

Greatness is Coming to FOX





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Great Britain

Situation Analysis

Goal/ Objective

To create a campaign that establishes FOX Soccer as the new home of the 2015 Women's World Cup. We want to build awareness for FOX Soccer and connect fans with the excitement of the games.

Target Market

We will be targeting Media Mavens, males and females within "Generation C." Generation C is comprised of Americans ages 18-34 who are defined by their digital connectivity. They can be found searching for news and sports updates on their smartphones as well as staying connected through social media outlets like Facebook and Twitter. They are also avid computer users. This group upholds the American values of winning and proves to be very patriotic. They are easily intrigued by the successes of American sports teams. They are also extremely influenced by incentives.

Historical Perspective

FOX Soccer, which took its name in 2005, is a part of the FOX Cable Network, which includes 36 domestic programming services. Together, these networks reach more than 550 million subscribers and represent one of the media industry's largest and most diverse programming groups. FOX Cable Network spans over a variety of channels, including FX, Fuel TV, National Geographic as well as 19 regional cable sports networks such as Speed, FOX College Sports and Big Ten Network. Some of FOX's core values include brashness, attitude, world class and innovation.

Competition

ESPN serves as the primary competition for FOX Soccer because they have owned the broadcasting rights for the Men's and Women's World Cup Games since 1994. Other foreign networks like Telemundo can be seen as a threat as well. Indirect competition involves other professional sporting events that will be taking place at the same time as the Women's World Cup 2015.

S.W.O.T.

Strengths	Weaknesses
<ul style="list-style-type: none">• Only network with broadcasting rights to the Women's World Cup 2015• FOX serves as parent company which opens doors to a wider variety of channels and viewers• Biggest single event in FOX Sports history	<ul style="list-style-type: none">• Not established as a soccer broadcast channel• Previous coverage received criticism from fans• Not a basic cable channel which means you must purchase the channel in a package• Have to subscribe and pay for online video streaming
Opportunities	Threats
<ul style="list-style-type: none">• The United States Women's Team success in previous years• Players and fans have established a large presence on social media• Social media growth• The United States team is favored to win	<ul style="list-style-type: none">• Two past women's league failures just after three seasons• ESPN pulling coverage of the event• Official Women's World Cup teams currently unknown



United States

Secondary Research

Introduction

The goal of our secondary research was to determine what motivates women to watch sports compared to men. We wanted to see if we could find any patterns on females' sports watching habits as well as what mediums they used or certain values they held. We also were interested to see the viewership comparisons of previous Women's World Cup tournaments to Men's World Cup tournaments as well as if American values played into viewership.

American Values (Patriotism and Winning)

The most striking fact presented regarding what drives the viewership of the American public was discovered in a Forbes article. The most recent Women's World Cup final earned a 7.4 national rating, second to the United States winning team's rating of 11.4 back in 1999. For the last World Cup Final against Japan, there was an average of 13.5 million viewers, making it the 6th most watched soccer telecast in American history. These ratings measure the percentage of all households with televisions tuned into the program.

Another interesting trend points to World Cup viewership of both the men and women's cups. Viewership rose over 41 percent over the last four years in the United States. As far as national rankings go, the United States jumped from 28th in the world in aggregate viewership of the World Cup games to 8th from 1998 to 2006. This goes along with the increase of soccer's popularity in the United States.

In addition, viewership in the United States increased steadily throughout the duration of the last two tournaments. Specifically, the Men's World Cup's total viewers went up 60 percent and household viewership went up 54 percent over the first 50 games of the '06 cup. This was how long the United States national team lasted in the tournament. From there, viewership in America plateaued.

The main hot spots in America for the Women's World Cup viewers were the East and West

coasts according to Nielsen. The top five cities consisted of Baltimore, San Diego, West Palm Beach, Washington D.C., and Norfolk, Virginia, according to Robert Seidman of TV by the Numbers. These insights are most useful for out-of-home ad placements. The trends do indeed point to large, metropolitan areas as the biggest World Cup consumers.

Most interestingly, however, is that one out of every three people watched the 2006 World Cup on something other than their television at home (i.e. computer, phone, at a bar).

This reaffirms that the most common factor linking to higher ratings is winning. This, among many other articles, shows that most evidence points to making winning the unique selling point for advertising. The U.S. team's success in previous years provides the perfect avenue to hone in on as advertisers because they have shown they are strong and competitive enough to fight their way to victory.

Social Media

The biggest hole in the past ESPN campaign and for the Women's World Cup in general is social media. There is a huge void in any sort of buzz regarding the women's team. The team itself has over 20,000 likes but minimal activity on both Facebook and Twitter. The Women's World Cup doesn't have any page whatsoever, but that is more out of FOX's control. To this point, most social media activity is centered on the individual athletes themselves. Nielsen discovered this by determining

the popularity of each of the star players and their individual role in the social media sphere. Hope Solo generated the most buzz on various online blogs and Twitter, while Abby Wambach received the most live news coverage. However, following a heroic performance, Alex Morgan, the youngest of the trio, jumped far ahead in exposure on the social media platforms. She also has the momentum of a spread in the Sports Illustrated swimsuit edition. If the stars are displayed in an accessible way (this goes along with their current appeal on Twitter and Facebook), then there will be a continued buzz surrounding them.

