



# Amarillo Bulls Hockey

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# Agency Philosophy

- ▶ B.C. Agency Philosophy Live by this simple quote, "Put Your Dreams In Motion" B.C. Agency will provide the essential creative tool that will bring our clients wishes to Life. Our clients have a vision for their companies, and they Dream of achieving certain amount of success. B.C. Agency breathes new generating ideas, we also understand the public needs and wants so our ability to connect our client's company to their potential customers and position our client's dreams into reality is just one decision away: Choose B.C. AGENCY-

*We'll Put Your  
Dreams In Motion*

# The Campaign

- ▶ Overview of NAHL
  - \* Celebrating its 35th anniversary in 2010-11, the North American Hockey League is largest USA Hockey-sanctioned Junior A league boasting 25 teams from across North America. It prides itself on the social maturity and skill development of student-athletes ages 16-20 with aspirations of advancing to collegiate and/or professional hockey.
  - \* NAHL competition helps players make the transition from Midget and high school hockey to the college and professional ranks by creating an environment that is highly competitive, encourages skill development and provides time for physical growth and maturity.
  - \* NAHL games are easily accessible to college and professional talent evaluators. NHL teams, NHL Central Scouting and scores of college programs from around the country consistently scout games, showcases and the playoffs.



# History of hockey in Amarillo

Wranglers 1969-1971  
Lone Stars 1975-1977  
Rattlers 1996-2002  
Gorilla's 2003-2010  
Bulls 2010- Present

## History of Bulls

The Bulls only have 1 season of hockey under their belts, but they are doing very well and are in the playoffs in the first season of being in Amarillo.

They have a record of 36-16;  
a .672 game winning percentage.

All and all we would say the Bulls have had an outstanding first season.



# Competitive Review

The Bulls are in the South Region of the League.

In their league they play:

Topeka Roadrunners  
Texas Tornados  
Corpus Christi Sting Rays  
Wichita Falls Wild Cats  
New Mexico Mustangs



Outside of their league there are 20 other teams from all over the country.

On top of their hockey competitors, the Bulls face challenges within other businesses in Amarillo. Such competitors include: Movie theaters, Amarillo Sox Baseball, and Morgan's wonderland, just to name a few.

We believe the Bulls are set apart because they really care about the community. The Bulls strive to make an appearance at many local community events. The Bulls care about their fans and love to make them feel special. After all, that is how The Bulls get to their fans. Our goal as BC agency will be to make these promotions and events bigger and better. The Bulls need to be the team of the community.

# Target Market Profile



- ▶ The Target Market for the Bulls deals with the “cool” factor. They want to target college aged kids. Right now, many of the fans are families with young children. In order to target these groups we have to take a look at the two colleges in the area: West Texas A&M and Amarillo College. Also we take a look at the people at these colleges that would be directed towards the “in crowd”.

## City of Amarillo

Age- The majority of people who live in Amarillo are women but men come in a close second. The overall population is close to 200,000. The average ages of people that live in the city of Amarillo are 35-44. The Target Market group is about 20 percent of the Amarillo population.

Race- The race of the people in Amarillo is mostly white and Hispanic. These two races take up most of the city of Amarillo.

Household- The average household of Amarillo is families with children. This is not close to our Target Market. Again, most of the people are in the range of the colleges in the surrounding areas. Amarillo has a lot of married couples with and without children. The older population (over 65) and people living alone make up about 40% of the population.

