



# DISCOVERING NEW REVENUE STREAMS FOR THE PEACH BOWL

SAMFORD UNIVERSITY SPORTS MARKETING STUDENT TEAM

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# TYPES OF SOURCES

// SECONDARY DATA

// INTERVIEWS

// FOCUS GROUPS

// SOCIAL MEDIA DATA



# OVERVIEW

// ONLINE ENGAGEMENT

// COMMUNITY ENGAGEMENT



# ONLINE ENGAGEMENT



# ONLINE ENGAGEMENT

## AFFINIO

- ✦ FOCUSES ON THE CONNECTION OF PEOPLE AND WHAT THEY FOLLOW.
- ✦ IT CARES ABOUT WHAT PEOPLE FOLLOW AND WHAT THEY ARE CONNECTED TO, NOT WHAT THEY ACTUALLY SAY.
- ✦ CREATES NETWORK GRAPHS THAT ENABLE YOU TO UNDERSTAND ANY AUDIENCE THROUGH SHARED INTERESTS AND AFFINITIES.



# ONLINE ENGAGEMENT

## ADWEEK

✦ SOCIAL MEDIA DATA IS A REMARKABLE SOURCE OF UNSOLICITED, UNBIASED CONSUMER DATA.



# ONLINE ENGAGEMENT

## WHY TWITTER?

- ✦ ACTS AS A SECOND SCREEN DURING LIVE SPORTING EVENTS TO WATCH WHAT'S HAPPENING AND ENGAGE IN REAL TIME.
- ✦ TWITTER SEES A +4.1% LIFT IN VISITORS DURING SPORTING EVENTS.





