

*Zenith Advertising*

# Texas State University Athletics

Be Loud. Be Proud. We love our Bobcat crowd!

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# Our Business Problem

There is a lower community attendance than what is expected for Texas State football.

# What we focused on

- Understanding the connections between the San Marcos community and Texas State University.
- Understanding the connections between the Texas State Alumni and Texas State University.

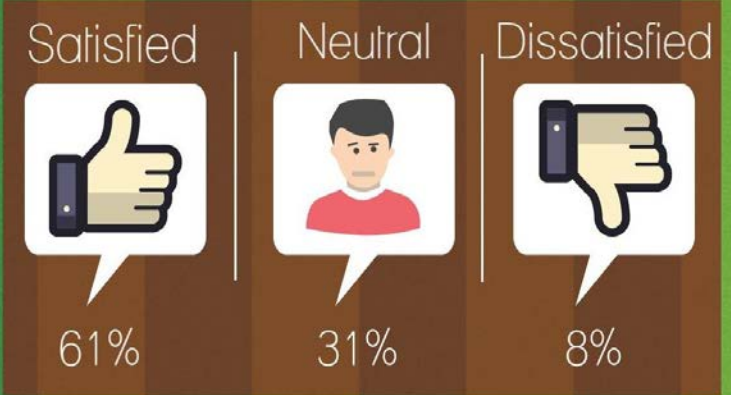
# Our Experience

- Quantitative survey with over 100 responses.
- 10 respondents total from Focus group and One-on-one interviews.
- Ethnography of the spring football game.



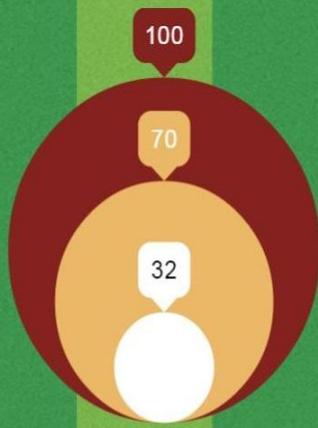
# Texas State Home Football Game Attendance

*How would you rate your experience at the Texas State University's home football game(s)?*



**70% of the people we interviewed have been to a game in the past two years**

**Of those only 32% have been to more than 3 games in that same span.**



■ Total Sample  
■ Attended in the past 2 years  
■ Attended 3+ games



**92% of our sample felt either Satisfied or Neutral in regards to their experience at Texas State Home Football game(s)**

**Only 8% of our sample felt Dissatisfied with the Texas State Home Football game(s) experience**

# Where do you get your Texas State University football game information?



Social Media  
23%



Word of Mouth  
43%



Email  
37%



**66% of our sample got their game information via person social connection (Social Media & Word of Mouth)**



**Leaving only 37% of our sample informed via Email**

"I only receive one email every year regarding Texas State events and I do not use the University athletics website to find out information about games."



**Bobcat Alumni - Samantha**

# Focus Group Responses

**“The halftime performances are outdated.”**

**“We want to feel more involved in the games, like more of an event.”**



**“This University feels like home, everyone is kind and courteous here.”**

**“My professor didn’t even know the Texas State hand signs.”**

**“I love Texas State everyone is so happy here!”**



“My parents would go to more football games if they got a newsletter in the mail.”

“We want to see Boko more around campus.”



“Our school’s spirit is really low.”