During the final game against Japan, 1.1 percent of all buzz on Twitter was surrounding the Women's World Cup players. Focusing on increasing this number through consistent blasts through social media leading up to and throughout the tournament is vital to a spike in these numbers.

Overall, a combination of highlighting the stars on the Women's team along with marketing them as a cohesive unit is the best route to take. The equity of the star players (Morgan, Solo, and Wambach) can all be leveraged to gain publicity. The team must be shown as a force to be reckoned with in order for Americans to buy into their capability of winning it all this year.

What Women Want: Insight into the Female Sports Fan

Further insights were gained through the thorough statistics gathered from the Nielsen archives. The statistics hit on the male to female ratio of American viewership of large sporting events. Interestingly, women made up roughly 37 percent of viewership of the NBA Finals, the NHL Finals, and the Daytona 500. Up until the final game, the 37 percent viewership rang true for women for the Women's World Cup. It raised 2.5 percent for the final game. The only major sporting event that was an outlier was the Super Bowl, which had 45 percent female viewers. The total ratio of the last Women' World Cup viewership was 5.2 million women to 8.3 million men. That makes it the fifth most viewed sporting event among females.

Other than viewership numbers, determining what aspects of women's sports make it appealing to their fans is crucial before setting up a creative brief. In the article by Funk, Mahony and Ridinger (2002), they sought to characterize the motivations behind fans of women's sports. The study keyed in on the individual fans' motivations for watching. The study revealed that the actual character of the athlete reigned supreme. Perceiving a player as a role model ranked as the most important factor for a given person's fandom of a female sport. The following motivations included entertainment value of the sport, wholesome environment of the sport, genuine interest in the sport, family environment and finally, achievement. Using this information to carefully

market the best women's soccer players as role models could possibly increase viewership among usually indifferent female fans.

Men Versus Women

It is important to understand how each gender approaches sports in order to create a more effective and targeted campaign. ESPN gathered volumes of information regarding the different approach men and women take toward sports. Some findings are as follows:

- For men, understanding and watching sports validates their status as men. For women, the reverse is true: In spite of how much they know, women must constantly prove they are real sports fans.

- Men and women differ in the sports information they like to consume. Men look for nitty-gritty statistics and past performance history. Women like basic statistics and personal narratives.

- Men are overjoyed when their teams win and devastated when they lose. Women are happy with wins and disappointed with losses, but move on quickly.

- Nearly half of all men between ages 18 and 34 consider themselves serious or super fans; only one in five women in that age range see themselves that way.

- Although women watch more TV, men watch three to four times the number of sports shows compared to women.

- Female fans don't necessarily want to watch women's sports. In fact, more men than women watch the WNBA and the women's college softball tournament.

The most relevant point would be the comparison between men preferring statistics and women being partial to narratives. Using this information in different advertising campaigns is an obvious way to cater the message to the audience in question.

Another interesting quote is from ESPN's chief of research, Artie Bulgrin. He refers to sports from a man's perspective as a sort of "social currency." For the less intense fan, it is viewed as a way to feel accepted by a group of men. If someone can't talk rather intelligently about the game, then he is a step behind.

Conclusion

Just like FOX, winning provokes Americans. The success of the United States women's team in the past serves as a unique selling point in our advertising strategy. Focusing on the American value of winning and further developing social media strategies that are tailored to our target audience will help produce awareness and excitement of the 2015 games.

Overall, this set of secondary research paired with testimonials and information gathered in surveys will set the foundation for the creative material that is being proposed for FOX Soccer's coverage of the Women's World Cup 2015.



Japan

Primary Research

Introduction

The results from our survey can be separated into three categories. The first few questions were used to see if participants watched sports and if so, which ones. Our findings revealed reasons why he or she did/did not watch sports. The next section talked about the different mediums people use to interact while they are watching professional sports on TV. Lastly, the participant was given specific questions about the Women's World Cup. We wanted to know if they had watched any previous Women's World Cup matches and how likely they were to watch the United States if they played in the championship. We were also curious to see how much knowledge they had about the team and how successful they thought the U.S. team would be in the 2015 games. Finally, we gathered a list of words they associated with the Women's World Cup.

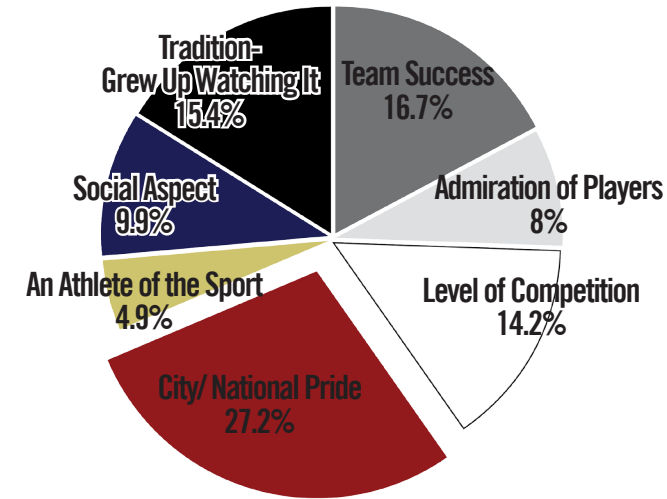
Methodology

We created a 10 question online survey to gather insights and to better understand our target audience. The questions asked consisted mostly of dichotomous, rank order scaling, and semantic differential question types. We reached our target market by sending the survey out via e-mail, Facebook, and Twitter all across the United States.