# ONLINE ENGAGEMENT

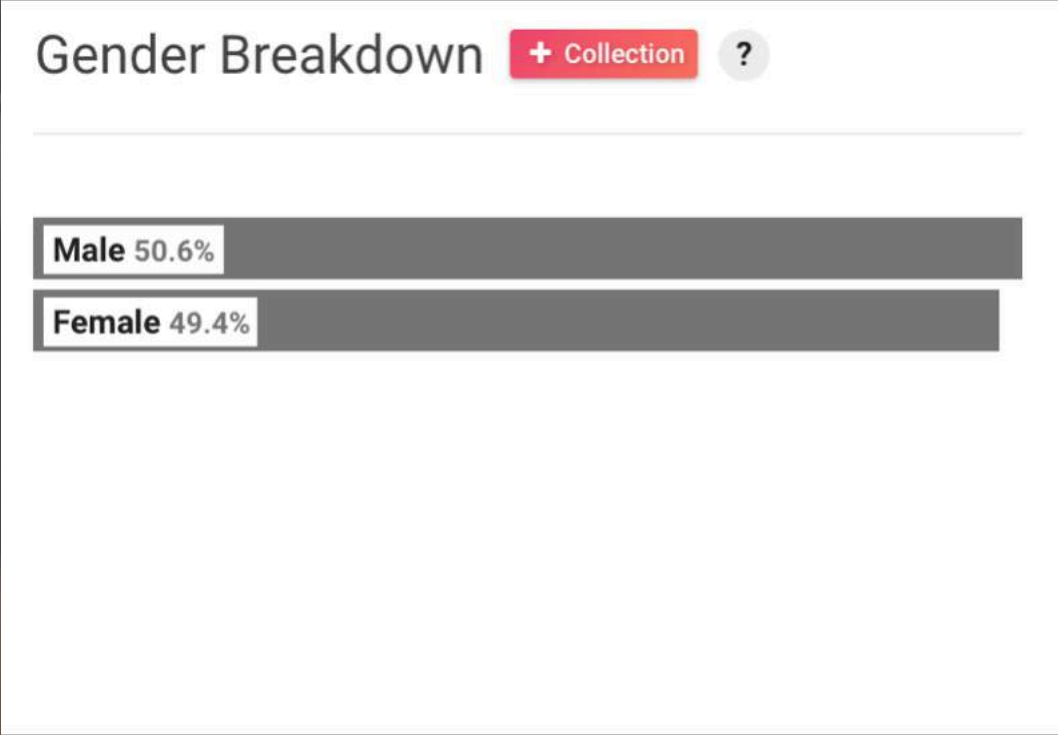
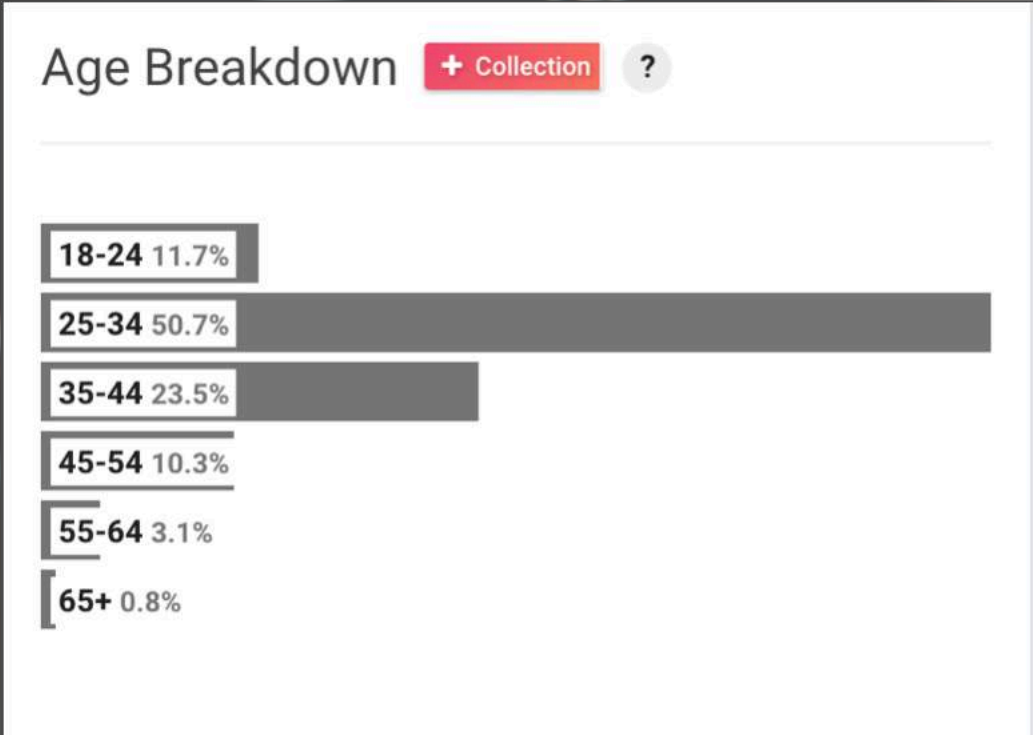
## METHODOLOGY

- ✦ RAN A REPORT ON A CHICK-FIL-A PEACH BOWL, COLLEGE FOOTBALL HALL OF FAME, AND THEN BOTH TOGETHER.
- ✦ SELECTED SOCIAL ACCOUNTS THAT ARE FREQUENTLY FOLLOWED BY FANS OF MEMBERS OF CHICK-FIL-A PEACH BOWL.
- ✦ RAN REPORTS FOR THE CITIES OF ATLANTA AND ORLANDO



