



# Sports Marketing Analysis

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## A Look at the NFL and NHL

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# Sports Marketing Analysis

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## Presentation Overview

- Current market situation and trends for NFL & NHL
- Market Demographics and Target Markets
- Marketing Mix - 4 P's - Using Lions and Red Wings as local examples
- SWOT Analysis
- Marketing Strategies
- Summary and Conclusion





# Current Situations & Trends

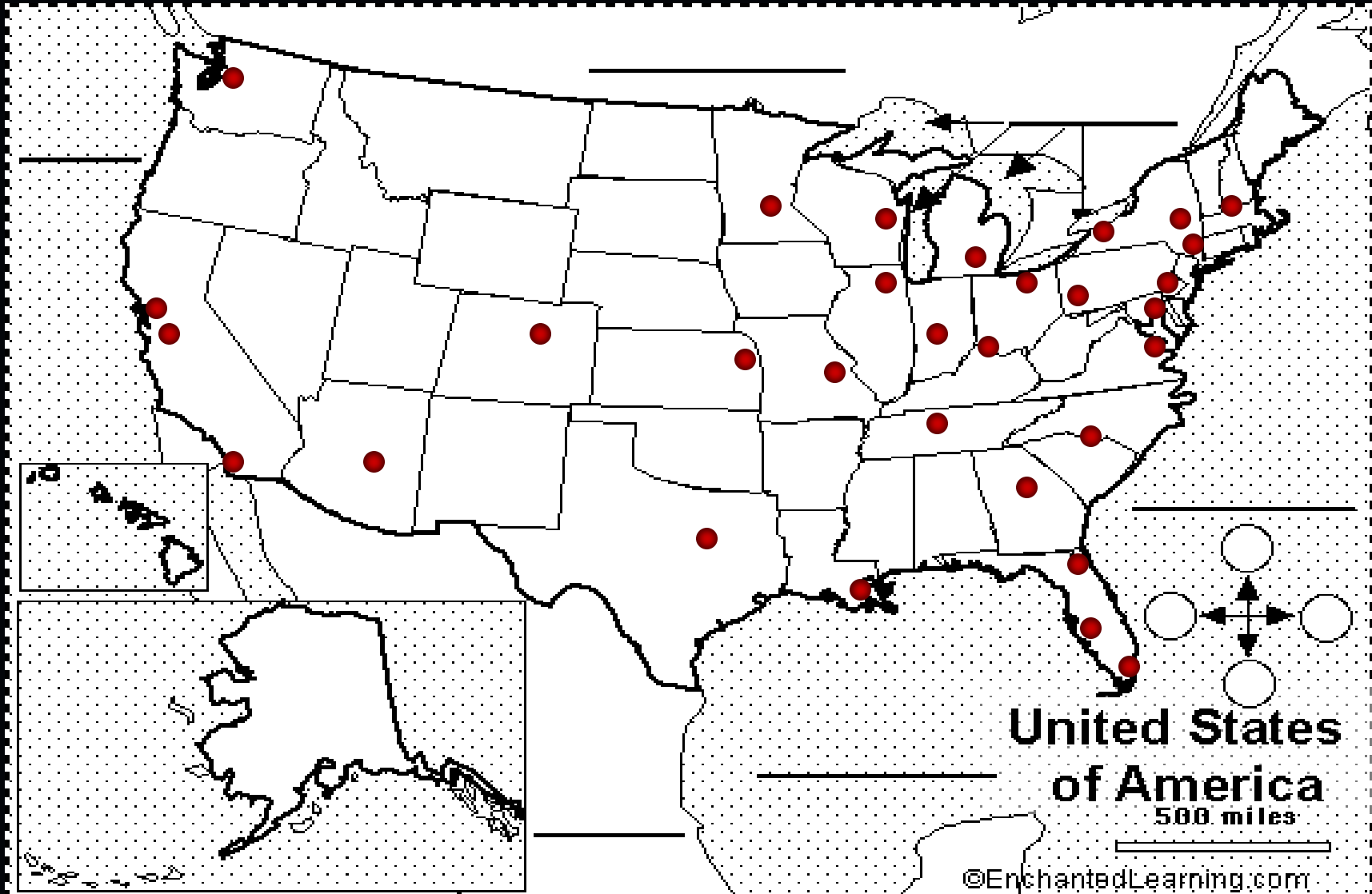
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## NFL