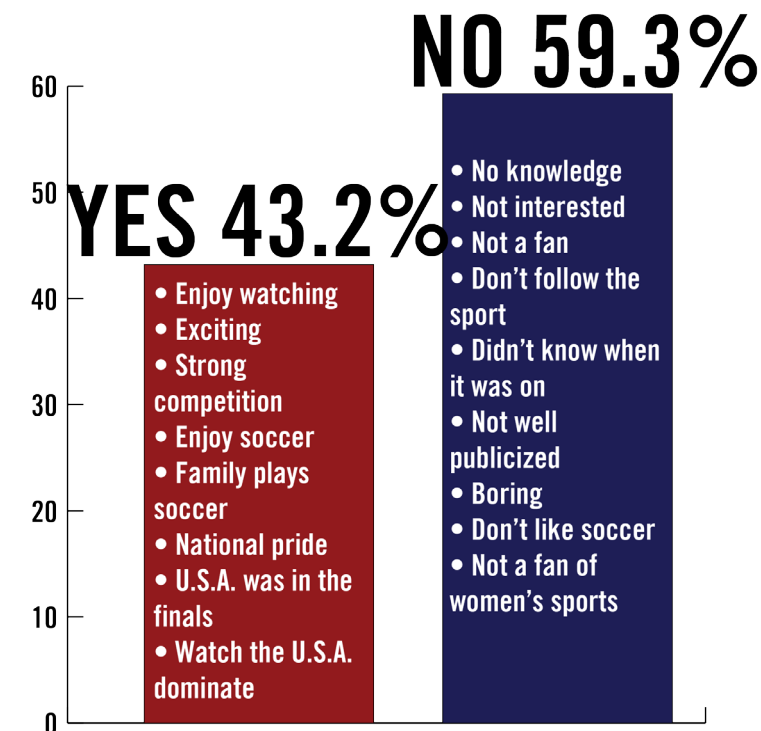
Results

From our 160 participants surveyed, 95 percent reported watching professional sports on TV. Only 33 percent of these people reported watching soccer. The biggest influences for watching professional sports on TV involved city/national pride followed by team success. When gauging viewership of previous Women's World Cups, 60 percent said that they had not watched any matches. The majority of responses related to a lack of interest or unfamiliarity with the broadcast/scheduling. About half of the respondents said they interacted with sports using Facebook and/or Twitter. This is highly important to our demographic because they can be reached through these mediums. The most common words associated with the Women's World Cup in descending order were competitive, Mia Hamm, boring, USA, Hope Solo, sexy, and Alex Morgan.

Why do you watch sports on TV?



Did you watch the last Women's World Cup?



Word Association

MIA HAMM INSPIRING
U.S. A.
BORING SUCCESS DOMINATION
SEXY CHAMPIONS LACK OF SKILL
PATRIOTISM **HOPE SOLO**

Conclusion

From this information, we have confirmed several of our thoughts concerning perceptions about the women's soccer team. National pride proved to be the biggest factor in watching sports, which coincided with the secondary research, our own convictions and those that FOX talked about in their presentation. The team success responses and word associations with the Women's World Cup showed us that people like success, especially when it deals with America. Participants said they used multiple mediums besides TV to stay updated on sports, confirming our belief that social media plays a large role in their interaction with sports. We were intrigued to see that Mia Hamm was the word most associated with the Women's World Cup, considering she hasn't played in nearly a decade.

Brazil



Strategic Approach & Creative Brief

Strategic Approach

Objectives

Marketing Objectives

To increase viewership of the Women's World Cup on FOX Soccer.

Advertising Objectives

To link FOX Soccer with the American values of winning and the Women's World Cup.

Media Objectives

To increase viewership by 15 percent based on the average team viewership per game of the Women's World Cup 2011.

Strategies

Who

We will be targeting Media Mavens, who are part of "Generation C". Media Mavens are 18-34 year old Americans and currently make up 23 percent of the population. This generation is defined by its digital connectivity and tech-savvy lifestyle. Media Mavens are the first generation to grow up with Internet and smartphone technology, making it easy for them to adapt to new innovations and media services. They are usually classified as early adopters with new technology. Media Mavens incorporate social media into their daily routine and use these outlets for news, networking, interacting with brands, etc. They are educated, middle-to-upper class, tend to live in metropolitan areas, and own smart devices like phones and tablets.

What

In order to best target Media Mavens, we will be using :30 and :60 TV/online streaming spots, radio, guerrilla campaigns, social media, and print mediums. We will heavily emphasize TV, social media, and online to reach our digitally connected target market. These are all mediums that our target is consuming on a regular basis.

Where

We will be targeting Media Mavens all across the United States. We want our reach to be widespread throughout the United States. We will narrow our target to major metropolitan cities that have had a women's soccer presence in the past for our guerrilla tactics. These cities include Philadelphia, Atlanta, St. Louis, Miami, and Los Angeles. In addition, we will also target cities with new women's soccer league teams such as Washington D.C., Seattle, Boston, Chicago, Kansas City, and Portland. We chose these cities because they already have a women's soccer fan base and have at least a basic awareness of women's soccer.

