- › Fans want to win their own games too
- › Contests resulting in prizes for the winner bring participation
- › Photo submission contests (ex: Show us your Saltdogs cheering faces! We will give a random winner a prize pack!)
- › Hashtag encouragement contests (Use #SweetAndSalty and show us how you enjoy Saltdogs action! We will choose a random winner by the end of the game!)

## Emphasize when in the community

- › Pictures out and about in the Lincoln community are big, especially paired with a creative caption.
- › Have an in-game sponsor or promotion event going on? Include a picture of an experience with them from the past!

## Paid Media

Paid media is effective because you are paying to guarantee that your ads and content are going to get viewers. In addition, paid media is going to be extremely useful during the season while owned media can still bring growth during the offseason when paid isn't being utilized as strongly.

Paid media can also show the campaign "Sweet & Salty" theme in ways we know will be used and promoted. This theme should run throughout all media, but especially in the paid media outlets.

## Paid Media Objectives

- › Carry over the "Sweet & Salty" campaign message on all media
- › Increase in-season awareness for Saltdogs games and promotions
- › Effectively communicate the aural and visual (fun) experience of Saltdogs baseball
- › Engage audiences to move to the Saltdogs conversation on social media channels as well as the website

## Newspaper

The newspaper is a great way to get a specific audience's eyes on your ad. Newspaper ads in the sports section of the Lincoln Journal Star would be very effective in targeting those looking for their daily sports information. By advertising in the sports section, viewers can be both those who have never been to a Saltdogs game as well as those who can be reminded about the experience they had there.

## Cable Television

We recommend the use of cable television commercials in order to supplement the other media channels in the plan. There is no better visual representation of a baseball game than video. Pair great video that can show the excitement of a Saltdogs game with a large audience reach and a reasonable price tag, and cable television identifies as a great option. We have included





more information in the budget section on cable television. Cable television will showcase the “Sweet & Salty” theme.

The television ad will expand on the sweet and salty elements that we have represented in other media. The main goal of the television ad will be to show fans visually the excitement that is brought at Saltdogs games and that the experience can be truly sweet and salty.

#### Radio

The sounds of a baseball game are just as recognizable as the sights of one, so a radio ad must be like sitting in the stands with your eyes closed. The Sweet & Salty experience that is a Lincoln Saltdogs game can be heard through a radio ad that gives strong aural indicators. We recommend using the current trade-out and game day radio outlets, Three Eagles and Broadcast House stations. There is more information in the budget section about the radio plan.

#### Outdoor

Outdoor advertisements place big and exciting graphics in front of the faces of your audience and are great for giving directional information. We recommend buying a billboard in the Haymarket area as well as somewhere between the interstate and the stadium, depending upon availability. It would be a good idea to advise Lamar Outdoor in Lincoln to alert the Saltdogs when one of the I-180 boards might be available. We have included more information in the budget section on outdoor advertisements.

Billboard exposure of the Sweet & Salty logo will strengthen the ability to recognize Saltdogs ads in other media such as social media or television. Like the graphics for social media images as well as the email and television ad, it will feature the Sweet & Salty logo over a leather baseball texture. The simple background against the logo will create a quicker impact on commuters.

#### Facebook advertising

Fun brightly colored advertisements, enticing new Lincolniters to support the Lincoln Saltdogs. The Saltdogs’ social media needs more followers, so we recommend targeting to Lincoln residents who like the Lincoln Stars, The Downtown Lincoln Association and other Lincoln, Nebraska geared Facebook pages. It is relatively cheap and is quite effective if marketed to the right demographic. Three methods are used including news feed, mobile news feed, and sidebar ads. Facebook ads can draw in more followers and promote the other social media platforms used by the organization.

### Earned Media / Public Relations

Earned media is a way to insert the team into paid and unpaid media without having to use advertising. Word-of-mouth, or buzz, is a great way to spread information about the team to a large number of people and has been given a permanent identity because of social media posts that last forever. Implementing earned media strengthens paid and unpaid media through brand recognition. Again, we hope that any earned media publicity, or pitches, include the Sweet & Salty themes wherever possible.

#### Earned Media Objectives

- › Raise awareness of the team: PR will allow the Saltdogs to bring attention to the team

through special events and involvement in the community.

- › Creating interest: Community events and presence in the media raise the interest of those who have never been to a Saltdogs game and reminds past game attendees of the summer entertainment that the Saltdogs can provide.
- › Educate the audience: An important part of PR is making sure that the audience learns something about the promoted brand. In depth information provided to fans can tell them more about what there is to love about the Saltdogs.
- › Back up the organization: Through earned media tactics, relationships with audiences can be strengthened significantly and the Saltdogs can keep building a strong image.