- Most Popular league in all of professional sports
- New Football Stadiums - 23 in the last decade
- Make up of the league
  - Less games played (Supply & Demand)
- All time attendance record set in Year 2000
  - Averaged 66,000 fans per game
  - This is over 248 games
- Focus is on the “Event” not just the game



# NFL - Team Penetration





# Current Situations & Trends

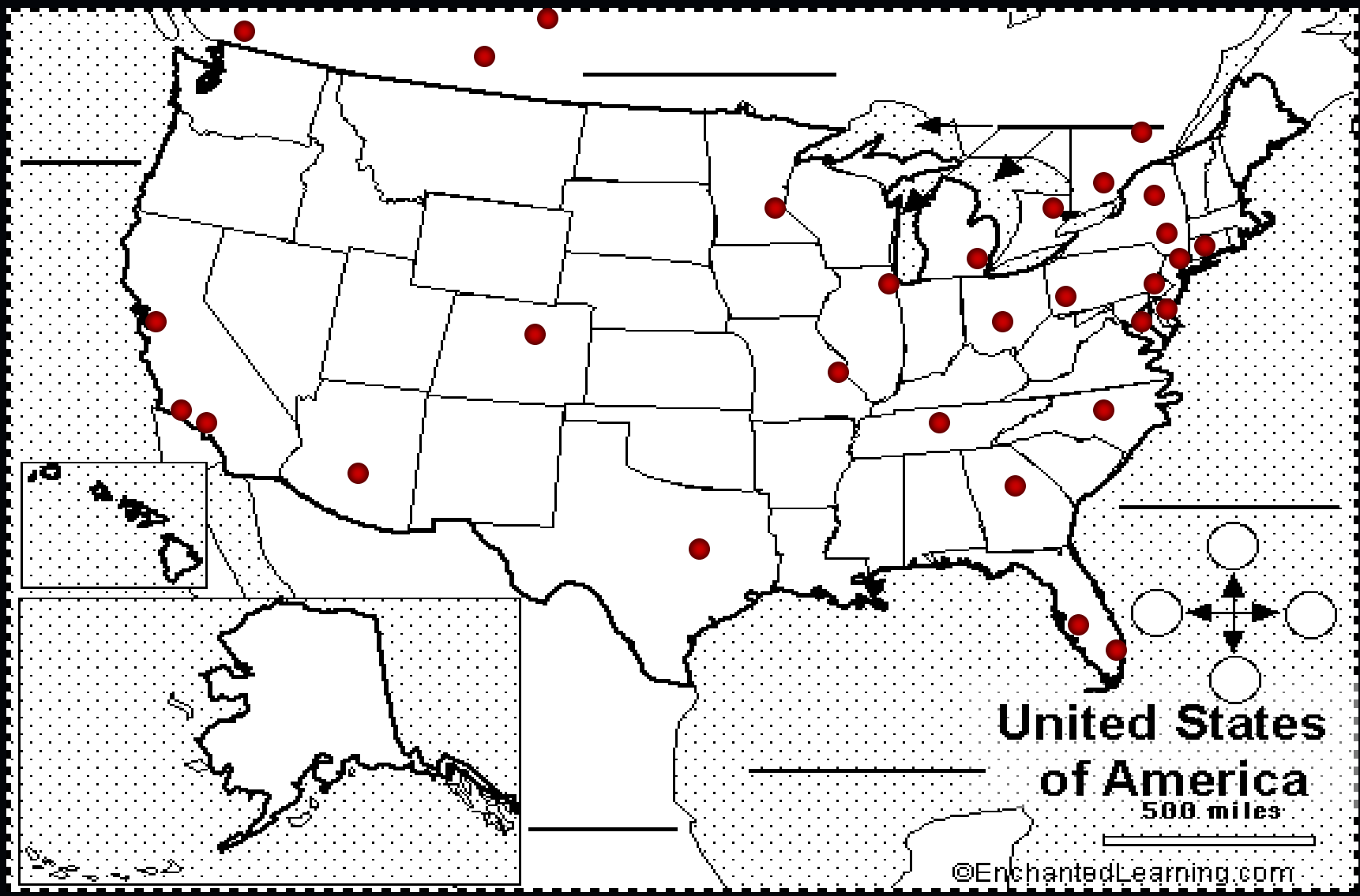
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## NHL