When

To build the Media Mavens' awareness about the Women's World Cup, we will implement a social media campaign starting in June 2014 using Twitter and Facebook. We will start airing TV and online streaming spots starting June 2014 on FOX's various channels, Hulu, and YouTube.

We will reach the Media Maven at times when they are thinking about and interacting with sports. We will reach them in the late afternoon and at night when they are unwinding after work. These are prime times when they are watching sports channels or listening to games on their commute. We will also interact with them during other major sporting events such as the NBA Finals, the NCAA March Madness, the World Series, and the Super Bowl.

How

Due to FOX's ownership of multiple stations, we have many opportunities to air on these stations without having a budget restriction. This campaign will have high reach and pulsing frequency with the frequency increasing closer to the event. The reach will be large due to the populations of the metropolitan cities as well as the reach of FOX's stations.

Creative Brief

Communication Objectives

We want to promote FOX Soccer as the new destination for all Women's World Cup 2015 viewership. Our goal is to build awareness about the event in mainstream media and tout the previous success of the United States team as an incentive to watch.

Industry Trends

ESPN's coverage of the previous Women's World Cup was classified as revolutionary, and set the bar extremely high for future broadcasts. ESPN went away from the idea of dumbing the production down for American audiences, and instead treated them as any other soccer fan. Women's World Cup viewership significantly increased in previous years while under ESPN's control. FOX has been criticized in the past for its "simple" coverage that disrespected American soccer fans. FOX positions itself as being brash and innovative, and positions itself as the largest news corporation.

Target Audience

Media Mavens

- 18-34 males and females
- Very connected with social media
- Live in major metropolitan cities

Key Insights

- Most people acknowledge the fact that the United States Women's World Cup team has been successful and they are proud of their accomplishments
- Our target tends to think men's sports are superior to women's sports
- The sex appeal of women's sports drives our target to watch them
- FOX Soccer is not top of mind for our target market to watch sports

Points of Differentiation

- The United States Women's Soccer team is more successful on a global level than other United States sports teams
- FOX Soccer is the only station with broadcasting rights in the United States for Women's World Cup 2015

Main Idea

The United States is favored to win, and is a force to be reckoned with in the upcoming World Cup.

Supporting Facts

- The viewership for the 2011 Women's Soccer World Cup Championship (United States vs. Japan) had the highest viewership in the history of the sport
- Social media records were also broken during this game
- According to FIFA's ranking, the United States Women's Soccer team is currently ranked number one
- The United States Women's Soccer team won gold at the 2012 Olympics

France



Creative

Television.....	26
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Television

We Call Them... :30



Music: Can't Hold Us by Macklemore



Video: Muhammad Ali wrestling

Text: Legends.

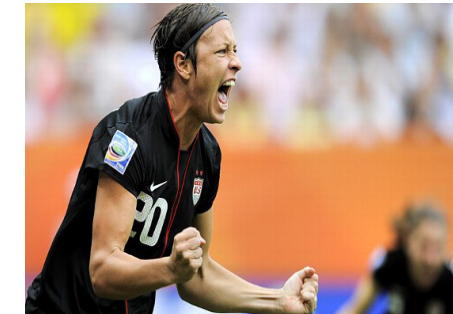


Video: Michael Jordan making a shot

Text: The Greatest of All Time.



Video: Hope Solo clapping her hands together



Video: Abby Wambach cheering



Video: Tiger Woods cheering after making a putt

Text: Unbeatable.



Video: Mia Hamm scoring a goal

Text: Revolutionary



All Great Ones Start With a Ball :30



Video: Close shot of ball then zoom out to show soccer ball

VO: All great ones start with a ball



Video: Shot of ball rolling around on sand

VO: They come from the streets. The play in the sand.



Video: Ball rolling around in a grassy field

VO: On grassy fields in far away lands.



Video: Goal scored and crowd going crazy

FX: Crowd cheering



Video: Zoom out of the stadium

VO: Welcome to the 2015 Women's World Cup



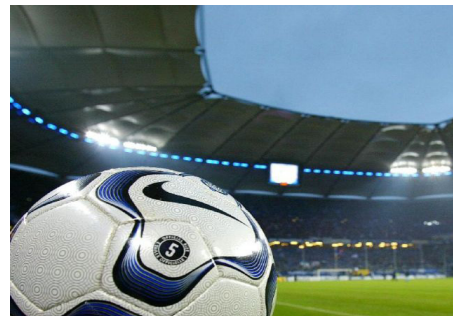
Video: Ball morphing into different quality and color of balls (falling apart, brand new, skid marks)

VO: They come in all shapes, all colors...



Video: Ball morphing into different countries' soccer balls

VO: From the east and the west, the north and the south.



Video: Shot of player taking a game winning penalty kick

VO: And every four years, the best of the best gather together for a chance at crafting a new legend.



Greatness is Coming: U.S.A :30



Music: Thunderstruck by AC/DC



Video: 1999 United States Women's World Cup team playing, specifically Mia Hamm



Video: Transition to the United States. 2015 Women's World Cup team playing



Video: The United States 2015 Women's World Cup team celebrating



Video: Brandy Chastain scoring the winning goal and ripping her shirt off



Video: The team celebrating the win and getting their medals



Greatness is Coming :60



Video: Shot of Marta's jersey
Music: Thunderstruck by AC/DC



Video: Shots of Marta playing



Video: Shots of various countries playing and scoring goals



Video: Shots of various countries playing and scoring goals



Video: Japan's womens soccer team scoring and celebrating



Greatness is: International :30

Greatness is always being one step ahead of your opponent.