## Strategy

Connect with the key publics of parents, kids and the Lincoln community in the summer by activities that the whole family can enjoy. We want to make a lasting impression with children and parents, that the Saltdogs bring families closer together, as well as the whole community. Saltdogs baseball is all about the sweet and salty experiences of life, the heartfelt moments and gritty experiences of perseverance both on and off the field. We recommend engaging the fan base more on a personal level, even on social media platforms.

### “Sweet & Salty Family Funday Sunday”

We recommend holding the “Sweet & Salty Family Funday Sunday” the last Sunday home game of every month. Hold a picnic-style grill out with food available at reasonable prices. Have the players and Homer be available to meet families and take photos with them. Encourage fans that use Instagram to tag any photos with the hashtag #SweetandSalty on Twitter, Instagram and Facebook.

### “Looking for the Sweet & Salty”

- › Create a Twitter Scavenger Hunt that could be implemented during “Sweet & Salty Family Funday Sunday.” When gates open, a social media team will tweet out hints to where certain Saltdogs things can be found in Haymarket Park. We recommend using the hashtag #SweetandSalty for this event as well.
- › Make a weekly Facebook post that shows Saltdogs “Sweetest and Saltiest” highlights as well as priceless fan photos from the previous week. We also recommend that it reminds fans of whom, when and where the team plays for the upcoming week. Of course, use the hashtag #SweetandSalty.
- › Create a place on the Saltdogs website for fans to upload their photos from games to enter into a contest for “The Sweetest (or the Saltiest) Fan of the Week” to win some Saltdogs gear.

### Dedicate a night to the “Sweetest and Saltiest Fans”

We recommend July 7, a Monday night, as the event promotion to show appreciation for the fan base that has made it all happen.

- › Offer discounted sodas and popcorn, have Saltdogs dog tag and puppy chow promotion for an affordable price, and coupons for free items across Lincoln from the Saltdogs sponsors.
- › We suggest the puppy chow to be a unique promotion, because it’s a sweet and salty treat



that only the Saltdogs would carry. We recommend that you tie the unique dog tags around the bag to have as a memento of the sweet experience of Haymarket Park. It is a distinct promotion that truly incorporates the tone of the Saltdogs family atmosphere.

- › We suggest that the organization only offers this promotion exclusively on the “Sweetest & Saltiest Fan Appreciation Night.”
- › Some of the proceeds go to benefit a child in need. For example Brecken Wingate is a child in Lincoln who was diagnosed last summer with Acute Lymphoblastic Leukemia two days before his third birthday last year.
- › Saltdogs and fans can help celebrate this little fighter’s birthday on July 7th. We recommend using the hash tag #SweetandSalty as well as #BreckenBirthdayBash.

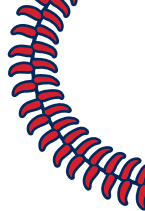
# Creative

It's  
**Sweet**

**Salty**  
with the



## Creative Objectives



- › Reach our target audiences through the use of striking baseball images and the new theme logo
- › Maintain ad consistency through print, social media, television and radio
- › Show and establish what a Saltdogs game experience is
- › Give “Sweet & Salty” examples of why our target market should maintain the Saltdogs as a favorite summer entertainment option
- › Promote the Saltdogs family- friendly environment

## Creative Strategy

Our strategy is to establish the idea that Saltdogs baseball is a “Sweet & Salty” experience and a unique and FUN family outing during the summer.

Each creative piece will feature the “Sweet & Salty” logo in the center with images on either side that portray elements of the Saltdogs baseball experience. The images on either side of the logo can be changed and rotated as desired. In addition, the logo always appearing in the center of the creative pieces will establish a visual recognition in those who see them so they instantly know they are looking at a Saltdogs ad. “Sweet & Salty” will also be used in radio, television, website, and email newsletter pieces.

### Who is the Typical Saltdogs Fan?

Lincoln Saltdogs fans are those who enjoy being in the outdoors with family and friends for a summer experience that is unique to Haymarket Park on game day.

### Team Personality

The Lincoln Saltdogs bring the city of Lincoln a baseball experience that is affordable, unique, athletic and enjoyable for fanatics, casual fans, and families alike.

### The Opportunity

The Lincoln Saltdogs are the most unique level of baseball entertainment available in Lincoln. Our opportunity is to communicate that the experience they offer during the summer is original to them and that Haymarket Park is an exciting venue to visit regularly to cheer on Lincoln’s baseball team.

