

Kelly Singer

Client: Position Tech

Marketing Brief:

Position Tech is a company that provides customized replacement cleats for athletes. Each cleat is designed with the athlete and their position in mind. It is proven to increase traction by 20 percent. Position Tech was founded by former NCAA athletes who understand what is needed to play at your best ability on the field. They have engineered four different types of cleats – agility, power, balance, and speed. This company has done well for themselves in the short years that they have been in business. With social media outlets such as facebook, twitter, and youtube, Position Tech has been able to spread brand awareness. Currently Position Tech has been able to get The Chicago Bears NFL player, Earl Bennett to be one of their first spokesperson.

The key focus is to direct even more traffic to their website for brand awareness. In doing so, Position Tech plans to create a QR code that can be scanned by using the QR app that is available for most phones. You just simply scan the QR code and it will immediately take you to position-tech.com. In order to generate interest to its target market, Position Tech will get other athletic sponsors to talk about Position Tech customized cleats and how they have helped to gain either agility, power, speed, or balance.

- Commercials will air during most games (professional, college, and even high school) and QR code will be featured on screen.
- Print ads featuring sports sponsors will be placed in magazines such as Mens Health and Sports Illustrated.
- QR Code will also be featured in a segment on a sports talk show such as ESPN's SportsCenter.

Marketing Plan:

The key focus is to:

- Direct traffic to Position Tech's website by using social media outlets.
- Increase awareness of the brand
- Create brand loyalty
- Promote the company and its mission

Position Tech's Mission- To maximize the performance of football players by offering products that are tailored to each athlete's specific position and skill requirements. To that end, we are committed to developing innovative, position-specific products that will help football players stay ahead of the competition.

Demographic:

Position Tech's demographic is one that focuses solely on football players. However this marketing plan is intended to reach out to other sports that require cleats on the field.

Competitive Analysis:

Position-Tech's Pro Cleat System provides 20 percent more peak traction compared to the standard replacement cleat. The cleats have been tested and proven; therefore the competition seems to be narrow. The testing was done by Boise State University's Center for Orthopaedic and Biomechanics Research in Boise, Idaho. Some competitor companies are; Adidas, Athletic Specialties, Penguin Pro, Sof Sole, and Mizuno.

Campaign Overview:

- Position Tech is a replacement cleat company that is proven to enhance traction by 20%. To increase awareness Position Tech will arrange the following:
- Position Tech will create a QR code that can be scanned by using the QR app that is available for most mobile phones. You just simply scan the QR code and it will immediately take you to position-tech.com.
- In order to generate interest to our target market, Position Tech will try to get athletic sponsors to talk about Position Tech customized cleats and how they have helped to gain agility, power, speed, and balance. (Current spokesperson is Earl Bennett from the Chicago Bears)
- Tweets will be posted throughout the day with several updates such as the latest sports news and promotions as well as questions that will suggest feedback from fans

Campaign Copy/Implementation:

Facebook:

- One to two status updates per day about Position Tech; Promotion, Features, Giveaways, and Current updates about sports

Example Status Update: "Position Tech plans to give back to the communities by holding a benefit On November 23rd @ 6pm at Moe's Cantina for the football team of Glenbard North High School Panthers. All proceeds will go toward athletic gear. Position Tech will also be giving each player replacement cleats. Special guest Earl Bennett of the Chicago Bear scheduled attend!

Twitter:

- Three to four tweets per day about Position Tech; Promotions, Features, Giveaways, and Current updates about sports

Example Tweet 1: A clip from NFL's Top 10: Plays of October by Jim Brockmire

<http://www.nfl.com/videos/auto/09000d5d823bd717/Top-10-Plays-of-October-by-Jim-Brockmire>

Example Tweet 2: Tune into the NFL network for the Rich Eisen Podcast to hear his interview with Earl Bennett as they promote Position Tech!