Video: Marta dribbling through defenders

Greatness is never backing down from any challenge.

Video: Text being typed onto the screen

Greatness is Coming to FOX

Women's World Cup June 2015



FX: Crowd cheering



Video: Birgit Prinz scoring a goal

Greatness is rising to the occasion in front of millions of fans.

Video: Text being typed onto the screen



Video: Sawa setting up teammate for a goal

Greatness is: U.S.A. :60

Greatness is doing whatever it takes to keep the dream alive.

Video: Text being typed onto the screen



Video: Abby Wambach header

FX: Music and announcing from actual match

Greatness is performing at your best when the game is on the line.

Video: Text being typed onto the screen

Greatness is Coming to FOX

Women's World Cup
June 2015



Picture: FOX Soccer logo



Video: Chastain shirt off, game-winning shot

FX: music, announcing from match

Greatness is putting the hope of an entire nation on your shoulders.

Video: Text being typed onto the screen



Video: American fans celebrating

FX: Music, fans cheering

Print

Greatness

Doesn't come easy. You have to earn it. It takes time. It takes practice. It's bigger than you. It's what you stand for. Your team, your fans, your country.

Greatness Is

Coming out on top against all odds. It's being the source of hope for a country that needs it. It's turning a childhood dream into a reality.

Greatness is waving your flag for everyone to see.

Greatness Is Coming

It's coming faster than you know. It's sixteen countries fighting it out to see who reigns supreme. It's the culmination of years of work.

It's the best in the world fighting for national pride.

Greatness Is Coming To FOX

Women's World Cup

June 2015

 #GreatnessOnFOX



Hope Solo
United States



Greatness

Doesn't come easy. You have to earn it. It takes time. It takes practice. It's bigger than you. It's what you stand for. Your team, your fans, your country.

Greatness Is

Coming out on top against all odds. It's being the source of hope for a country that needs it.

It's giving a nation something to hope for.

Greatness is waving your flag for everyone to see.

Greatness Is Coming

It's coming faster than you know. It's sixteen countries fighting it out to see who reigns supreme.

It's the culmination of years of work.

It's the best in the world fighting for national pride.

Greatness Is Coming To FOX

Women's World Cup

June 2015

 #GreatnessOnFOX



Homare Sawa
Japan



Greatness

Doesn't come easy. You have to earn it. It takes time. It takes practice. It's bigger than you. It's what you stand for. Your team, your fans, your country.

Greatness Is

Coming out on top against all odds. It's being the source of hope for a country that needs it. It's turning a childhood dream into a reality. Greatness is waving your flag for everyone to see.

Greatness Is Coming

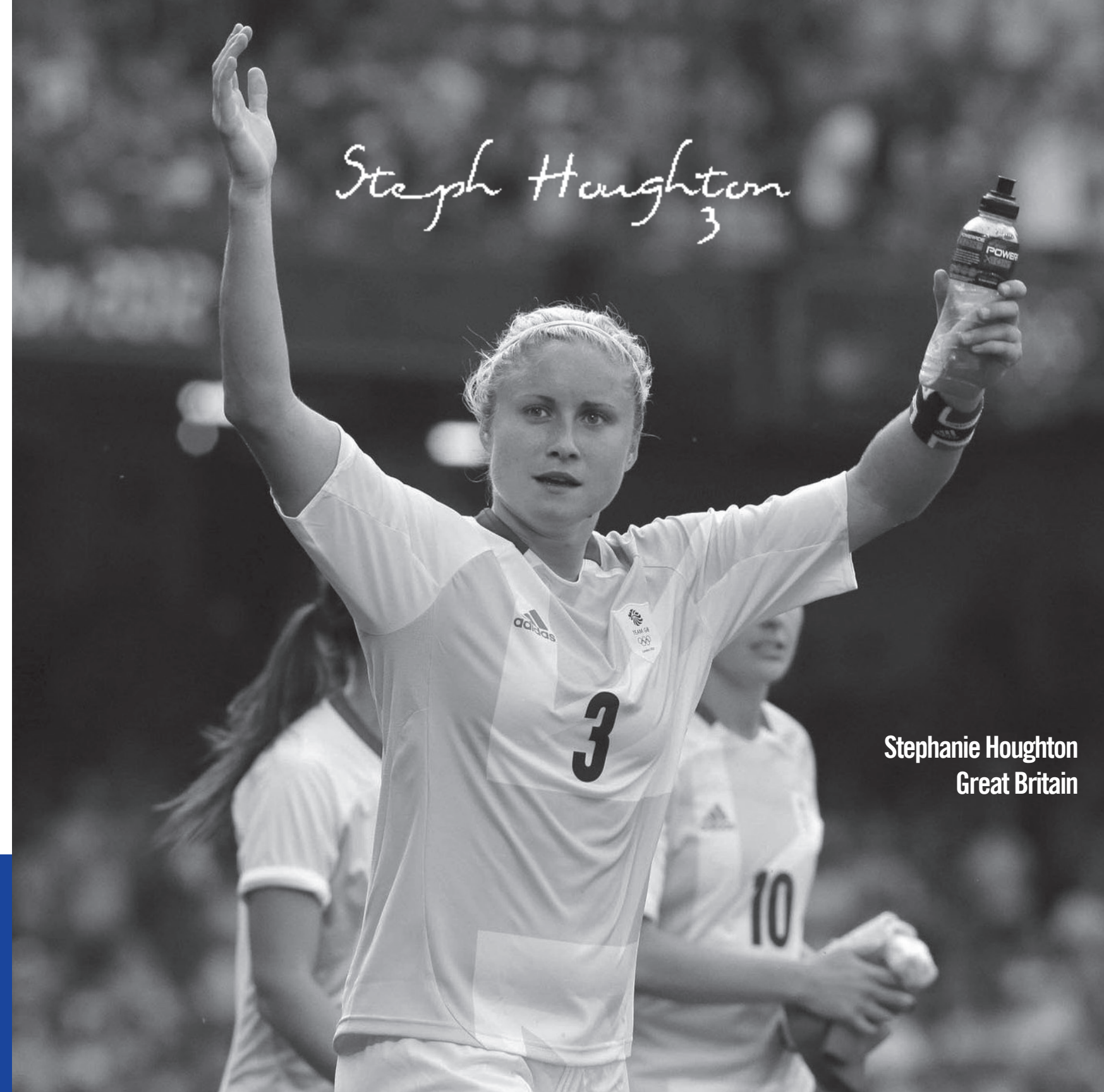
It's coming faster than you know. It's sixteen countries fighting it out to see who reigns supreme. It's the culmination of years of work. It's the best in the world fighting for national pride.