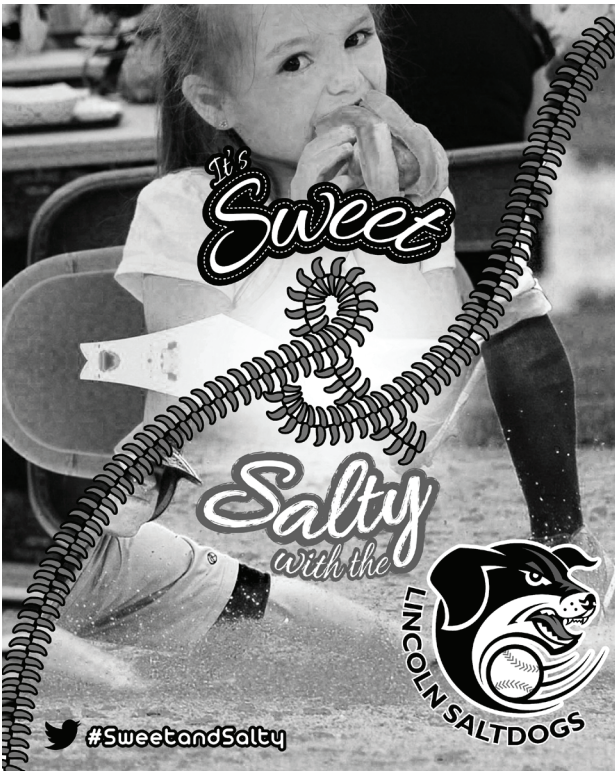




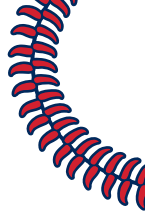












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## Lincoln Saltdogs- 436029

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### Today's Print Ads

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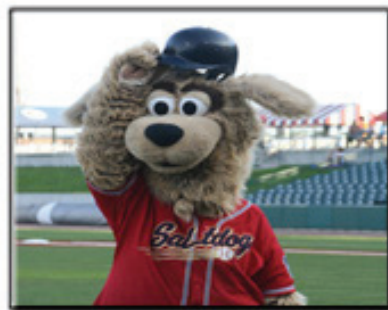
## 30-Second Television Spot:



**ANNCR:** It's that time of the year once again baseball fans, and it's not summertime until your hometown Lincoln saltdogs take the field. So take a sweet seat, grab a salty treat, and help cheer your Saltdogs to victory all summer long.  
**SFX:** Dramatic baseball music (faint)



**ANNCR:** Every Lincoln Saltdogs game is guaranteed to be both Sweet...  
**SFX:** Dramatic baseball music (faint)



**ANNCR(IN GAME):** It's Homer! The friendly Saltdogs mascot!  
**SFX:** Dramatic baseball music (faint)



**VENDOR:** Get your cotton candy here! Cotton candy!  
**SFX:** Dramatic baseball music (faint)



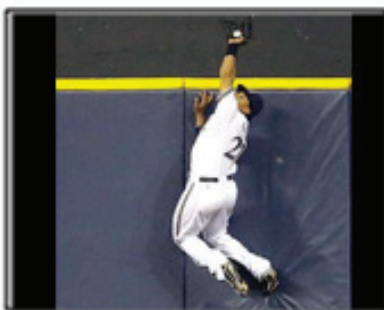
**SFX:** Kids playing on playground  
Dramatic baseball music (faint)



**ANNCR:** And Salty!  
(In game): And he's safe at home!  
**SFX:** Dramatic baseball music (faint)



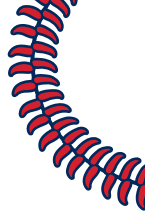
**ANNCR (IN GAME):** What a pitch!  
**SFX:** Dramatic baseball music (faint)



**ANNCR (IN GAME):** Salty catch by smith!  
**SFX:** Dramatic baseball music (faint)



**ANNCR:** Starting Thursday May 15, you can see your Saltdogs play all summer long and stay Sweet & Salty for life. Visit Saltdogs.com for more information.  
**SFX:** Dramatic baseball music (faint)



### Radio Ad

Announcer: It's that time of the year once again baseball fans, and it's not summertime until your hometown Lincoln Saltdogs take the field. So take a sweet seat, grab a salty treat, and help cheer your Saltdogs to victory all summer long.

Announcer: Every game you come to is guaranteed to be both Sweet....

Announcer: And Salty!

Narrator: There's never been a sweeter time to see your Lincoln Saltdogs play. Come to Haymarket Park starting Thursday May, 15<sup>th</sup> for the first home game and check out Saltdogs.com for more information

SFX: Dramatic music throughout

(Lemonade, Lemonade,  
Lemonade!)  
(Kids laughing, sound of the  
playground)

sound of cleats running on dirt,  
sliding into base

Crack of the bat, Crowd cheers!