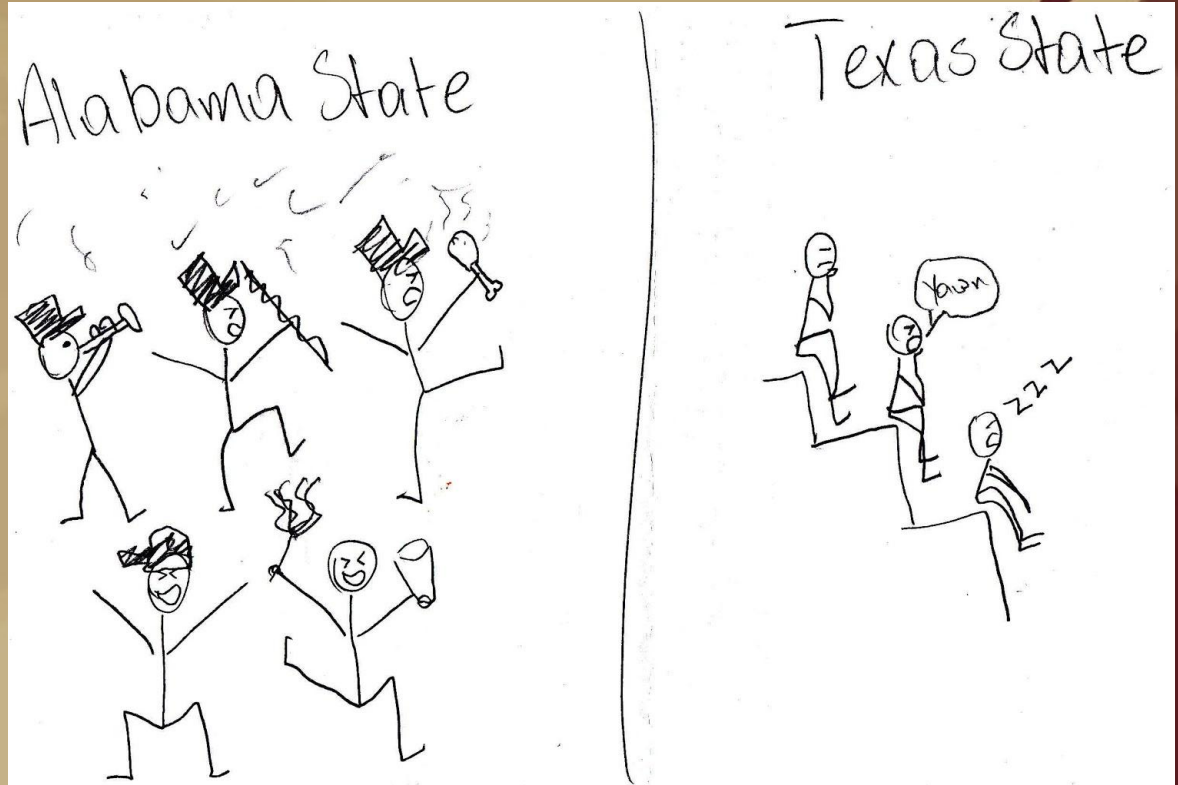
“We want to feel more connected to the football players.”

# Super Student

Peri is a super student, he attended 4 other universities prior to coming to Texas State and has great outside perspective.

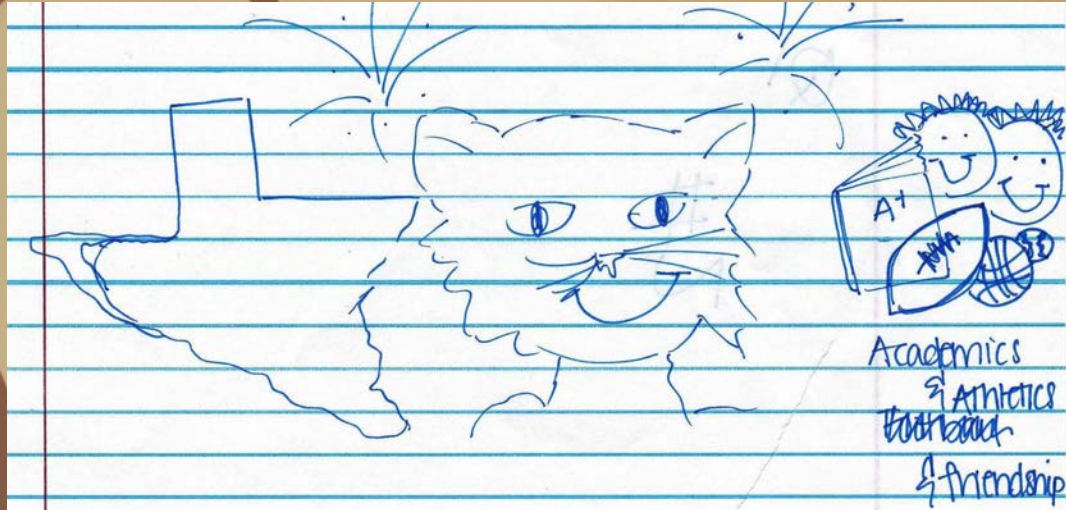


**“At Alabama State we used to have cookoffs so food was the main focus at tailgates, not drinking.”**



# Alumni

Samantha is a Texas State Alumni, San Marcos resident and has attended a total of 5 football games.