- Currently in expansion and growth mode
- Broadening fan base through network television
- Migration of teams to bigger, more profitable markets
  - Carolina Hurricanes
  - Colorado Avalanche
- In comparison to NFL 2000 Record setting attendance:
  - NHL average per game crowd was 16,563
  - This is over 1,230 games



# NHL - Team Penetration





# Demographics

## NFL

- The largest target market of the NFL continues to be Males 18-35
- Efforts are being made to attract women and children



- Monday night Football
- Opens doors for different types of advertisers





# Demographics

## NHL

- **Statistics show that the NHL is currently aiming it's marketing towards the affluent male viewer:**
  - 68% of NHL spectators are male
  - Average age of male fan base is 36
  - 55% of the fans have a professional or managerial job
  - Average household income of fan base is \$81,000
- **NHL draws the highest concentration of young upscale viewers than any other televised sport.**
- **NHL is attempting to market to women**







# NFL Marketing Mix - 4 P's

## Local Perspective - Detroit Lions

### PRODUCT

- The games themselves
- Merchandise and Interactive experiences
- Use of the New Ford Field to promote product
- Marketing of the game “experience” as a product



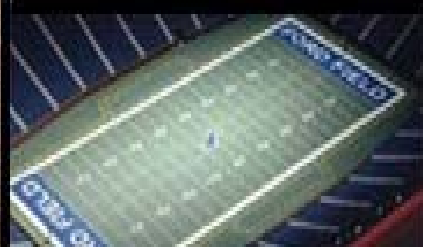


# NFL Marketing Mix - 4 P's

## Local Perspective - Detroit Lions

### PLACE

- New Ford Field - called the “benchmark” of how sports arenas today should be.





# NFL Marketing Mix - 4 P's

## Local Perspective - Detroit Lions

### PROMOTION

- In a study that rated all 121 major league sports web sites - Detroit Lions placed 2nd
- “Lions E-Report” On-line newsletters
- Fantasy Football Leagues used to promote teams
- The Super Bowl





# NFL Marketing Mix - 4 P's

## Local Perspective - Detroit Lions

### PRICE

- **Average ticket price**
  - In 2001 average price was \$39.05, one of the lowest in the league.
  - In 2002, with the new Ford Field - average ticket price has jumped to \$57.85
- **Parking at the new stadium is \$50 per game**
- **Average cost for a family of 4 to attend a game is \$300 - \$400**

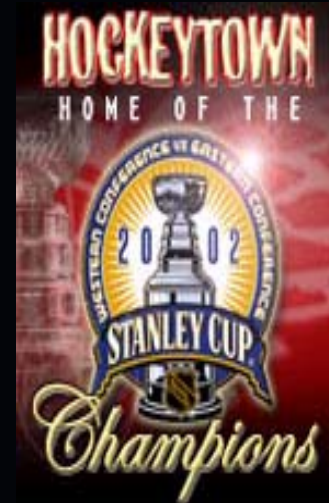


# NHL Marketing Mix - 4 P's

## Local Perspective - Detroit Red Wings

### PRODUCT

- The games themselves
- Merchandise and Interactive experiences
- Superior Product (i.e., Stanley Cup Champs)
- Use of “Hockey Town” as an experience that fans want to be a part of.