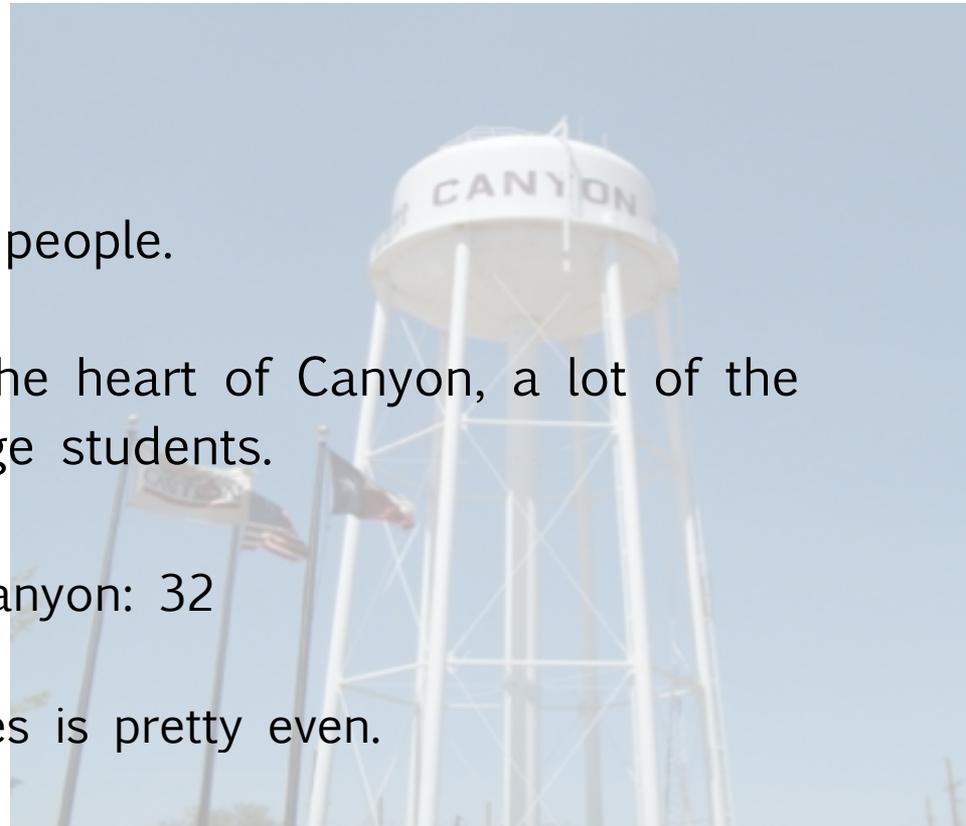
### City of Canyon

Total Population- about 15,000 people.

Since West Texas A&M lies in the heart of Canyon, a lot of the residents of the town are college students.

Median Age Range of people in Canyon: 32

The Average of males and females is pretty even.