**"I love Texas State. It's a great school to go to and I always recommend people to come here!"**



Lea Del Bosque

- Current student
- San Marcos community member
- Has attended 6-8 football games

**Question #2 Draw a picture of what you feel at Texas State football games vs. another college football game you have been too.**



**Question #1 Draw a picture of what school spirit looks like to you.**

Lea was a cheerleader in high school and was very involved within her community in her hometown Corpus Christi, Texas. She has been to 3-4 Texas State football games.

“I loved going to football games in high school because the spirit was so high at the games.”

“Whenever I started going to school here at Texas State University, I noticed that not everyone goes to the football games and that the school spirit is really low. My high school football games were way more energetic and a lot of more students went to the football games.”

“The spirit at the games starts out high and then dies down towards the end of the game.”



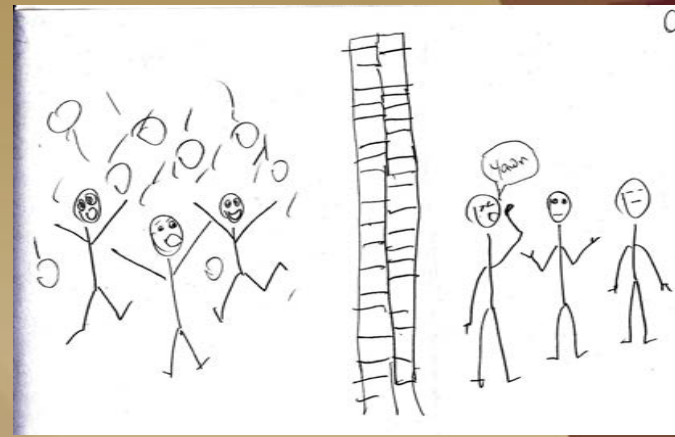
Perice Foster

Perice attended 4 universities prior to coming to Texas State. At Alabama University, the tailgates hosted many food cook-offs which generated a lot of attendance. This tactic deterred the focus of tailgates from drinking to food; less people got drunk and the energy generated from the tailgates was easier to transfer to the football games.

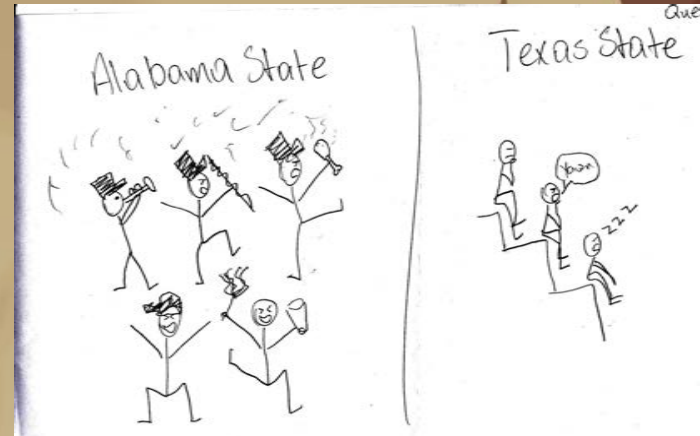
- Current Student
- San Marcos Community Member
- Attended 1 game
- Age 27

“Our band was really good, people would come to the games just to see them play; they would play really funky music like mowtown, or Michael Jackson.”

“The school spirit and pride at Alabama State football games was high because our games were more about football, than drinking.”



Question #1 Draw a picture of what school spirit looks like to you.



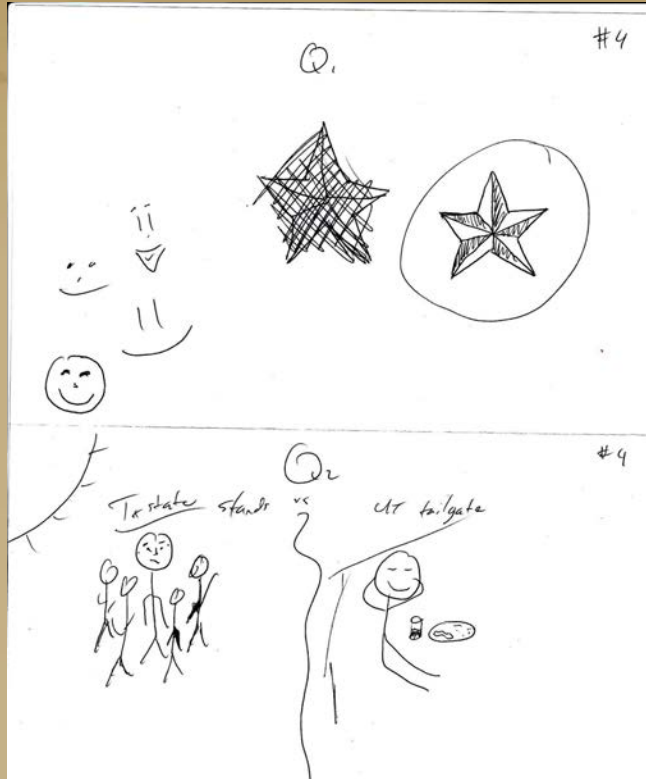
Question #2 Draw a picture of what you feel at Texas State football games vs. another college football game you have been too.