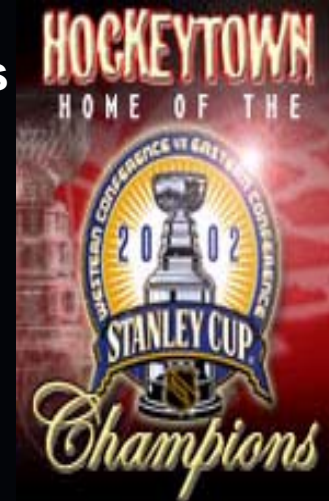
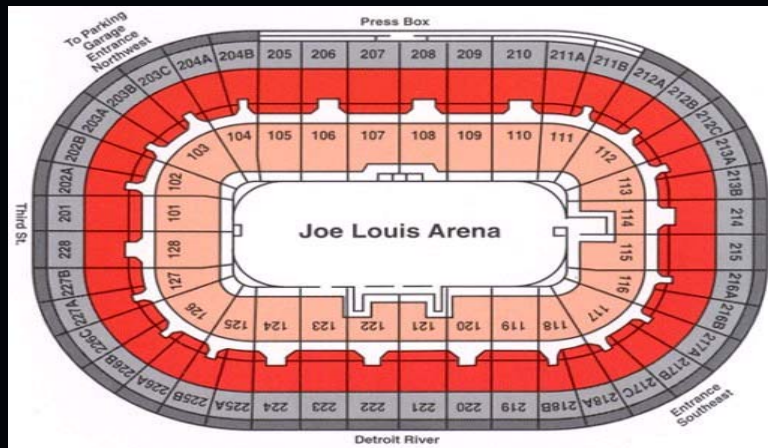


# NHL Marketing Mix - 4 P's

## Local Perspective - Detroit Red Wings

### PLACE

- Joe Louis Arena - Wings have played in Joe Louis for over 20 years - Several drawbacks
  - Few bathrooms - causing long lines
  - Small concourses - slow traffic flow
  - Few amenities (i.e., cup holders, comfortable seats)

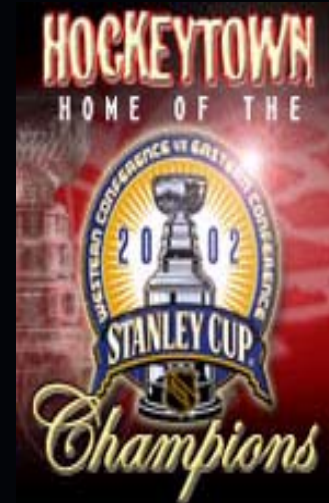


# NHL Marketing Mix - 4 P's

## Local Perspective - Detroit Red Wings

### PROMOTION

- **Wings website needs improvement**
  - In the same study of 121 major league team websites, the wings placed 121st.
- **Stanley Cup Champion status helps in promotion**
  - Parade downtown
  - Rally at Joe Louis Arena
- **One of the “Original 6” NHL Teams**





# NHL Marketing Mix - 4 P's

## Local Perspective - Detroit Red Wings

### PRICE

- **Average Ticket Price (more than double for playoffs)**
  - Average ticket price in 2000/2001 season was \$53.00
  - Average ticket price in 2001/2002 season was \$56.40
- **Parking at and around Joe Louis Arena is \$5-\$15**
- **Average cost for a family of 4 to attend a game is \$255.00**







# SWOT Analysis

## NFL

### Strengths

- Successfully markets to male audience
- Half time entertainment at Super Bowl
- Pre - Game shows

### Opportunities

- Marketing to Women and Children
- Expand Internationally
- Introduce Minor League Teams or Women's Football League

### Weaknesses

- Length of Games
- Players Salaries
- Ticket Prices

### Threats

- Public interest in other professional sports
- Criminal conduct of players





# SWOT Analysis

## NHL

### Strengths

- Brand Image / Good Product
- International presence
- History

### Opportunities

- New Markets / International
- Web site promotion and advertising
- Grassroots marketing through loyal fans

### Weaknesses

- Ticket Prices
- Depressed Television Rating
- Low scoring trend

### Threats

- Small Market / Canadian Market
- Competition with other professional sports
- Competition for TV Contracts
- Salary / Talent Disparity





# Current Marketing Strategies

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## NFL

- Marketing the games as an interactive “event”
- Marketing to ethnic minorities
- Marketing to women and children
- User friendly web sites and links to Fantasy Football





# Current Marketing Strategies

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## NHL

- Marketing to the “family” and to urban area youths and minorities
- Marketing of Individual players instead of Teams
- Utilization of NHL.com website
- Support junior and minor hockey systems





# Conclusion

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- Endless opportunities for growth in Sports Marketing
- Ever evolving strategies
- Going “Wireless” opens up a whole new world of possibilities





# Sports Marketing Analysis

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QUESTIONS ?