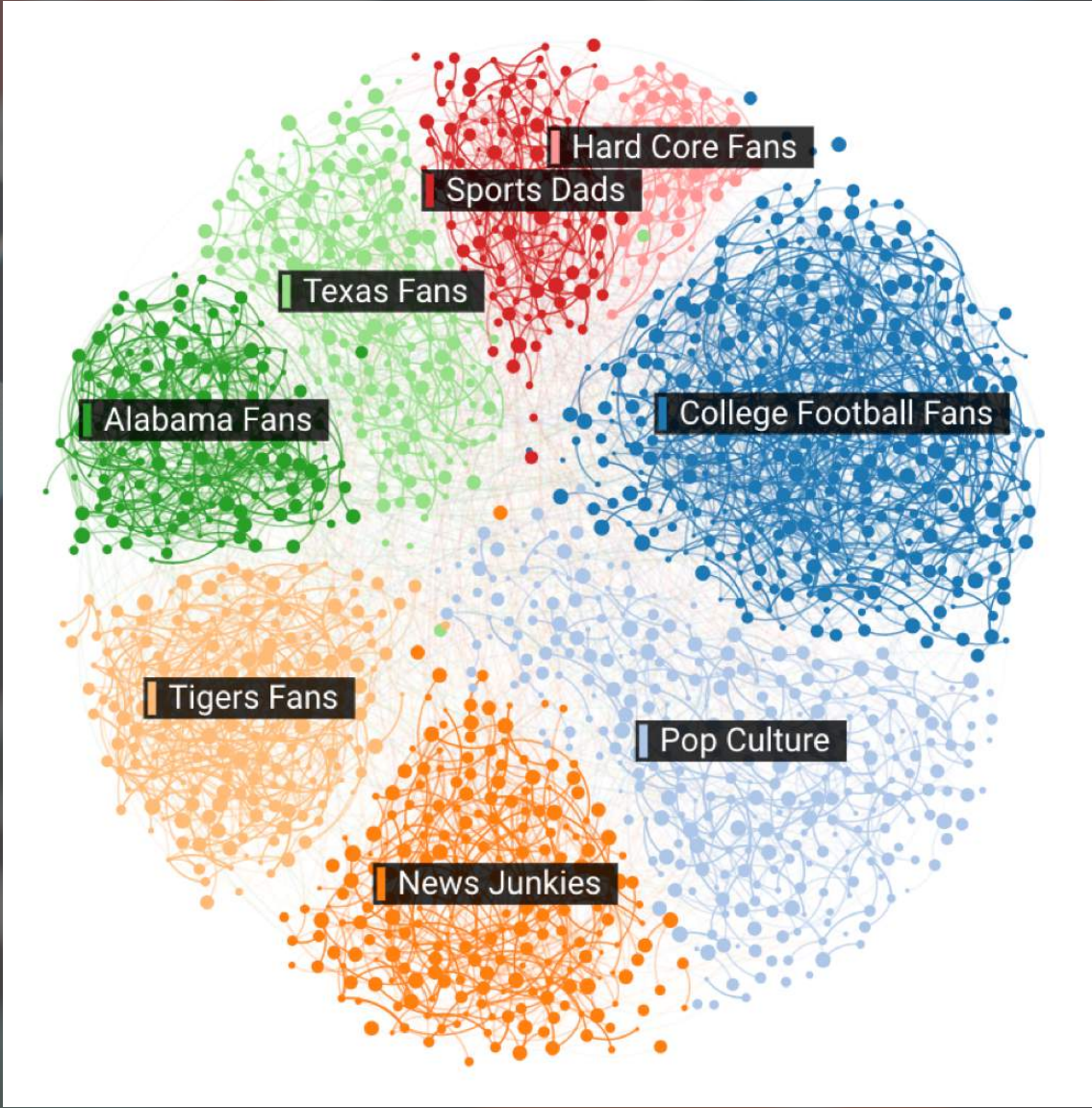
# ONLINE ENGAGEMENT

## CHICK-FIL-A PEACH BOWL (42,116)



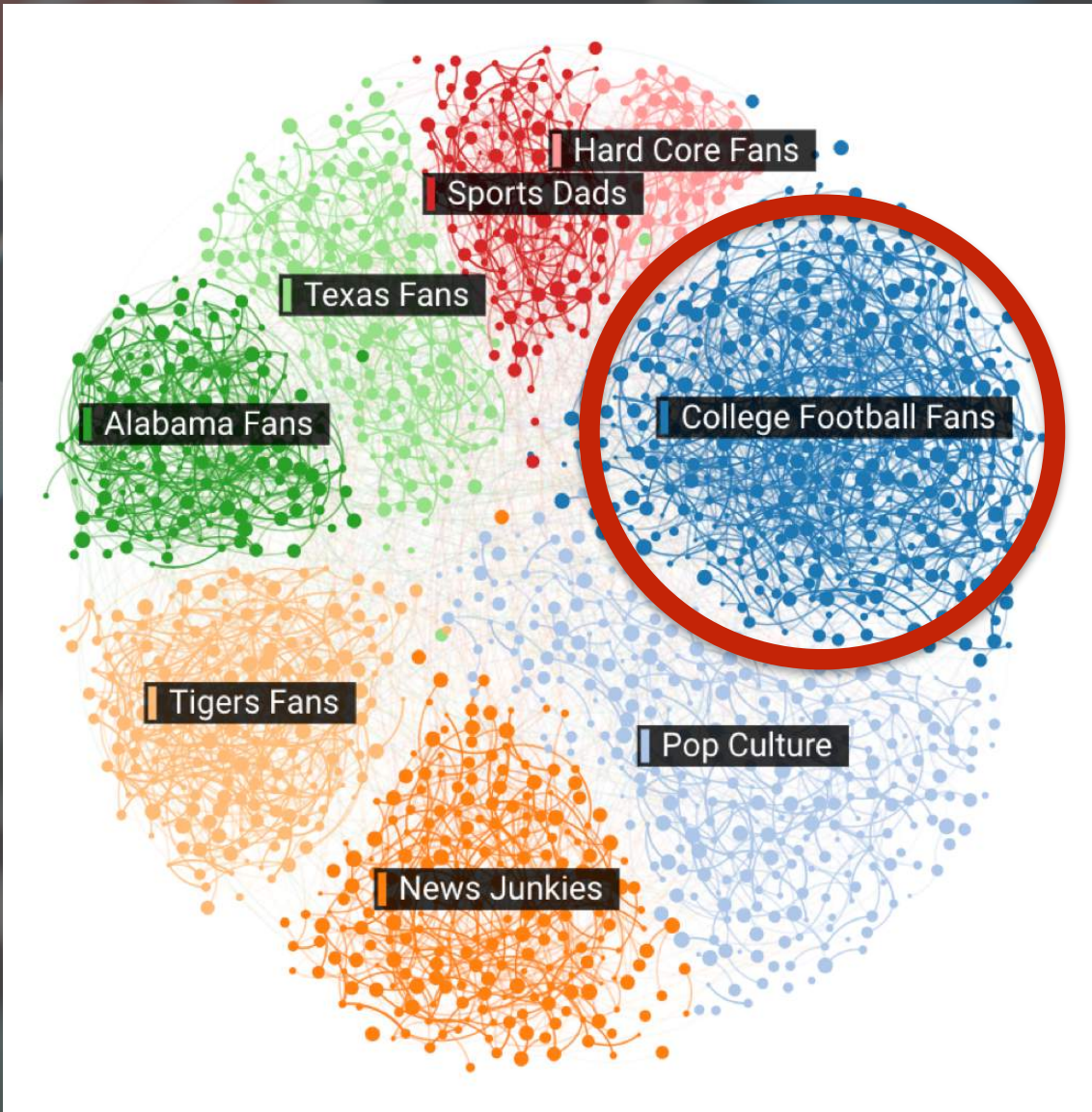


# ONLINE ENGAGEMENT





# ONLINE ENGAGEMENT





# ONLINE ENGAGEMENT

## OVERALL POPULATION

### INTERESTS:

CFA PEACH BOWL  
COLLEGE GAMEDAY  
ESPN COLLEGE FOOTBALL  
KIRK HERBSTREIT  
COLLEGE FOOTBALL PLAYOFF  
SEC NETWORK  
CHRIS FOWLER  
SEC  
PAUL FINEBAUM  
RECE DAVIS