Ryan Galaviz

- Alumnus
- Attended 2-6 football games
- Age: 26

Question #1 Draw a picture of what school spirit looks like to you.



Question #2 Draw a picture of what you feel at Texas State football games vs. another college football game you have been too.

Ryan has attended one Texas State University football game and feels the games are boring and not worth the drive.

“The game I went to was short, we left early... there wasn't much excitement.”

“ I don't really get much out reach from the school, I think I may get one thing in the every year from the school, if that.”



Angel is wrapping up his first year here at Texas State University. He has only attended two of the home football games.

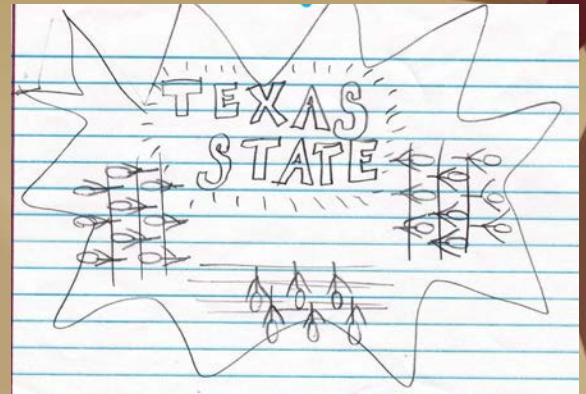
Angel Acosta

- Current Student
- Member of the San Marcos Community
- Attended 2 football games
- Age: 19

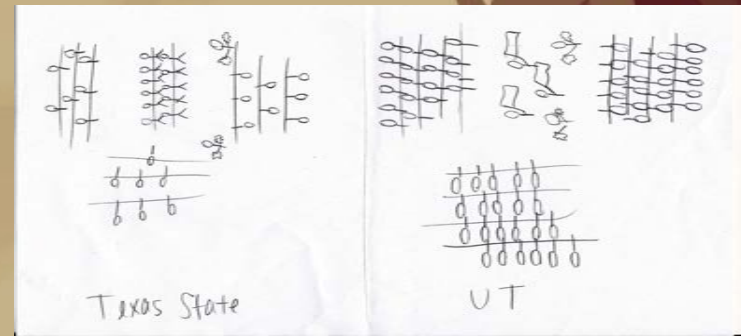
When asked about his experience he said, “ It was fun, the crowd was really energetic for the most part.”

“I didn’t stay at the games very long because I personally didn’t feel a connection with the football team.”

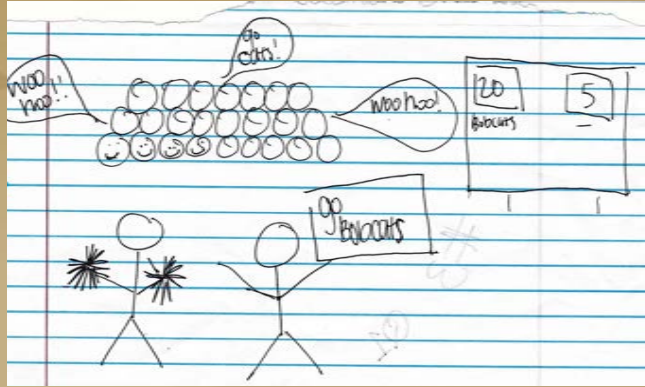
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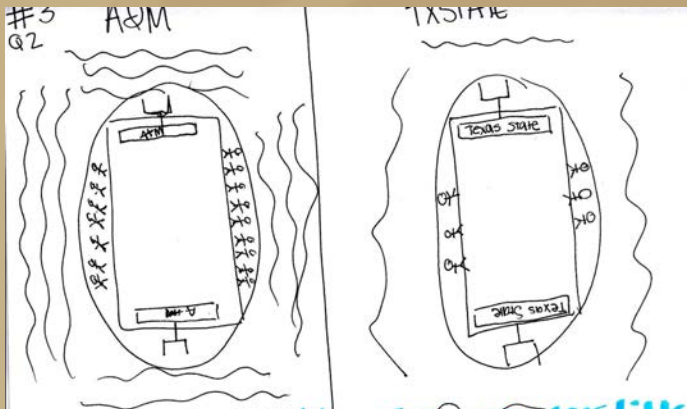
Question #1 Draw a picture of what school spirit looks like to you.