Greatness Is Coming To FOX

Women's World Cup

June 2015

 #GreatnessOnFOX



Steph Houghton
3

Stephanie Houghton
Great Britain



Greatness

Doesn't come easy. You have to earn it. It takes time. It takes practice. It's bigger than you. It's what you stand for. Your team, your fans, your country.

Greatness Is

Coming out on top against all odds. It's being the source of hope for a country that needs it. It's starting with nothing and ending as the best player in the world. Greatness is waving your flag for everyone to see.

Greatness Is Coming

It's coming faster than you know. It's sixteen countries fighting it out to see who reigns supreme. It's the culmination of years of work. It's the best in the world fighting for national pride.

Greatness Is Coming To FOX

Women's World Cup
June 2015



 #GreatnessOnFOX

Marta Vieira da Silva
Brazil



Radio

:15 Radio Spot - Greatness is Coming

SFX: Crowd cheering

Music: Intense background music

Soccer player: It's coming faster than you know. It's sixteen countries fighting it out to see who reigns supreme. It's the culmination of years of work. It's the best in the world fighting for national pride.

Stadium Announce: Welcome to the 2015 Women's World Cup!

Announcer: Greatness is coming to FOX, June 2015.

FX: Crowd cheering

:15 Radio Spot - Greatness is...

SFX: Crowd cheering

Music: Intense background music

Soccer Player: It's coming out on top against all odds. It's being the source of hope for a country that needs it. It's turning a childhood dream into a reality. Greatness is waving your flag for everyone to see.

Stadium Announce: Welcome to the 2015 Women's World Cup!

Announcer: Greatness is coming to FOX, June 2015.

FX: Crowd cheering

:15 Radio Spot - Greatness

SFX: Crowd cheering

Music: Intense background music

Soccer Player: It doesn't come easy. You have to earn it. It take's time. It takes practice. It's bigger than you. It's what you stand for. Your team, your fans, your country.

Stadium Announce: Welcome to the 2015 Women's World Cup!

Announcer: Greatness is coming to FOX, June 2015.

FX: Crowd cheering

Promotional

Bumper Stickers



Coasters



Window Decals



Photo Booth



Social Media

Facebook

Cover Photos



Biggest Fan Contest



Twitter

Hashtags

#GreatnessOnFOX

FOX Soccer @FOX Soccer
America's soccer home. News, scores, highlights and debate – we've got it all. For MatchTrax updates by Jamie Trecker, follow us on @FOX SoccerTrax
Los Angeles, CA · <http://www.foxsoccer.com>

45,282 TWEETS 4,858 FOLLOWING 214,045 FOLLOWERS Following

Tweets All / No replies

- FOX Soccer @FOX Soccer 2h
RT @sarahlily2 Can't wait to see the U.S. Women's Team dominate in the finals! #GreatnessOnFOX
- FOX Soccer @FOX Soccer 2h
RT @soccerfan12 Did you just see that amazing goal by Alex Morgan?! #GreatnessOnFOX
- FOX Soccer @FOX Soccer 3h
RT @mikey11 Coolest coasters ever! Def taking it home as a souvenir. #GreatnessOnFOX pic.twitter.com/UHoMPHy9Nb
- FOX Soccer @FOX Soccer 4h
RT @trumanthetiger Can't wait for the Women's World Cup in June! #GreatnessOnFOX

Player Takeover

FOX Soccer @FOX Soccer
America's soccer home. News, scores, highlights and debate – we've got it all. For MatchTrax updates by Jamie Trecker, follow us on @FOX SoccerTrax
Los Angeles, CA · <http://www.foxsoccer.com>