### BRANDS:

CHICK-FIL-A, NIKE,  
WENDY'S, UNDER ARMOUR,  
STARBUCKS, SUBWAY

## COLLEGE FOOTBALL FANS

### INTERESTS:

CFA PEACH BOWL  
COLLEGE GAMEDAY  
COLLEGE FOOTBALL PLAYOFF  
ESPN COLLEGE FOOTBALL  
ORANGE BOWL  
FIESTA BOWL  
ALLSTATE SUGAR BOWL  
COTTON BOWL CLASSIC  
ROSE BOWL GAME  
KIRK HERBSTREIT

### BRANDS:

NIKE, PRO FOOTBALL FOCUS,  
UNDER ARMOUR, JORDAN,  
ADIDAS, CHICK-FIL-A

# ONLINE ENGAGEMENT

## MUSICIANS

DARIUS RUCKER

ERIC CHURCH

ZAC BROWN BAND

FLORIDA GEORGIA LINE

LADY ANTEBELLUM

BLAKE SHELTON

LUKE BRYAN

CARRIE UNDERWOOD

JUSTIN TIMBERLAKE

MIRANDA LAMBERT

## SPORTS STARS

DAVID POLLACK

TIM TEBOW

DESMOND HOWARD

JOHNNY MANZIEL

BUBBA WATSON

CHIPPER JONES

GREG MCELROY

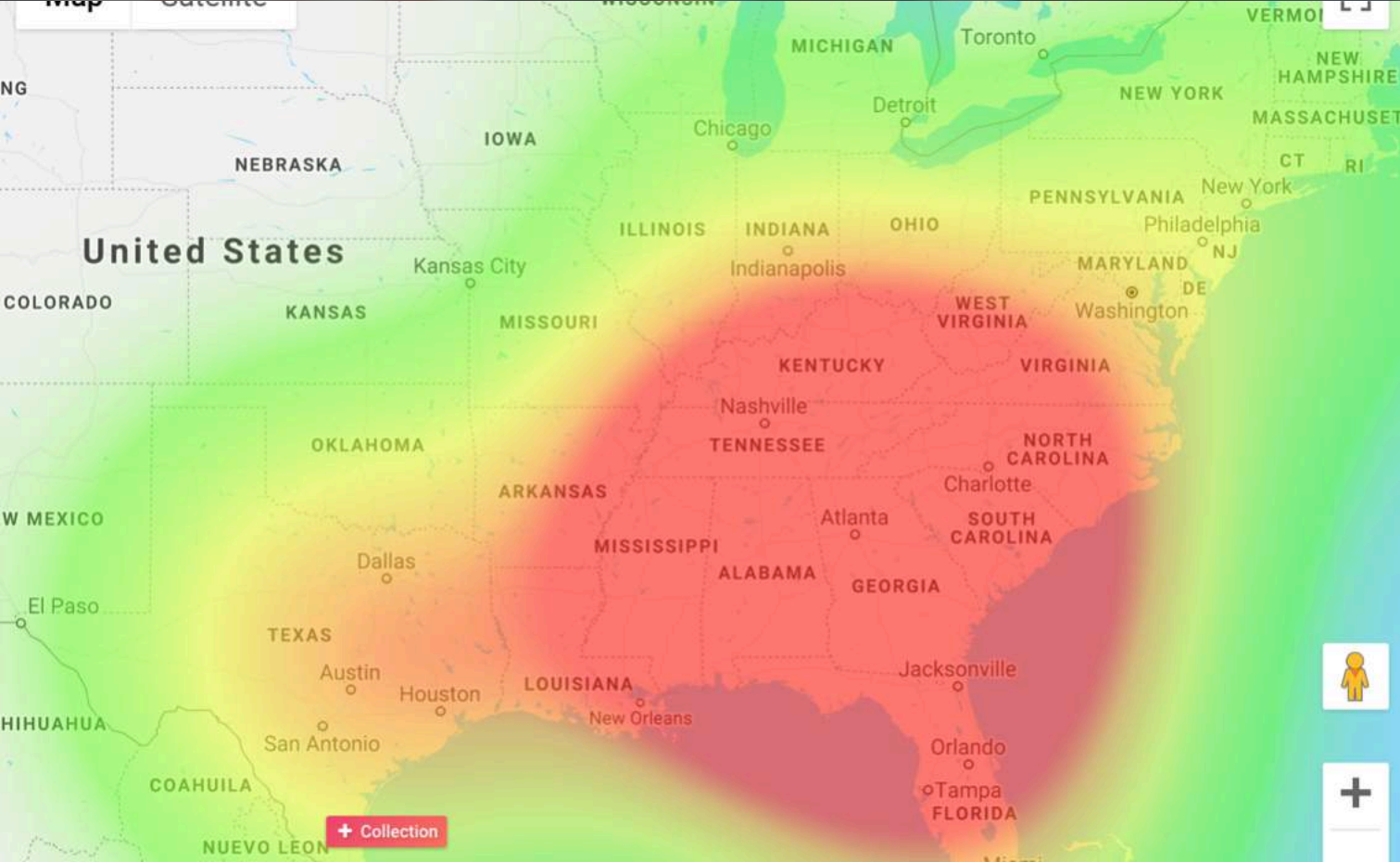
AJ MCCARRON

TIGER WOODS

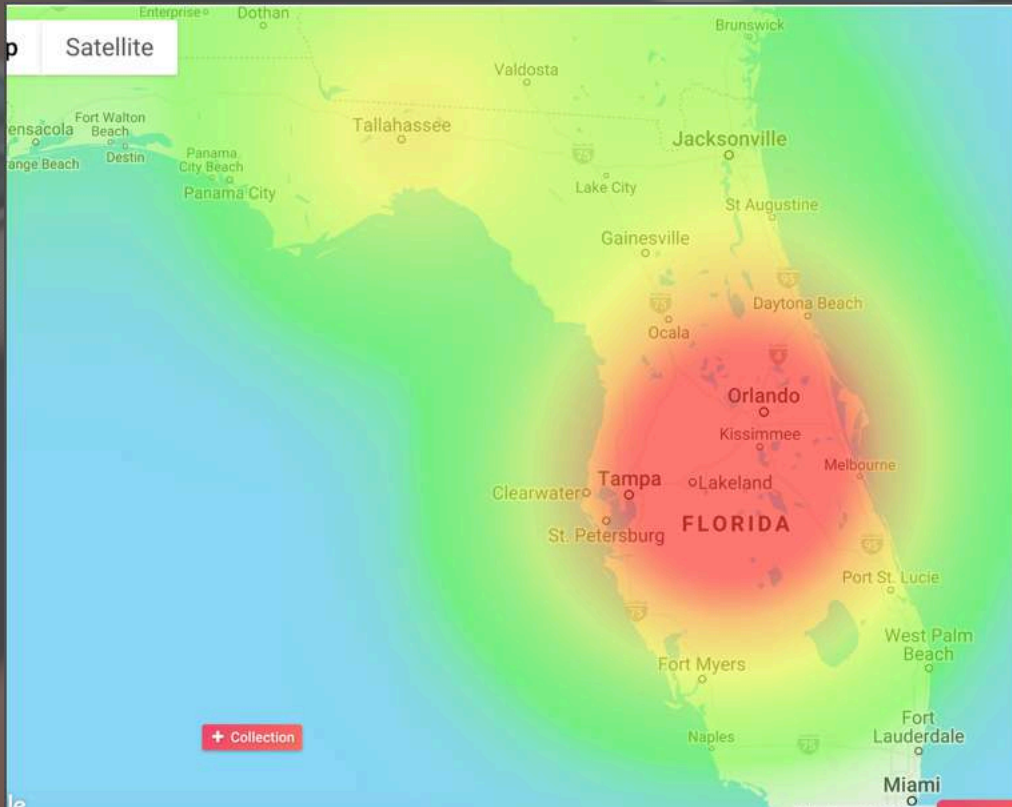
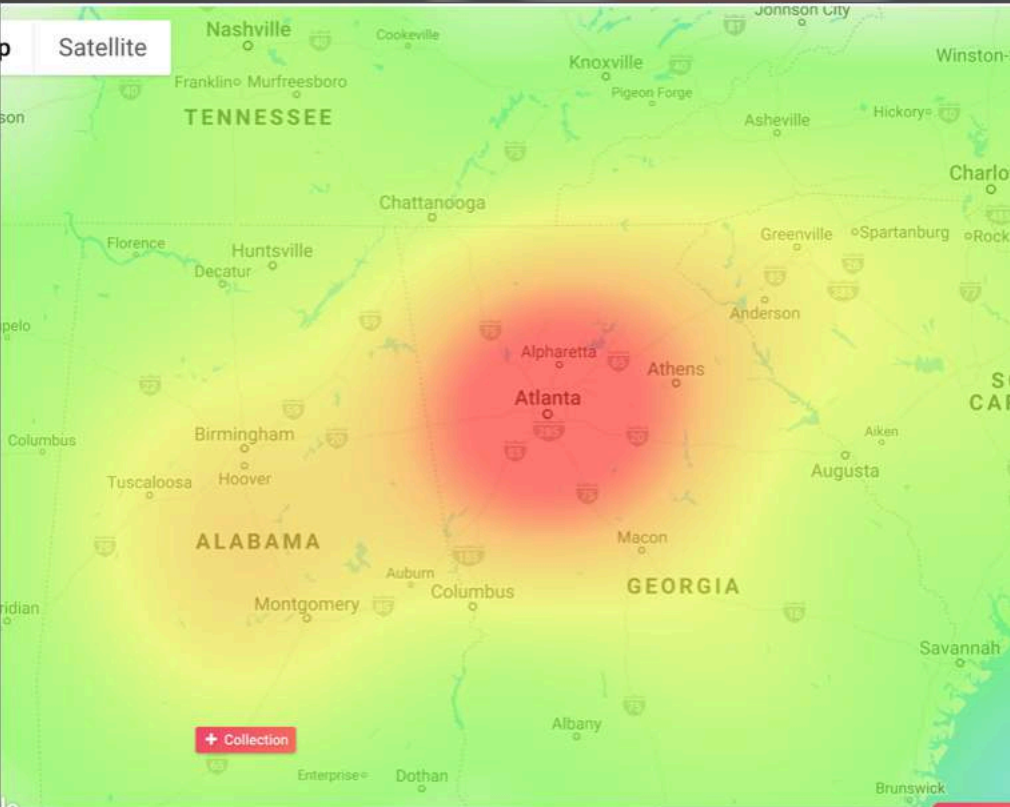
LEBRON JAMES