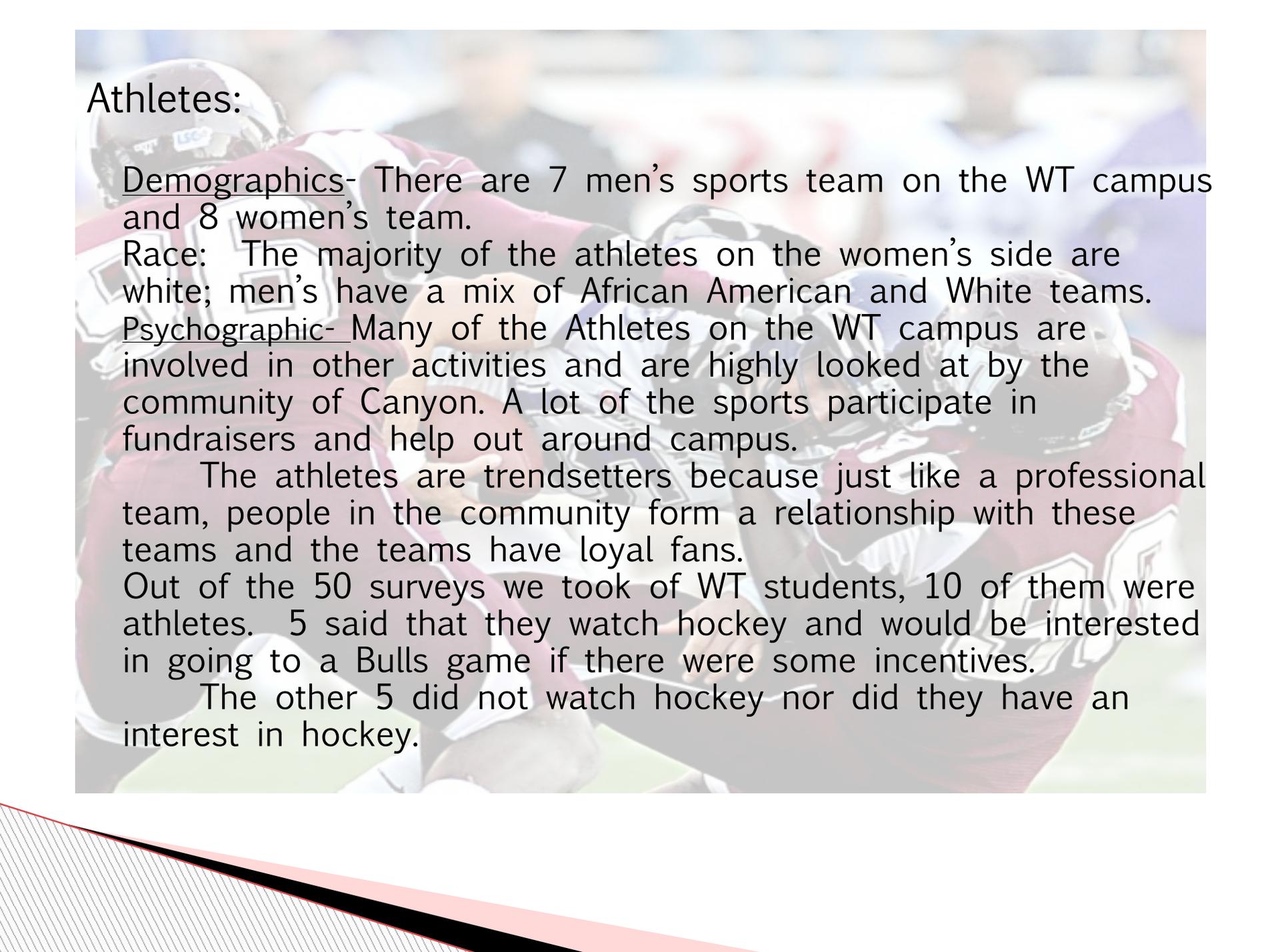
Most of the average households in Canyon are families, as is Amarillo. What differs from Canyon and Amarillo is that 40% of all households in Canyon are non-families. The older population in Canyon also takes up almost 10% of the households in Canyon.

Estimated income for canyon: \$35,000

Race: Mostly White and the second highest is Hispanic.

Since we have gathered the information we have decided to divide our target market into the WT hipsters which include the athletes and the on-campus organizations and the Amarillo College h include families and the Popular Professors groups:





## Athletes:

Demographics- There are 7 men's sports team on the WT campus and 8 women's team.

Race: The majority of the athletes on the women's side are white; men's have a mix of African American and White teams.

Psychographic- Many of the Athletes on the WT campus are involved in other activities and are highly looked at by the community of Canyon. A lot of the sports participate in fundraisers and help out around campus.

The athletes are trendsetters because just like a professional team, people in the community form a relationship with these teams and the teams have loyal fans.

Out of the 50 surveys we took of WT students, 10 of them were athletes. 5 said that they watch hockey and would be interested in going to a Bulls game if there were some incentives.

The other 5 did not watch hockey nor did they have an interest in hockey.

# On-Campus Organizations:

## Fraternities and Sororities:

There are an equal amount of Fraternities and Sororities on the WT campus. 5 and 5. Out of the 50 surveys we took, 20 of them were from sororities and fraternities.

Gender: Many of the sororities were not really interested in hockey and but when asked if they saw a Bulls commercial would they be interested, they answered they would be curious. The males were interested in the games if they received a free t-shirt or other incentives.