Marisa is a sophomore at Texas State University pursuing a degree in Nursing. She has attended one football game at Texas State and has not attended another since.

“the school spirit and attendance at the game I attended was very low.”

Question #2 Draw a picture of what you feel at Texas State football games vs. another college football game you have been too.



“I think spirit and traditions on campus and in the community are really important and need improvement at Texas State.”

“ I do not attend games because there is a disconnect between the Texas State football players and the fans.”



Marisa Sloterdijk

- Current Student
- Member of the San Marcos Community
- Attended one football game
- Age: 20





Evelyn is a junior at Texas State University. She has only been to four Texas State University football games during her freshman year.

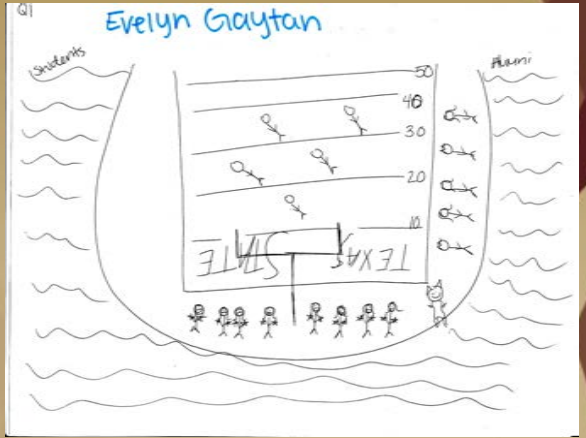
When asked why she hasn't attended a game since her freshman year she said, "During my freshman year there were people all around me promoting the game and trying to get the freshman students involved."

"After my freshmen year it seems they forgot about us and was just mainly focused on the next freshman class."

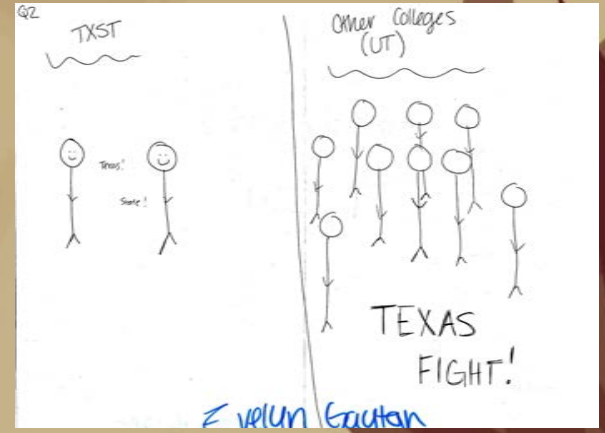
Evelyn Gaytan

- Current Student
- San Marcos Community Member
- Attended 4 football games
- Age: 21

Question #1 Draw a picture of what school spirit looks like to you.



Question #2 Draw a picture of what you feel at Texas State football games vs. another college football game you have been too.





Question #1 Draw a picture of what school spirit looks like to you.



Question #2 Draw a picture of what you feel at Texas State football games vs. another college football game you have been too.

Katt, a sophomore at Texas State University, has attended at least nine football games in her past and was a former member of the Bobcat Belles.

“Before the games usually hangout with friends or walking through the tailgate, which is more populated than the football games themselves.”

“My least favorite thing to see during the football games is not having the ability to be fully involved in the games.”

“when I went to visit A&M I enjoyed the Midnight Yell and pep-rally traditions.”

“I would like to see more community involvement at both the football games and the tailgates, there is a massive potential regarding the support of the football games.”

## Kathryn Smith

- Current Student
- Member of the San Marcos Community
- Attended 10 football games
- Age: 20

# Community Member

One-on-one interview

Ruah has attended “countless” football games and buys season tickets every year for herself and her husband.

