Marketing Sustainability through Sport: Best Practices for Creating Fan Engagement Campaigns with Impact

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Purpose

- Assist athletic departments in creating, launching, and evaluating sustainability marketing campaigns to increase awareness, participation, and promote environmental advocacy among fans.
  - Moving from Sustainable Sport 1.0 to 2.0 and ideally 3.0.

- To achieve 2.0, sustainability campaigns need to be marketed uniquely given the different ways in which these campaigns resonate with fans.

- This presentation will help practitioners understand the steps necessary to create a fan/spectator engagement campaign involving their environmental initiatives.
Specific objectives

We will show how athletic department personnel can:

- Evaluate organizational and customer environments to generate customer insights specific to sustainability.
- Assess business, marketing, and communications goals to generate appropriate KPIs (Key Performance Indicators).
- Utilize market research to establish baseline metrics, create market segments, and inform sustainability content.
Sustainability Communications Strategy Model

- Insights
- Segments & Content
- KPIs

Central Communication Idea

- Moments of Receptivity
- Campaign Messages
- Campaign Architecture
- Idea Amplification

Plan Implementation

Campaign Evaluation
Sustainability Communications Strategy Model - Environment
Environments

- Need to understand:
  - The external environment,
  - The customer environment,
  - Your own internal organizational environment

- So you can create:
  - Marketing insights,
  - Market segments,
  - The relationship with the business goals, marketing goals, and communication goals.
Customer Environmental Insights

Motivation

Constraints

Satisfaction

Advocacy

Sustainability Campaign Pathway

Awareness
Interest
Active Consideration
Decision to Participate
Initial Participation
Continued Participation
Lifestyle Change

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Internal Organizational Environment

- Internal Organizational Environment
  - Vision
    - Organizational Structure
    - Mission
      - Product(s)
    - Business Goals
    - Marketing Goals
      - Communication Goals
    - Content

Sustainability Campaign Pathway

- Awareness
- Interest
- Active Consideration
- Decision to Participate
- Initial Participation
- Continued Participation
- Lifestyle Change
Sustainability Communications Strategy Model – Focus on Goals
Business, Marketing, and Communication Goals

- Communication goals must be directly contingent upon the marketing goals, which in turn are contingent upon the business goals.
- Communications must create a marketing ROI (Return on Investment) and/or ROO (Return on Objectives).
Overview

- **Central Communication Idea**
  - Represents the guiding premise for the campaign (U.C.’s “Sustainable Buffs”).
  - Ensures all communications are on message, appropriate to the target, and strategic.

- **Moments of Receptivity**
  - The right message, at the right time, in the right place (U.C.’s “End-of-the Year Checklist”).

- **Campaign Messages**
  - Need to vary by segment and by stage on consumer pathway.
  - Need to reflect the CCI in a few memorable words and tell a story (e.g., U.C.’s “Bring your Bottle Back to Life” tagline).
Campaign Architecture

- **Campaign Architecture**
  - The plan in which each fan/spectator has the best experience possible at every touchpoint on the consumer pathway.

- **Touchpoints**
  - Points of contact between the athletic department and its stakeholders (or among stakeholders).

- **Touchpoint selection**
  - Decide which will achieve maximum synergy with the message (e.g., throwing 100% recycled shirts from U.C. recycled plastic bottles into the crowd after a 3-pointer).
**Idea Amplification**

- How the CCI and/or the Campaign Messaging is communicated to the target audience(s).
- How content is shared, either through organic or paid engagement, within social marketing channels increasing WOM exposure.
- Re-amplification: Athletic department re-posting, re-tweeting, or otherwise re-amplifying the fan/spectator amplification.
Plan Implementation

Plan Implementation
● Shows how to execute strategies through media solutions and how to activate ideas.
● Translates a strategic plan into operational terms.

Operations Plan
● Identifies the channels used for each message for the entire pathway.
● Determines activities for each of those channels.
● Ascertains all materials that are needed to support each activity.
● Outlines all the steps in order for completion of the activity.
Campaign Evaluation

- Evaluates the Plan: Shows how marketing goals and communication goals tie back to the business goals, environmental goals, and social goals,
- Determines what metrics actually represent and where the whole process can be improved.
- KPIs should quantify the communication goals and help determine what and how effective the sustainability campaign is.
Sustainability Campaign Pathway for Fans/Spectators

Key Performance Indicators

Awareness
Interest
Active Consideration
Decision to Participate
Initial Participation
Continued Participation
Lifestyle Change

Campaign awareness
Campaign attribute levels, campaign affinity, engagement with campaign
Participation consideration Top 3, information requests
Intention to participate, trial
# of participants, satisfaction, participation occasions, positive review %
Repeat participation rate/#s, resistance to constraints, buzz, review quality/accuracy
Buzz & blog levels, net promoter scores, review quality/accuracy
Summary

- Proper investment requires time and money to successfully design, launch and evaluate sustainability campaigns.

- Sustainability campaigns are similar but differ from other marketing campaigns – thus the fans will respond differently.

- This investment will result in better returns and data driven decisions.
Thank you very much!

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