## Church Organizations:

Church organizations take up a huge part of WT. Since we are in the Bible belt, many people belong to the Catholic student center, The Baptist Ministry, or any other religion.

Many of these organizations would be willing to go to these games in groups if there was a group offer available. The church groups love to get out there and support different things around the community while being able to represent themselves also.

There were also 10 surveys from the church groups and like before, many of the guys jumped on the idea of watching hockey while the girls would just be followers. This is interesting to be able to target different audiences for these games.

### Recreational Sports:

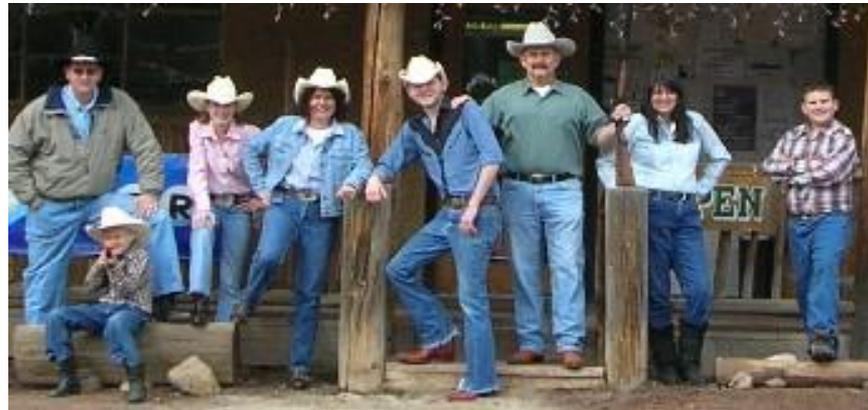
REC Sports are huge at the WT campus. Many people who not play at the collegiate level enjoy being able to play for fun.

Race: Depending on the sport many of the recreational players are men's teams, but women are starting to get more into recreational sports. Out of the 50 surveys, 5 were recreational athletes who said that hockey isn't very big in the panhandle but they would be willing to go and see what a game was all about.

It is very interesting to spark opportunity in these people. The Bulls can reach a huge market by targeting these groups and getting the word out throughout Canyon and WT.



- ▶ Amarillo College, founded in 1929, is a public community college dedicated to providing educational, cultural and community services and resources to enhance the quality of life for the diverse population in its West Texas service area.
- ▶ Families: A very common dynamic around the Amarillo area is young families. Many newly weds and young parents are between 22 and 26, and therefore, fit the target market.



- ▶ Popular Professors: Professors are very influential with their students, especially locally because of the low average age of professors. Ages 30-50.



West Texas A&M and Amarillo college



**Amarillo College**

### Demographics

age- 52 % women and 48% men.

Race- mostly white and Hispanic

It is a commuter campus because most students can live off campus while driving to the school because canyon is a smaller town.

### Psychographics

religious- The main religion is Baptist, along with Catholic.

Sporting events are big on the WT campus and in the panhandle area.

People generally have a happy attitude. (known as the panhandle spirit)

# Bulls Overview

2010-2011 In the first season they won 35 games and lost 23 games. In regular season the Bulls had a winning season. In their first season they have made it to the playoffs.

The Bulls are a gifted team of young men. They work hard and strive to be the best they can be. They Bulls have a roster of 23 talented young men and are sure to keep the tradition going in the next season. (2011-2012)

The Amarillo Bulls are one of sixteen teams to make it to the playoffs. The Bulls as of now are in the second round of playoffs. For their first year that is a great accomplishment. This gives them a competitive advantage because people want to follow and support a winning team.

# Creative Strategy

## Amarillo Bulls

Goal: To increase attendance and have people continually coming back to the games as loyal fans.

The Amarillo Bulls fans are all about having fun while being entertained at the games.

We want fans to be engaged and really want them to have fun going to games. Our Slogan: “Release the Bull in You”, will help fans to want to have fun and engulf themselves into the rowdy aspect of the game and the entertainment value.