44,819 TWEETS 5,235 FOLLOWING 205,858 FOLLOWERS Following

Tweets All / No replies

- FOX Soccer @FOX Soccer 10m
Marta, she is amazing! RT @zackmink12 Who is the toughest person to play against? #AlexMorganOnFOX
- FOX Soccer @FOX Soccer 1h
What will you ask @alexmorgan13? The Twitter takeover starts in less than an hour! Use #AlexMorganOnFOX to submit your questions
- FOX Soccer @FOX Soccer 1h
@alexmorgan13 taking over at 4PM ET! Tweet your questions using #AlexMorganOnFOX

#AlexMorganOnFOX
@AlexMorgan13

FOX Soccer @FOX Soccer
America's soccer home. News, scores, highlights and debate – we've got it all. For MatchTrax updates by Jamie Trecker, follow us on @FOX SoccerTrax
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44,819 TWEETS 5,235 FOLLOWING 205,858 FOLLOWERS Following

Tweets All / No replies

- FOX Soccer @FOX Soccer 10m
Shoes, I have over 100 pairs! RT @karacannelis What is your guilty pleasure? #AlexMorganOnFOX
- FOX Soccer @FOX Soccer 1h
A soccer ball made out of @skittles! RT @ilyseleigh What is the coolest gift you have received? #AlexMorganOnFOX
- FOX Soccer @FOX Soccer 1h
Pig out on pizza and ice cream! RT @vince3 What do you do with your team when you all aren't practicing? #AlexMorganOnFOX
[View summary](#)
- FOX Soccer @FOX Soccer 2h
Working as a political correspondent in D.C.! RT @trumanthetiger What would you be doing if you weren't playing soccer? #AlexMorganOnFOX

Online

HOPE SOLO



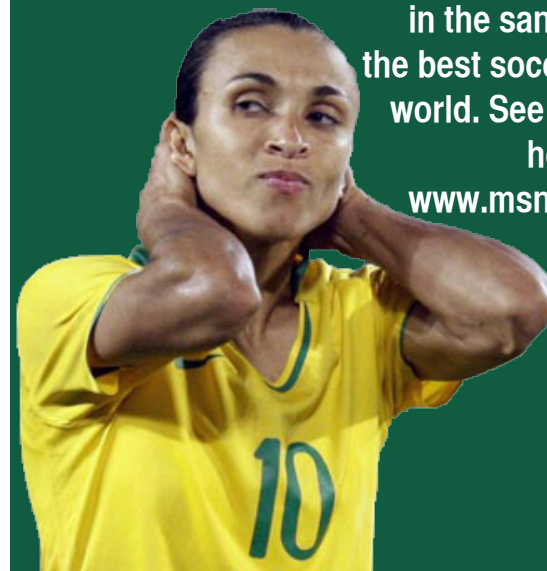
She came from a broken home and soccer was her savior. See Hope's story in her own words at www.msn.foxsports.com/foxsoccer.

Greatness Is Coming To FOX

 #GreatnessOnFOX



MARTA



She started playing soccer in the sand and ended up the best soccer player in the world. See Marta's story in her own words at www.msn.foxsports.com/foxsoccer.

Greatness Is Coming To FOX

 #GreatnessOnFOX



HOMARE SAWA



She brought a championship to Japan in spite of natural disasters that were wtearing the country apart. See Homare's story in her own words at www.msn.foxsports.com/foxsoccer.