**“I love going to the games and so does my husband; we always go with our friends and their kids.”**



**“We love to stay late to talk and meet with the players, the kids love it!”**

**“I think the community is kind of untapped, we feel somewhat distant from the University, we don't really get a lot of outreach from the school.”**

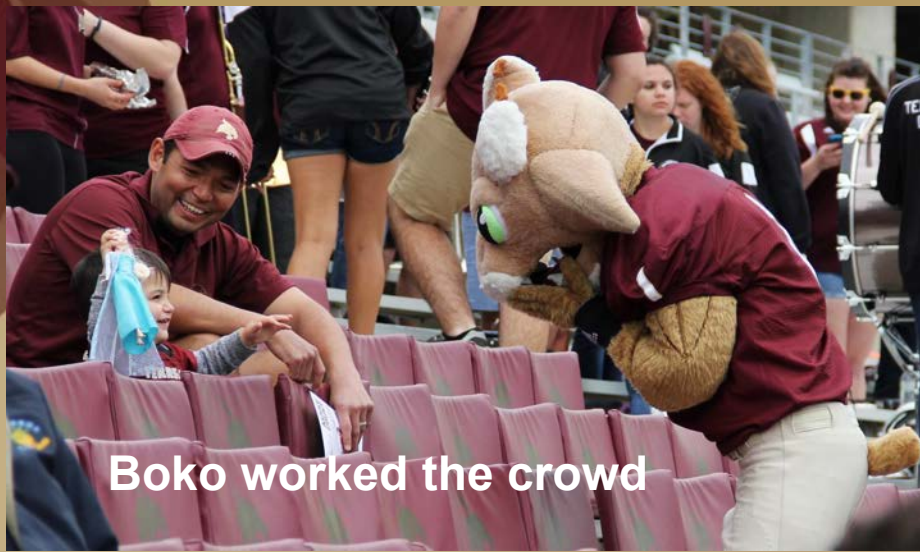
**“If the University began to make more of an effort to reach out to the community, I think it would be welcomed and a long time coming.”**

# Ethnography of the Texas State University Spring game

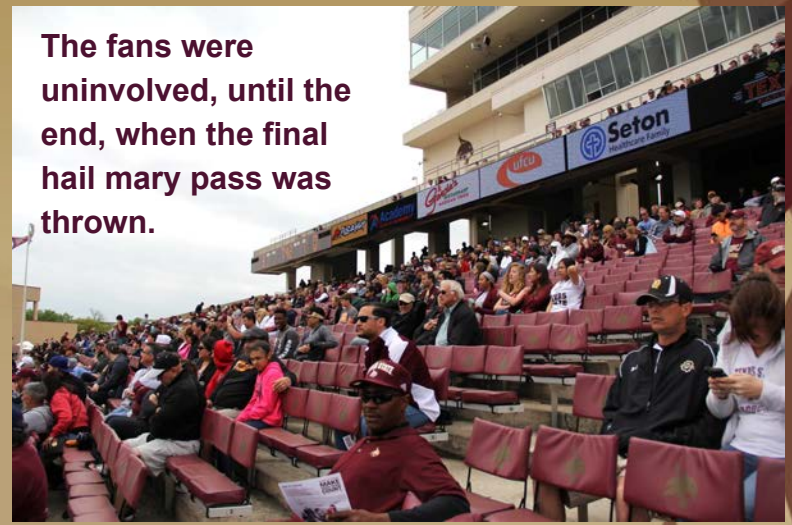


# Spring Game Observations

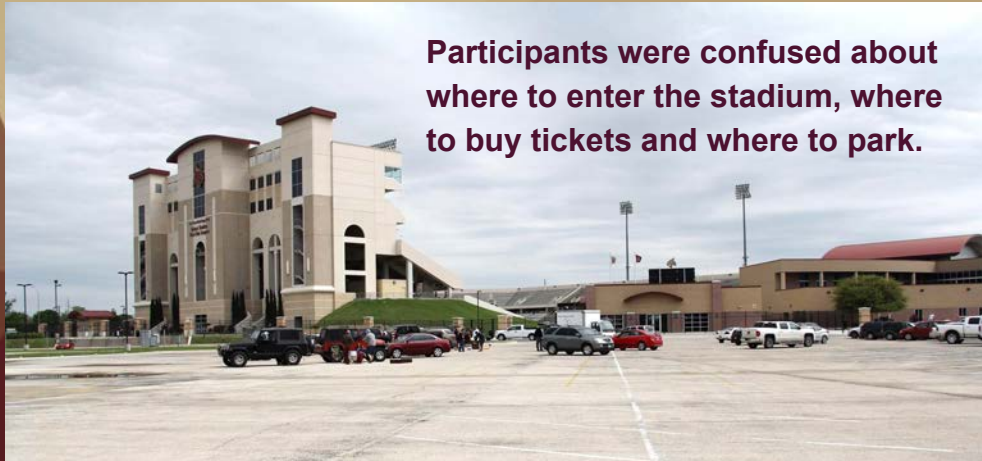
- One attendee was expecting Easter to be incorporated at the spring game. **“I thought there would be an easter egg hunt or something, I mean the game is on Easter weekend...”**
- A faculty member stated that she believed our outreach to the local San Marcos Community was lacking; **“We need to do more, we should give free tickets to elementary school kids or auction off tickets at local community events.”**