## Social Media:

**Lincoln Saltdogs**  
Community Page about Lincoln Saltdogs

It used to be "Become a Fan," now it's just a "Like" button, but the effect is the same. Give it a click and tell the world you're a fan of Sweet & Salty!

About - Suggest an Edit

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Highlights

Post Photo / Video

6 Friends Like Lincoln Saltdogs

Recent

- 2014
- 2013
- 2012
- 2011
- 2010
- 2009
- 2007
- 2005
- 2004
- 2003
- Founded

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Update Status Add Photo / Video Ask Question

What's on your mind?

**Lincoln Saltdogs**  
Sponsored

Come and experience baseball at Haymarket Park where it's Sweet & Salty with the Saltdogs!

**Lincoln Saltdogs**  
Community  
5,006 likes

Like

**KHU CAD**

Sponsored Create an Ad

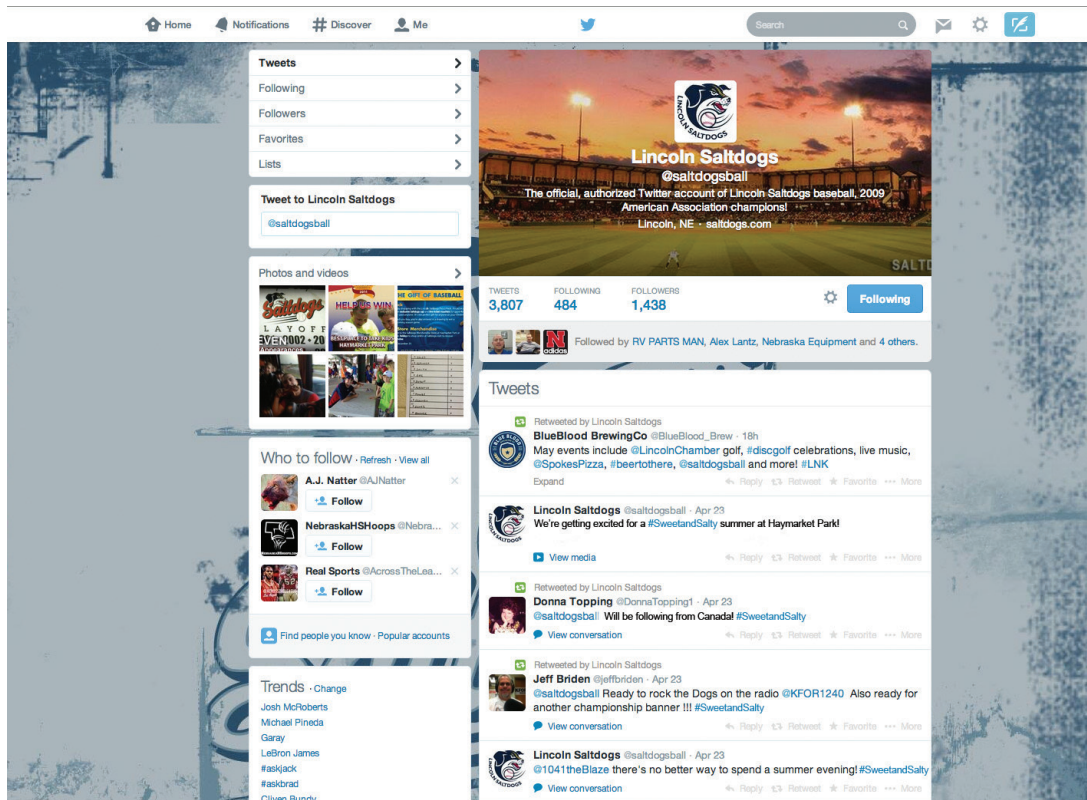
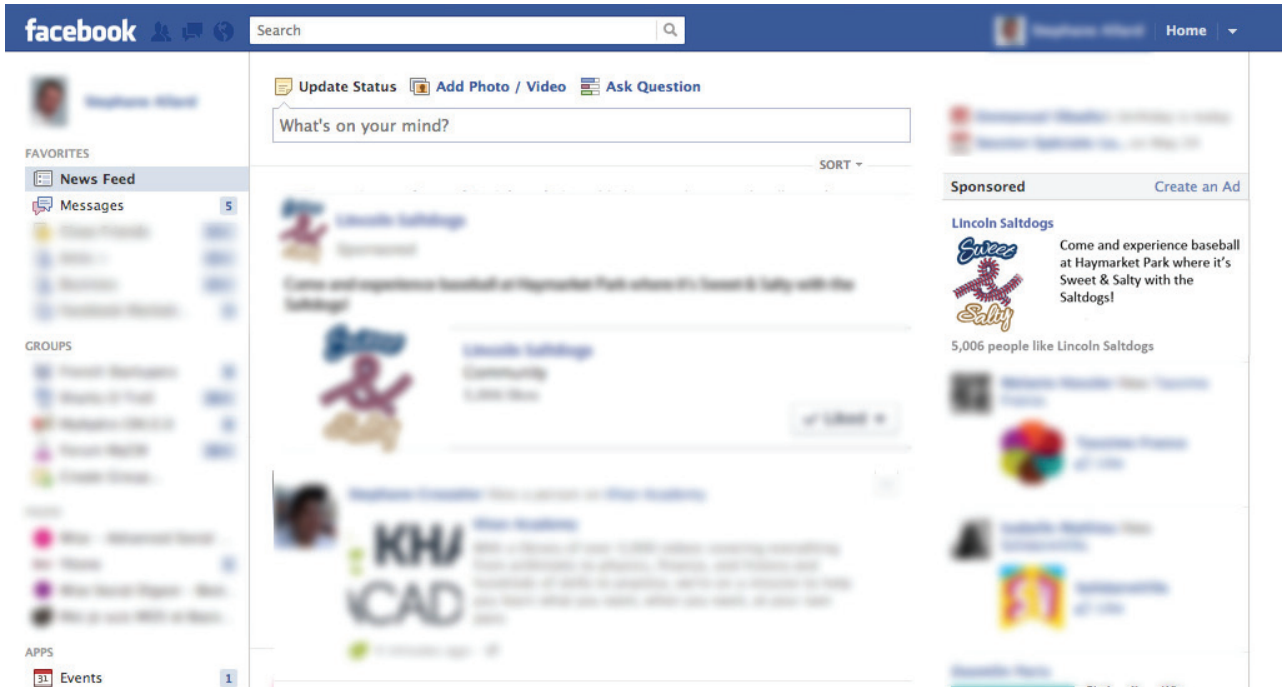
FAVORITES

