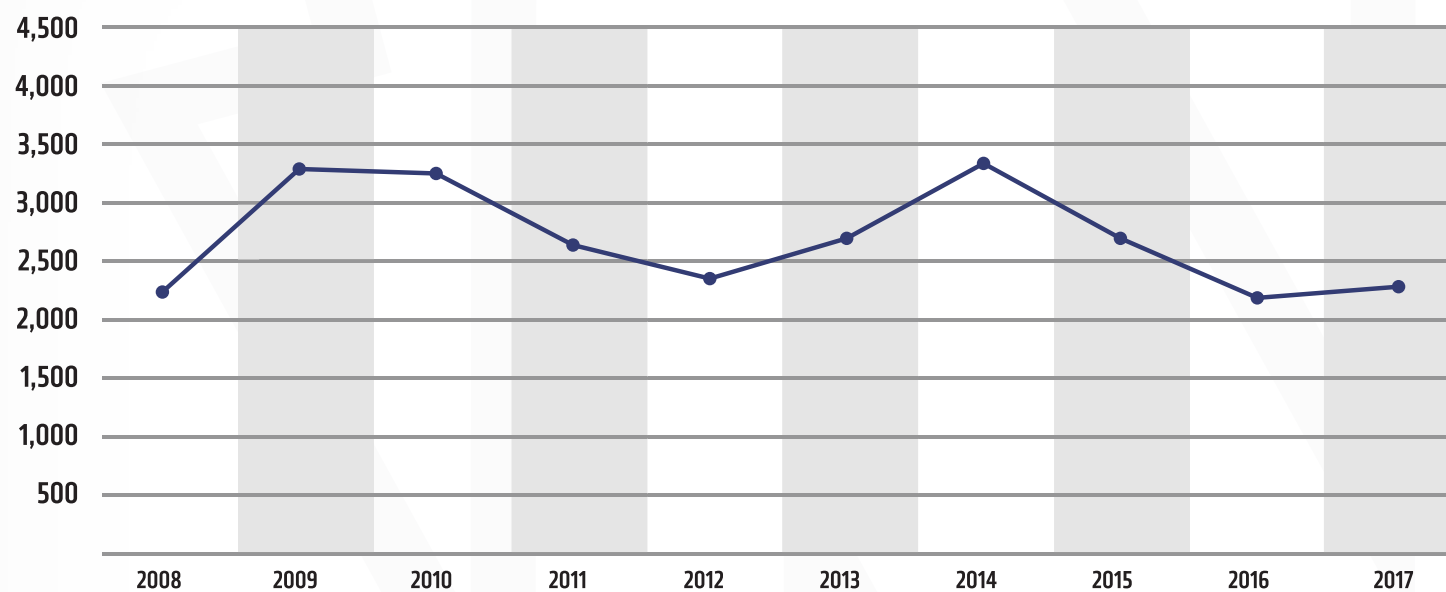




2018 INTEGRATED MARKETING & COMMUNICATIONS PLAN

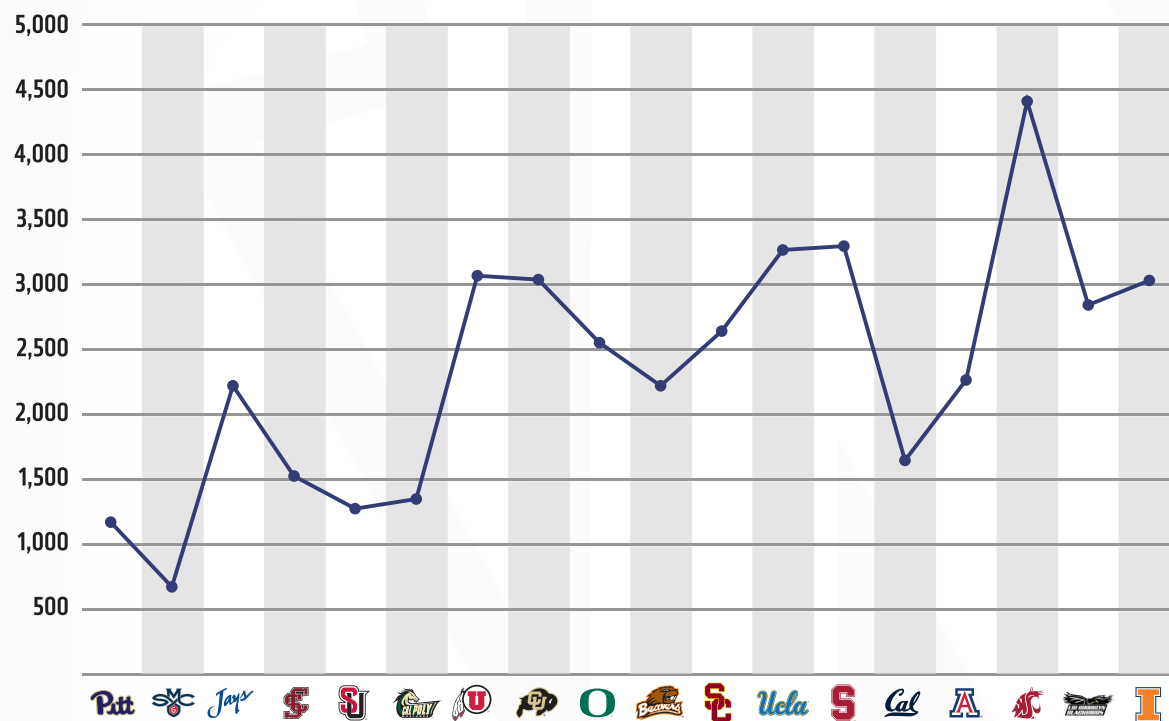
AVERAGE ATTENDANCE PER GAME



SEASON	AVG. ATT. / GM	NCAA	PAC-12	TREND
2008	2,277	12	2	-234
2009	3,363	5	1	+1,086
