

Events and Marketing PR, Part 2

COMM 386R
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November 20, 2017

Agenda

1. Debrief on Crankworx – event marketing and sponsorship session
2. Sponsorship cont'd
3. Loop back on Personal PR
4. Marketing PR Proposal – assignment overview

EARNED MEDIA RISING



2017 GLOBAL COMMS REPORT: **CHALLENGES AND TRENDS**

In the News

Creating Content

66%

placed content creation
among the three most
important activities

32%

picked content creation as
the most important activity

Key Takeaways



Why Sponsor?

SPONSORSHIP OBJECTIVES

What is the main pain point and/or business objective that sponsorship helps achieve?
Response based on all respondents.



36%
Engagement



29%
Brand Building



22%
Awareness

Examples of Top Sponsor Benefits

1. Category exclusivity
2. Proprietary area
3. Hospitality – VIP access
4. Digital and social ads
5. Rights – official partner
6. Database access
7. Spokesperson access



Sponsorship Potential in Canada

UNTAPPED AREAS

What sponsorship category has the most untapped potential?

Cause. *"Brands are still learning how to authentically align with existing non-profits or create their own meaningful proprietary platforms based on causes/issues consumers are passionate about."*

Post-Secondary. *"Huge sponsorship opportunities from a truly marketing perspective for brands but the sector cannot see past donations."*

Music. *"Carries a lot of potential and fairly unowned in the eyes of the consumers right now."*

Value In-Kind. *"Lack of understanding of what it can do for a sponsor."*



Female Sports. *"Brands are still not paying enough attention to both professional and amateur female sports."*

Environmental Initiatives. *"Sponsors will need to show they are making an impact within their own organizations as well rather just spending rights."*

eSports. *"Huge audiences, captive, heavily digital and content focused."*

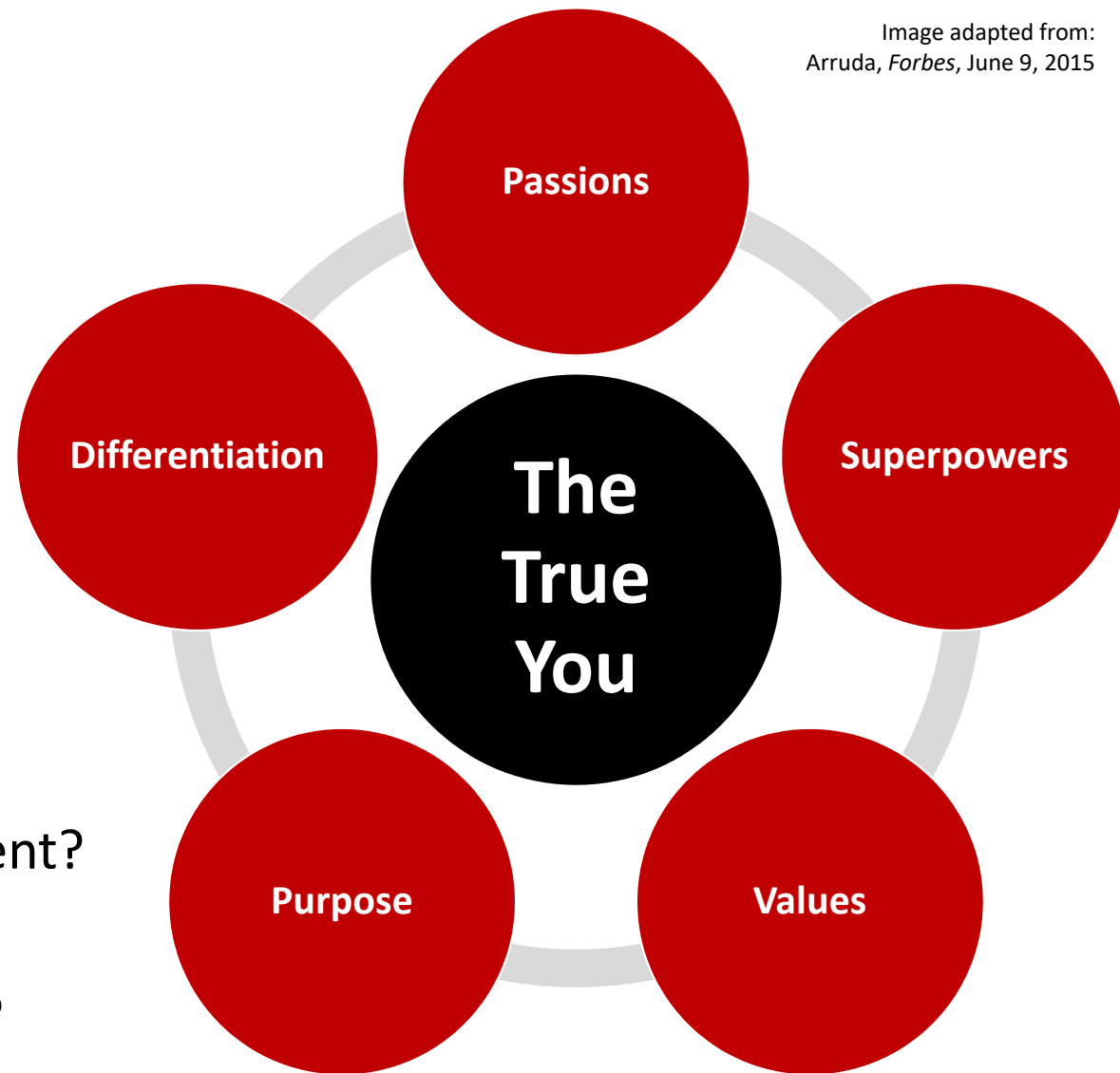
Online Businesses. *"They market through traditional media channels and haven't tapped the value of experiential partnerships."*