Fans like to be loved and like feeling like they are part of the “party” going on. By saying “Release the Bull in you,” fans can now let loose and have fun which is our ultimate goal.

# IMC Tool Selection

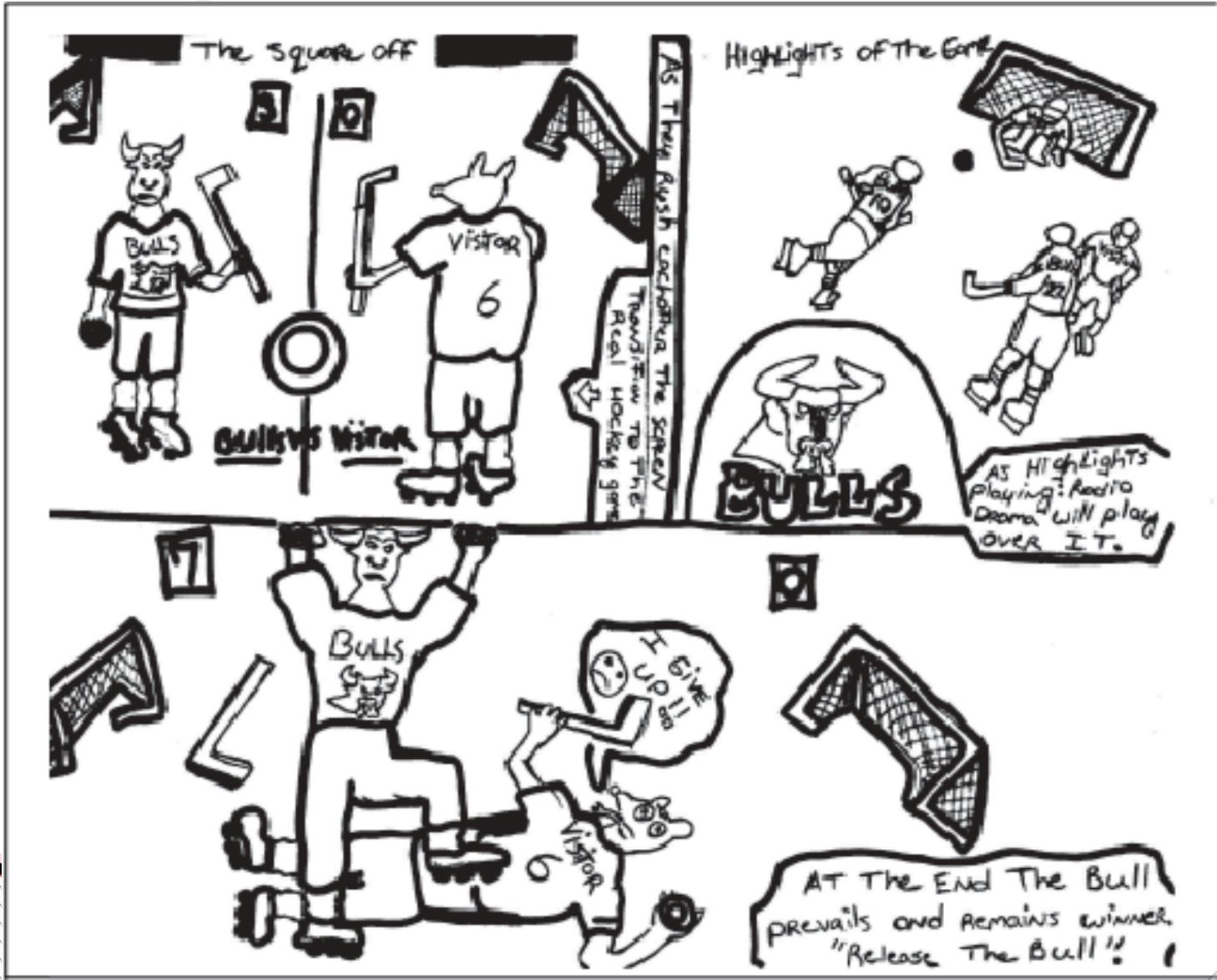


## ▶ Advertising:

- TV spots: Our television marketing consists of spots on networks including FX, TNT, USA, Food Network, and Nick at Night. These ads will run in “prime time” spots beginning in September, and running through February.
- Out of Home ads : Our print ads are going to be based on our themed months and also just a normal ad promoting the Bulls. These ads will be places around both campuses of Amarillo College and West Texas A&M. These ads will also be available on the Facebook and online sites of the Bulls.
- Radio spot : Our radio spots want to target our college aged kids, aka our target market. These spots will be places on 96.9 KXSS FM and 93.1 The Beat . These two stations have the highest listeners that are college aged kids.

Examples of all advertisements follow.

# TV Story Board



# Radio Spot: “ Release the Bull in You”

- ▶ Announcer: "This is your new Amarillo Hockey Team! Our players are tough- The fights are rough, and we enough excitement for everyone including the Buffs! Come out and support your Amarillo Bulls- So you can Release the bull in you!"



# Out of Home Ads



**September**  
**Hide-a-Puck**  
Join in on the city wide game of hide and seek!!! if you find a Bulls puck you win a free prize!

**October**  
**Eli Young Band**  
Come out and join us for the fun filled concert we have planned after the game!!!

**November**  
**Toy Drive**  
Come help us raise money and toys to help the children less fortunate. if you bring a toy or donation you will receive a discount

**December**  
**Winter Party**  
Come out and have a great time, and enjoy some hot coco, and even skate with the bulls

**January**  
**Red Out Night!!**  
Come out and show your spirit by wearing your favorite Bulls red shirt.

**RELEASE THE BULL IN YOU!!**

The Bulls Amarillo logo, featuring a stylized bull head in red, white, and yellow, with the word "BULLS" in large white letters with a yellow outline, and "AMARILLO" in smaller white letters below it.

# Internet and Sales Promotion



- ▶ On top of the regular website of the Bulls, we want to focus on websites such as twitter and Facebook. Facebook and Twitter have become a huge social media tool in the last couple of years and many people now only communicate via Facebook and Twitter.