2010	3,298	4	1	-65
2011	2,553	8	1	-745
2012	2,432	10	1	-121

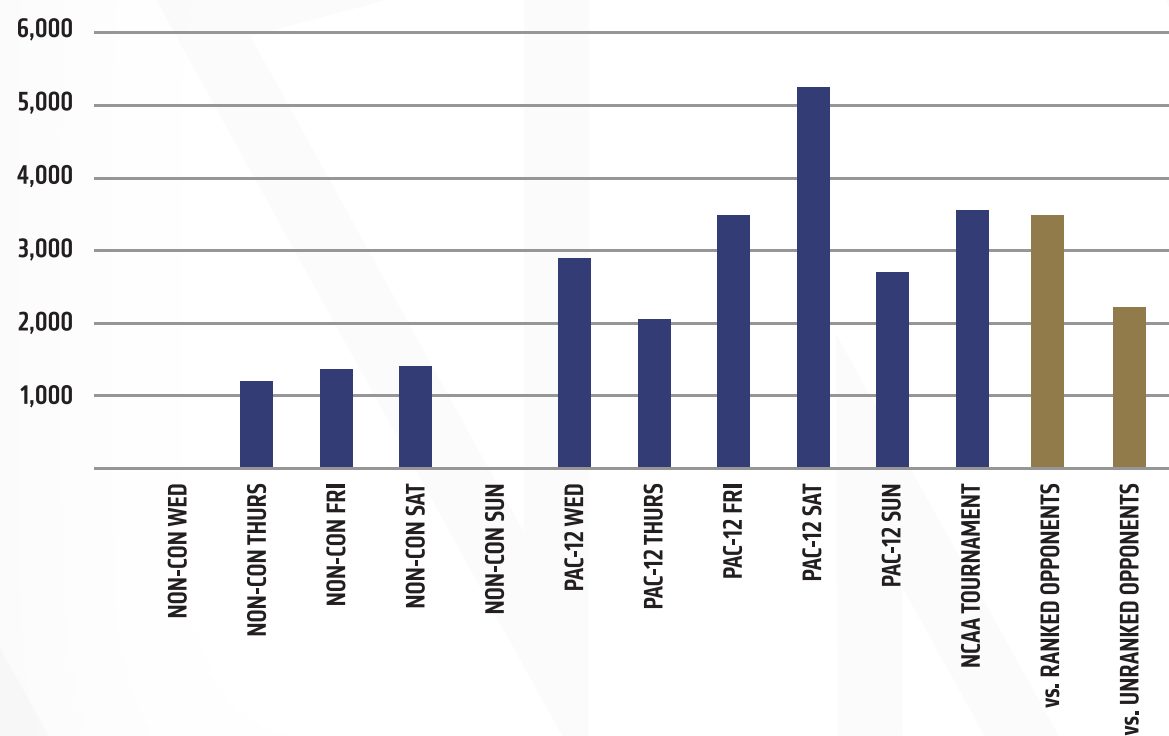
SEASON	AVG. ATT. / GM	NCAA	PAC-12	TREND
2013	2,678	14	1	+246
2014	3,379	4	1	+701
2015	2,628	7	1	-751
2016	2,259	13	1	-369
2017	2,389	16	1	+130