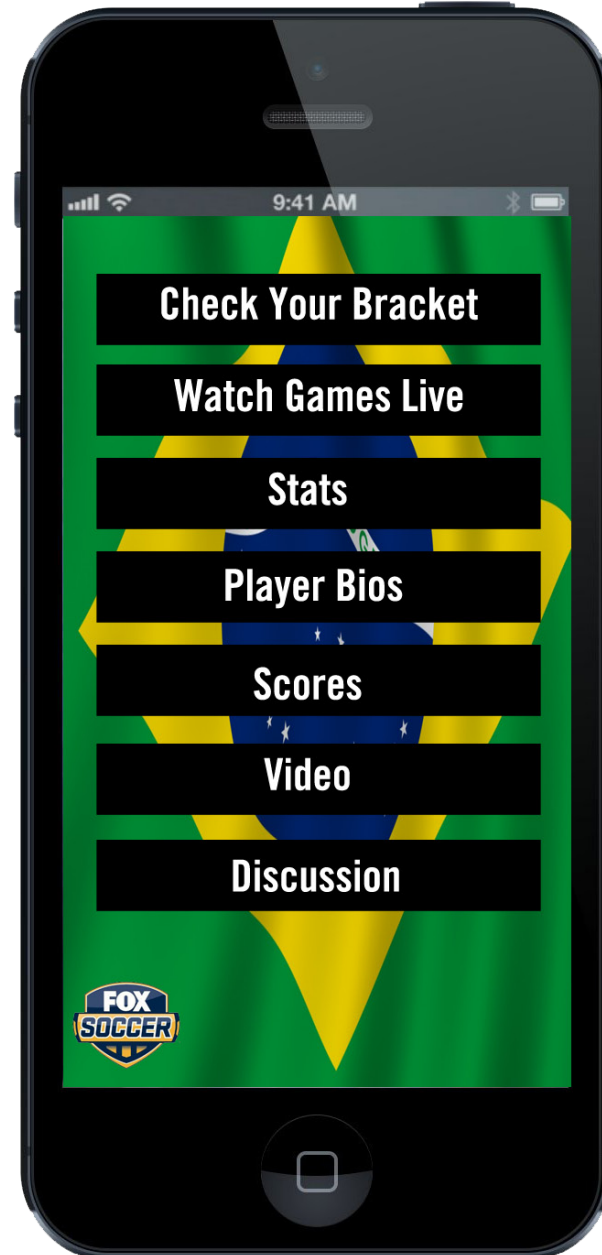
Greatness Is Coming To FOX

 #GreatnessOnFOX



Mobile

Gamification App



We will be targeting the Media Mavens through gamification efforts. Gamification is the process of bringing gaming techniques to a non-traditional source. Fans will be rewarded with points based on their amount of interaction with the FOX Soccer website, mobile application, and social network accounts like Facebook and Twitter. This can involve watching videos, retweeting content, or simply leaving comments. Points will be exchanged for prizes that range from t-shirts to autographed merchandise to tickets to the Women's World Cup 2015 Championship. This gives our target market an incentive to stay engaged for the duration of the tournament.

Those who download our mobile application will be able to create their own bracket for the Women's World Cup 2015. The winner of the bracket has the chance to win \$50,000.

Outdoor

Public Transportation



Billboards



Media Schedule

June July August September October November December January February March April May June July



Mexico



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South Africa



Meet the Team



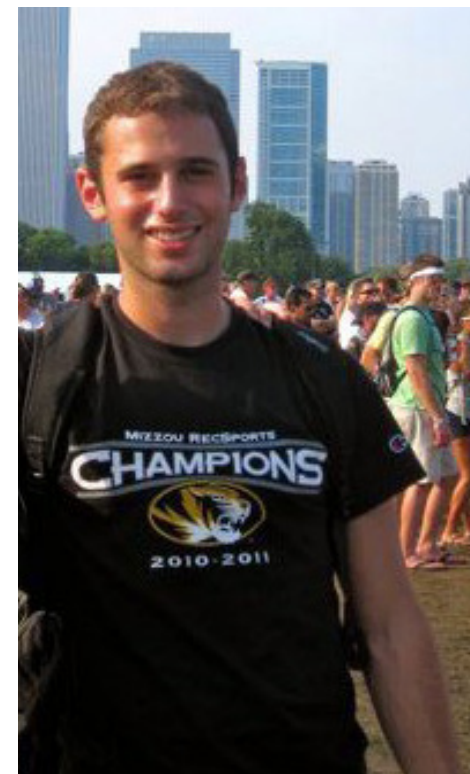
Kara Cannelis

Kara is a sports and entertainment enthusiast with a diversified background in marketing, advertising, and promotions. She will graduate Magna Cum Laude in May with a Bachelor's of Journalism in Strategic Communication. In her free time, she loves being on the lake, going to country concerts, and traveling. She plans on moving back home to Dallas after graduation.



Ilyse Cohen

Ilyse will be graduating in May from the University of Missouri, and hopes to move out West to pursue her passion for helping others. Ilyse hopes to land a job with a non-profit or charitable organization that impacts children's lives. Ilyse also has a love of nature and photography, which she hopes to incorporate into her career in the future.



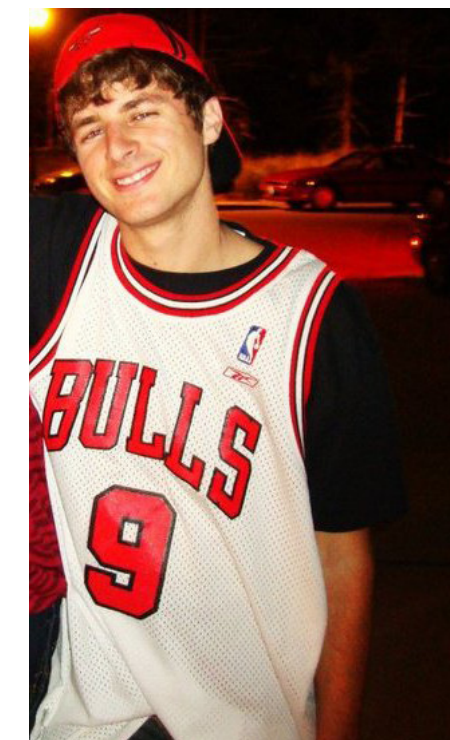
Zach Mink

Zach is an aspiring writer looking to combine his passion for writing with his love of all things sports. Zach will be attending the University of Missouri next year to pursue a Masters in Journalism, but hopes to eventually work for the NBA, an advertising agency, or a news organization. An entrepreneur at heart, Zach also hopes to start his own company in the future.



Mattheww Norris

In the coming months, Matt will be graduating and looking for work in the city of Chicago as a copywriter for an ad agency. His hobbies include listening to and playing music, writing, spending time with good friends, and meeting interesting people. Constantly staying in a creative mindset is priority number one for Matt.



Vincent Vitale

Vincent is from the city of Detroit, has lived in Chicago, and will be moving to Los Angeles after graduation. Vincent played basketball in high school and became an avid soccer fan after his trip to London. Vincent plans on working in advertising until he is a creative director at a successful agency.

Real Marketing

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