Source: 2017 Canadian Sponsorship Landscape Study

Revisiting Personal PR



Image adapted from:
Arruda, *Forbes*, June 9, 2015



1. Why do you create content?
2. For whom do you create content?
3. How do you create content?
4. How do you leverage content?

Key Questions: Content Marketing

- 1. Purpose and goals:** Why are you creating content? What value will it provide?
- 2. Audience:** For whom you are creating content? How will they benefit?
- 3. Story:** What specific, unique, and valuable ideas will you build your content assets around?
- 4. Process:** How will you activate your plans? (structure; management)
- 5. Amplification:** How will you amplify your content?
- 6. Measurement:** How you will gauge performance and continually optimize efforts?

Reminder from November 8

Content Marketing Forms: “Bricks and Feathers”

eNewsletters

Social media content

White Papers

Microsites

Blogs

Webinars/Webcasts

Online presentations

Articles on your website

Videos

Infographics

Illustrations/Photos

Case studies

Research Reports

In-person events

Key Takeaways

- Events and sponsorship: opportunities to engage, amplify
- Be clear on **goals** of sponsorship (and all marketing PR)
- Think about how to apply all of this to your personal PR



Assignment Overview: Marketing PR Proposal

- Choose a different organization – lots of flexibility
- Research – goal is to set the stage for your recommendations:
 - Context: organization, customers, collaborators, competitors, macroenvironmental context
 - Brand's current status and success in the market
 - Organization's approach to marketing PR and communications
- Develop a Marketing PR Proposal
- Individual or in pairs (register choice by Monday)
- ~6 pages + (optional) appendices
- Due by 6 pm on Sunday, December 10



Marketing PR Proposal – Suggested Outline, part 1

1. State of the Marketplace and the Organization's Business
 - Summary of the most important parts of your research, key insights about the organization's characteristics and its context
2. Problem (or Opportunity) Statement
 - Why does the organization need marketing PR right now? What is the purpose of your plan? What is the goal/desired outcome?
3. Target Audience
 - Who is the target audience? Are they pro/con? User/non-user? How will they benefit?
4. Story and Key Messages
 - Unique, engaging, cohesive – and how it will evolve through the plan

Marketing PR Proposal – Suggested Outline, part 2

5. **The Proposal:** address the Problem (or Opportunity) Statement with integrated, coordinated marketing PR strategy
 - Which tools?
 - Owned, earned, paid?
 - Amplification?
 - Measurement?
 - Timeline
6. Conclusion
 - Key takeaways and insights
7. Appendices (optional)
8. References (APA)

Reminders

Marketing PR Proposal due Sunday, December 10

Register your preference for individual or pair