**Boko worked the crowd**



**The fans were uninvolved, until the end, when the final hail mary pass was thrown.**



**Participants were confused about where to enter the stadium, where to buy tickets and where to park.**



**The fun Zone was a hit!**

# Quantitative & Qualitative Findings

- Reach out more to the San Marcos community.
- The community would go to a football games if they were more informed.
- Figuring out a gravitational message to the public would help unite the community, alumni and current Texas State students.

# Target Audience

## Rachel

Texas State University Alumni & Resident in San Marcos



KEEP  
CALM  
AND  
LOVE  
ALUMNI.



# About Rachel

Rachel was a student at Texas State University and went to five football games while being a student. Rachel graduated and lives in San Marcos while being a manager at Target. She has not gone to any football games since graduation. In her past, Rachel has always been a very active student when it came to school functions; she was a cheerleader in high school, while also working part time. Rachel participated in high school functions and still felt immersed in the school morale. At Texas State University, she feels as if she has school spirit but that the spirit and morale amongst the Bobcat community is not being reciprocated throughout the University; however, she believes Texas State University has room for improvement regarding attendance at football games, school spirit and unity within the Bobcat community.

# Research Summary



- Texas State University...
  - Needs to use the large community that wants to feel a part of the Bobcat community.
  - Needs strong connections with the alumni.
  - Needs effective ways of spreading the word about football games to alumni and the community continuously.

# Our Strategy

~~Texas State Football is the official team of San Marcos.~~

**San Marcos, is the  
official team of  
Texas State  
football!**

Texas State University's large, close-knit community makes San Marcos unique and brings hope to increase the attendance of football games. The University must unite the Bobcat community through a consistent-inspirational message to reinforce the rising morale of the city.

# Tactics

- More food at the tailgate; such as cookoffs and local food trucks.
- Train sound during the games.
- Bobcat football players become more involved in community.

# Creative Brief

## 1.) What is this advertising campaign trying to accomplish?

Our focus is to improve the relationship between the Bobcat community and University football games, in hopes to increase attendance.

## 2.) Who are we talking to?

We are targeting active Bobcat community members that are busy during their week with school, or work but go out of their way to enjoy a social evening at a football game on the weekend with friends and family.

## 3.) What do they think of the Texas State football program?

Zenith's survey respondents' believe there is a detachment between the culture of football and the culture of Bobcat community. They have expressed that there is no real connection between players, students and faculty, which prevents a sense of ownership and pride to the Texas State football team.

# Creative Brief Continued

## 4.) What do we want to communicate?

~~Texas State Football, the Official Team of San Marcos~~

San Marcos is the Official Team of Texas State Football

Our idea is to show the top line and then cross it out; the second line will show that our community and our students are what makes our team successful. It's the only way we can come together and unify our school spirit, our community and our alumni.

## 5.) What is the tone of the communication?

Inspirational

## 6.) If you were writing a print ad for this brief what would the headline say?

We never give up! Paws up! This is Bobcat Country! #DefendtheDen

# Summary of all findings

- ***Why are we advertising?***
  - We are advertising in order to help increase community attendance at the Texas State University football games. We want to better understand the relationships and connections between the alumni, community and Texas State University.
- ***What would we like the consumer to think, feel and do?***
  - We would like the consumer to feel connected to the school and as a result, spread news about the football games and attend games more often. We want the consumer to think positively and have a strong bond to the University as if they were a student at Texas State.

# Research Summary

We conducted quantitative and qualitative research in the form of a survey, focus group, one-on-one interview and Ethnography of the Texas State Spring game.