- ▶ To get fans more interactive we want to create contests and promote them via Facebook such as fans checking in on Facebook at the games and then at the end , they announce the fan of the game. Also, we want to add contests where fans would “tag” themselves in photos of them at the Bulls game and win a small prize. This will help fans feel special and get them engaged through the social media.
- ▶ By helping fans become more interactive through Facebook, the Amarillo Bulls Facebook page will gain more “likes” and promote themselves more.

twitter



# Promotions on WTAMU Campus

- ▶ In order for the Bulls to get the college kids on the WTAMU campus aware of them and their games, we have come up with a partnership idea.
- ▶ The Bulls can partner with Alpha Tau Omega (ATO) fraternity to help gain awareness and to promote the games and activities that the Bulls will partake in.
- ▶ This will benefit the Bulls and the fraternity because both will gain awareness and by doing so, help promote themselves.
- ▶ Our idea is that the Bulls can give the fraternity a deal on tickets in exchange for JBK promotions and signs up around campus dealing with the games.
- ▶ Our unique slogan “Release the Bull in You” will play in part with the fraternity boys. This also helps awareness for many of the other groups within the school because everyone knows who the fraternities are.



# Guerilla Marketing

- ▶ Some guerilla marketing is going to be used in our strategy by hiding hockey pucks around Amarillo and Canyon.
- ▶ Our big idea for this is not only hide these pucks but to have different prizes for each. We will hide 10 bucks around the campuses and different places where our target market would hang out. On 7 of the bucks the winners will get a free ticket, on 2 of them, the winners receive a thousand dollars, and for the last one gets season tickets to the Bulls games.
- ▶ This will help promote the Bulls because it its word of mouth. People will be talking about this and generating buzz.
- ▶ We will promote this via Facebook and Twitter and also in print ads. Once fans find the hockey pucks, they can see a QR code that will be on the puck, and it will take them directly to the Bulls website for more information and ticket sales.