# ONLINE ENGAGEMENT



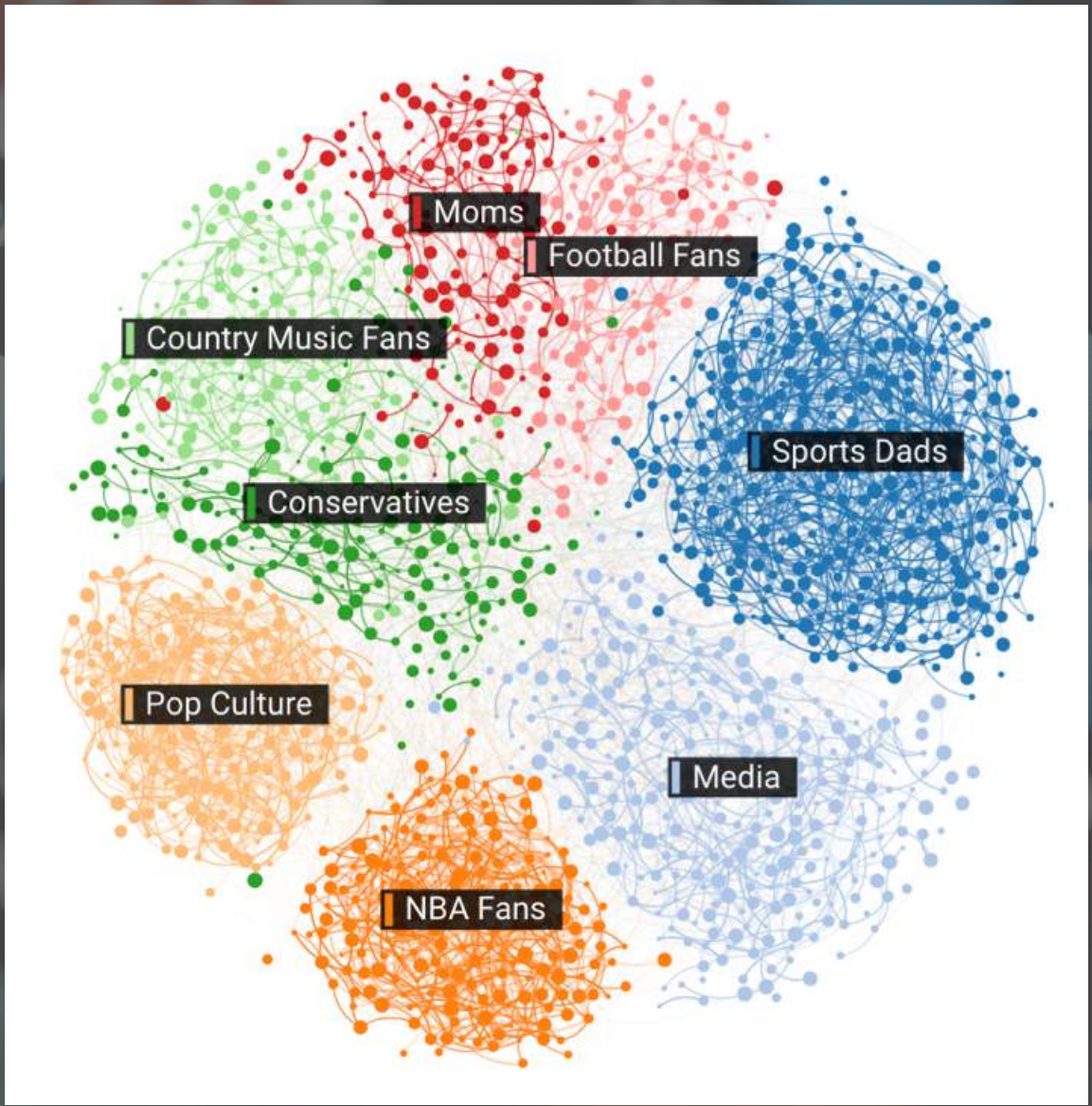
# ONLINE ENGAGEMENT





# ONLINE ENGAGEMENT

## ORLANDO



# ONLINE ENGAGEMENT

## INTERESTS:

ORLANDO SENTINEL  
ORLANDO MAGIC  
ORLANDO CITY SC  
CITY OF ORLANDO  
DOWNTOWN ORLANDO  
SPORTSCENTER  
ESPN  
ORLANDO WEEKLY  
UCF  
UCF FOOTBALL

## BRANDS:

CHICK-FIL-A  
PUBLIX  
STARBUCKS  
SOUTHWEST AIRLINES  
SPACE X  
CHIPOTLE  
TARGET  
SUBWAY  
JETBLUE  
NIKE



# ONLINE ENGAGEMENT

	Average								
<b>Chick fil A Peach Bowl Orlando</b>	<b>13.3/100</b> 179x	<b>40.9/100</b> 152x	<b>35.5/100</b> 351x	<b>8.8/100</b> 58x	<b>7.4/100</b> 67x	<b>5.9/100</b> 43x	<b>4.2/100</b> 365x	<b>1.7/100</b> 232x	<b>1.7/100</b> 206x

# COMMUNITY ENGAGEMENT STRATEGIES

**NOTE: THE REMAINDER OF THE PRESENTATION  
HAS BEEN REDACTED**