Our survey was successful with over 100 respondents comprised of 65% students; 30% residents; and 22% alumni. After conducting the survey, Zenith discovered that the lack of attendance at Texas State University football games results from low morale and school spirit.

Ten respondents participated in the focus group; 6 were students, 2 were alumni and 1 one-on-one interview respondent. The focus group and one-on-one interview reinforced Zenith's initial findings that low morale and school spirit contributes to the lack of attendance and exposed feelings of detachment. Respondents expressed that they love Texas State University, however feel there is a void between the Bobcat community and the football team. Alumni and residents stated they do not receive enough outreach from the University and as a result are uninterested in attending football games. Students expressed a lack of school spirit, morale and bond with the University and football program. They further explained that "the University faculty and staff have no school spirit, so how can they expect us to" (Leah focus group respondent).



# Research Summary Continued

The spring game ethnography supported previous research and exposed new insights.

**More community outreach.** A faculty stressed the lack of community outreach stating, “We need to do more, we should give free tickets to elementary school kids, or auction off tickets at local community events” (anonymous).

**Improve signage. Improve logistics communications.** We consistently had game attendees approaching us with questions of where to park, where to buy tickets and where to enter the game. It occurred to us that there needs to be a map of the stadium with marked entrances and parking, a map to the stadium offered to Bobcat fans every time a ticket is purchased. Signs, placed all around the stadium, locating where to purchase tickets may also be beneficial to Bobcat fans.

Overall research exposed a sense of detachment between the Bobcat community and the University football. Zenith believes this can be eliminated by continuous outreach and strong efforts to increase school spirit amongst residents, alumni, students and University faculty.

# The Consumer

- *Who are we talking to?*
  - We are talking to students, alumni, and community members of San Marcos.
- *What did you learn about them?*
  - We learned that our consumer yearns to feel a strong connection and sense of community and spirit at Texas State football games. We learned that our consumer is self-driven and holds Texas State in high regard but believes traditions among the Bobcat Community do not transfer over to the Texas State football games.
- *What do they currently think/feel/do?*
  - The consumer feels that other Universities are more established, inspiring, and consistent in delivering strong spirit and traditions at football games. The consumer feels satisfied, or neutral with their experience at the games but are not enticed to attend again and most never do.

# Product, Category and Competition

- ***What does our consumer think about the category?***
  - The consumer thinks that they are not a part of the school. Even though they live in the same town as the students, they do not feel a part of the Bobcat community. They are eager to help with the spirit and energy at the games, but they are not notified and have no connections with the school.
- ***What do they think or know about us/our product?***
  - The community thinks that our product (Texas State football) has high potential. They love going to the games especially with their kids and families. The community and alumni are more than welcome to be involved they just want more people there with them and for people to get excited about going just as much as the kids are. Sending out print ads in the mail or user friendly emails more often and welcoming them more to be a part of the Bobcat community is what they want.
- ***What do they think about our competition?***
  - They think that our competition has more spirit, energy and unity at their football games. For example, the University of Texas and Texas A&M are both Texas schools with high community and alumni involvement as well as connections with them. Our San Marcos community wants to feel like that about Texas State and feels like there is something that needs to be done.

# Strength and Simplicity of Strategy

- *One simple sentence.*
- *What is the main idea we need to communicate?*
  - ~~Texas State Football, the Official Team of San Marcos~~
  - **San Marcos is the Official Team of Texas State Football**
    - Our idea is to have the top line and then a line through it, with the second line showing that our community and our students are what makes our team successful. It's the only way we can come together and unify our school spirit, our community and our alumni.
    -
- ***Why should the consumer believe the simple sentence? What learning or current consumer perceptions make the strategy believable?***
  - They should believe the simple sentence because Texas State University's football team would not be anything without its fans. They need the fans and the community to come together and be as one. The community is Texas State's backbone and we need to use that tool in order to increase attendance at the football games

# Strategy Support

- *What product attributes support the strategy?*
  - The Texas State football team will always be a part of San Marcos but our community is changing, growing, and evolving everyday. Without the support of our Bobcat community we will never establish our own spirit and traditions. Texas State University's large, close-knit community makes San Marcos unique and brings hope to increase the attendance of football games. Community members have positive feelings about the University but do not feel a strong bond with it. The University must reach out to the community, show support and in return will see the gesture returned in the form of higher football game attendance. For this to occur the University must unite the Bobcat community through a consistent-inspirational message to reinforce the rising morale of the city.