# Bulls Promotional Events



- ▶ **“Date A Bull”**- In honor of Valentine’s day, girls can enter to win a date with a Bulls player. This will target the 16-20 age range of girls in our target market. This is a fun promotion that will get people, more specifically, girls, talking about who will win the date.
- ▶ **St. Patrick’s spirit**- This will allow fans to buy green beer at the games around St. Paddy’s day. When fans are in the spirit, they will more likely have more fun.
- ▶ **Post-game concert**: To promote the Bulls ticket sales we want to have a post game concert to get fans to come to the games and to increase attendance. The Bulls will partner with Eli Young Band which is huge with our target market. This will provide a lot of word of mouth for the Bulls, while also providing entertainment to the fans.



# More Promotions

Let's  
Party!!

**Homer's Ball-** The Bulls will be out at the Homer's Backyard Ball with a booth promoting themselves to the fans and people around Amarillo.

**Bulls Summer kickoff Party:** Fans can come out to the Civic center and enjoy a day of fun activities with the Bulls, along with some beer and good friends.

**Golf Open-** The Bulls can sponsor golf balls that say Amarillo Bulls. This is a nice take on "Bulls Balls".

**Bulls Block Party:** Come Release the bull in you and enjoy a kick off to the season block party.

**"Toys for Tots"** – The Bulls can partner with people in the community and gather toys for children in need at this time.

**Winter Party:** Just like the summer and season kick of party, the Bulls will host a party on Ice and have different activities.



# In- Game Promotions

- ▶ This is where we have fans “Release the Bull in you” or them. Fans will get to showcase their spirit and after the second period, a group of fans will be announced winners and get to meet the Bulls after the game.
- ▶ Also, other contest in between periods will be “Lasso The Bull”, Beer Races, and Zamboni Rides.
- ▶ **Red Out-** Fans get to Red themselves out every game. Dress in All red, and make a statement while the Bulls are at home in Amarillo. This will help fans become more proactive in the games. The can “release” the bull in themselves by seeing who shows the most spirit.



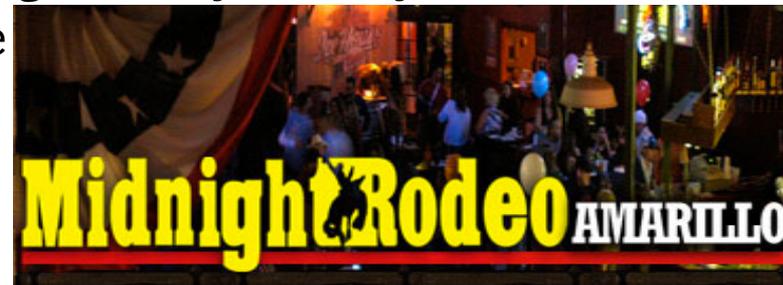
# Direct Marketing



- ▶ As one of our Direct Marketing Strategies, we are going to put some of the Bulls sales reps in the JBK and team up with the ATO as we talked about before, at West Texas A&M. They can get a table spot in the middle of the JBK and have information about the Bulls.

Along with handing out flyers about the Bulls with their schedule on it, we should hand out Koozies, lanyards, and pens or pencils with the Bulls logo on it.

- ▶ The next direct marketing strategy is to have a buyout of one of the Bars in Amarillo. Midnight Rodeo is a popular bar for both AC and WTAMU. Every Thursday is college night for Midnight Rodeo. The Bulls will sponsor the bar for the night, and promote themselves to the people that are there with some tickets, give away and flyers about upcoming events. This is important close before the Post-game concert.