- News Feed
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Saltdogs fans,

The 2014 season is upon us, and you already know we are extremely excited to share time with you at Haymarket Park! Last season was a blast and we want to make this one sweeter and saltier.

The team has been practicing hard, new player acquisitions have been made, the field is prepped, and the beer is cold.

Kansas City is the site of the first game this season against the T-Bones on May 15th, the start of a four day series. The Saltdogs stay on the road with a three game series against the Grand Prairie Air Hogs from May 19th until May 21st.

Home field baseball action starts on Friday, May 23rd when the Winnipeg Goldeyes roll into Lincoln for a 7:05 PM first pitch. Bring your family and friends and be prepared for an experience that only Saltdogs baseball can give!

Remember to keep up with all Saltdogs updates on Facebook, Twitter at @saltdogsball, and our newly added Instagram page. We'll see you all on the 23rd!

Your Sweet and Salty friends,

The Lincoln Saltdogs





Outdoor:





“Sweeest and Saltiest Fan Night” Promotion:







Budget

## ESTIMATED BUDGET CALENDAR

	APRIL	MAY	JUNE	JULY	CAMPAIGN TOTAL
<b>MEDIA</b>					
CABLE TELEVISION ESPN 6pm-12am	3,200	3,200	3,200	3,200	12800
FACEBOOK ADS	500	500	500	500	2000
OUTDOOR	5,040	5,040	5,040	5,040	20160
NEWSPAPER- STAR	1,200	1,200	1,200	1,200	4800
RADIO- KFOR	2,200	2,200	2,200	2,200	8800
<b>TOTAL MEDIA</b>	<b>12140</b>	<b>12140</b>	<b>12140</b>	<b>12140</b>	<b>48560</b>
<b>PR</b>					
PUPPY CHOW	200	200	200	200	800
DOG TAG	150	150	150	150	600
<b>TOTAL PR</b>	<b>350</b>	<b>350</b>	<b>350</b>	<b>350</b>	<b>1400</b>
<b>TOTALS:</b>	<b>TOTAL DOLLARS SPENT</b>				<b>49960</b>

## Campaign Evaluation

In order to evaluate and measure the campaign's success, Bullpen recommends the following:

- › Measure traffic and attendance records a year after the campaign
- › Conduct a post campaign survey similar to our primary survey
- › Measure social media activities within Saltdogs website and Facebook, along with measuring the increase in email subscriptions.

# Special Thanks!

Charlie Meyer

Bret Beer

Lincoln Saltdogs Organization

Stacy James

Matt Hartman

Ethan Rowley

Bullpen Team