# Publicity/ Public Relations

- ▶ In our Calendar of Events we have for the Bulls, there are a lot of community service events. These are opportunities for the Bulls to get lots of publicity and the word out there of what they are doing. A few press releases will be written about certain events, sparking media knowledge. We want to get as much news out there as possible for these community events and help the Bulls become more known to their audiences.
- ▶ Press Releases will be released on the campus of WTAMU and Amarillo College along with places around the cities of Canyon and Amarillo where the colle



# IMC Calendar and Budget

	Golf Open	radio	Tv	internet	Billboards	homers	Facebook	Bulls Events	In Game Promos	Gorilla Marketing	Block Party	merchandise	
Totals	\$2,000.00	\$800.00	\$15,000.00	\$0.00	\$7,700.00	\$15,125.00	\$0.00	\$20,000.00	\$8,000.00	\$400.00	\$2,000.00	\$100.00	\$71,125.00
months													
sep		\$160.00	\$2,500.00	\$0.00	\$3,850.00		\$0.00			\$200.00		\$50.00	
oct		\$160.00	\$2,500.00	\$0.00			\$0.00	\$4,000.00		\$200.00			
nov			\$2,500.00	\$0.00			\$0.00		\$1,000.00				
dec			\$2,500.00	\$0.00	\$3,850.00		\$0.00	\$6,000.00					
jan		\$320.00	\$2,500.00	\$0.00			\$0.00	\$0.00		\$0.00		\$50.00	
feb			\$2,500.00	\$0.00			\$0.00	\$4,000.00	\$5,000.00				
mar				\$0.00			\$0.00		\$2,000.00				
apr		\$160.00		\$0.00			\$0.00						
may		\$0.00	\$0.00	\$0.00		\$15,125.00	\$0.00			\$0.00		\$0.00	
jun				\$0.00			\$0.00	\$6,000.00					
jul	\$2,000.00			\$0.00			\$0.00						
aug				\$0.00			\$0.00				\$2,000.00		
Light Activity													\$71,125.00
Heavy Activity													\$0.00

▶ Light Activity

▶ Heavy Activity



# Evaluation



The overall goal of our campaign at B.C. Agency is to have the utmost satisfaction of our client and to increase ticket sales of the Amarillo Bulls.

We believe that with the new slogan and activities we will be focusing on, there is nothing that the Bulls cannot do. From sales promotions and giveaways, the Bulls will see the involvement of the citizens of Amarillo and Canyon like never before.

Along with Facebook, we will be adding surveys to our page, giving fans the advantage of evaluating the team from another viewpoint, and in turn, giving us the feedback we are looking for as well.

With B.C. Agency's ultimate campaign, we believe that there is nothing the citizens with Amarillo in Canyon will not like about the Bulls.

# Executive Summary

The Amarillo Bulls Hockey team is a new team to the Amarillo area, They are from the NAHL Junior A league with players from all over ranging from the ages 16-20. After researching and finalizing our decisions for the Amarillo Bulls Hockey team our number one priority is to increase attendance and gain new fans while also keeping them loyal at the same time.

Because the Bulls are such a young team, this gives us room to brand them into a trustworthy Friday night outing. This group of young men are here to represent Amarillo and give support to the community as well.

West Texas A&M University and Amarillo College make up our number one target market. A mixture of athletes and young families are what will bring new record breaking attendances. We believe that the sports teams at WT are a great influence in trendsetting and if we can get them to attend the games and support, that will allow others to open up for this new rush experience.

Our strategy is to change the whole current campaign, while also bringing in the new slogan, “Release the Bull in You.” Wrapping around this new slogan will give opportunity for new TV ads on local stations, and radio spots on the current music stations. We plan on having Bulls-related activities every month to keep the current fans and gain new ones, even in the off season. We want the people of Amarillo and Canyon to open up and get rowdy for one or two nights a week. We will gain a whole new social media network by changing up the Facebook and Twitter accounts by making them more interactive with the fans. Print Ads will also come in handy by placing them everywhere on both college campus’.

This new campaign will not only boost the ticket sales of the Bulls, but also gain new fans that will stay fans. We at BC agency are focused on making the Bulls one of the must-see sport teams in the Panhandle.

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