2017 ATTENDANCE ANALYSIS



DAY	DATE	TIME	OPPONENT	ATT
Fri	25-Aug	6:00	Pittsburgh	1,176
Sat	26-Aug	12:00	St. Mary's	698
Sat	26-Aug	7:00	Creighton (#9)	2,252
Fri	1-Sep	7:00	Santa Clara	1,541
Sat	2-Sep	12:00	Seattle U	1,344
Sat	2-Sep	7:00	Cal Poly	1,427
Fri	6-Oct	8:00	Utah	3,091
Sun	8-Oct	3:00	Colorado	3,063
Wed	11-Oct	7:00	Oregon (#15)	2,536
Fri	13-Oct	TBD	Oregon State	2,250
Fri	27-Oct	6:00	USC	2,611
Sun	29-Oct	11:00	UCLA (#13)	3,297
Wed	8-Nov	7:00	Stanford (#2)	3,358
Thurs	9-Nov	7:00	California	1,665
Wed	22-Nov	TBD	Arizona	2,343
Fri	24-Nov	8:00	Washington State	4,491
Fri	1-Dec	7:31	LIU Brooklyn	2,814
Sat	2-Dec	7:00	Illinois	3,048
SEASON AVG				2,389
PAC12 AVG				2,871

ATTENDANCE ANALYSIS



DAY OF WEEK	AVG	MATCHES
Non-Conference Wednesday	N/A	0
Non-Conference Thursday	1,243	3
Non-Conference Friday	1,412	9
Non-Conference Saturday	1,430	4
Non-Conference Sunday	N/A	0
PAC12 Wednesday	2,982	11
PAC12 Thursday	2,068	4
PAC12 Friday	3,460	12
PAC12 Saturday	5,213	1
PAC12 Sunday	2,833	11
NCAA Tournament	3,690	9
vs. Ranked Opponents	3,575	23
vs. Unranked Opponents	2,192	52

2018 STRATEGIC POSITIONING



STRENGTHS

- Deep history of excellence and outstanding program culture
- Feedback indicates a positive Fan Experience

WEAKNESSES

- Name recognition of quality non-conference opponents
- Unpredictability of team performance and unknown performers



OPPORTUNITIES

- The chance to grow with new players
- Cross promotional opportunities with football scheduling

THREATS

- Potential of underachieving conference rivals
- Developing team / potential for non-conference challenges

FRI., SEPT. 28 (6PM) : DAWG PACK APPRECIATION / SAASHA NIGHT



DAWG PACK APPRECIATION / SAASHA AWARENESS NIGHT

OVERVIEW

Activate students and student-athletes and showcase Student-Athletes Against Sexual Harassment and Assault (SAASHA)

PROMO ELEMENTS:

- T-shirt pickup on concourse for students with Dawg Pack tickets
- Dawg Pack tailgate in Harshman Court (food, music, games, etc.)
- Ask for Dubs II to make an appearance at this match
- Let Dawg Pack come onto the court for all experiences that night
 - Ex: Fan tunnel, Anthem buddies, etc.
- Have student a cappella group sing National Anthem
- Raffle during intermission for 3 different items to encourage student to stay
- Potential bank sponsor for student money giveaway
- In-match Dawg Pack minute to win it contest
- In-match snapchat filter
- Student DJ in Harshman for the tailgate

TARGET AUDIENCES

- Dawg Pack
- RSO
- Resident Life
- Hispanic students, faculty/staff, city of seattle

OUTREACH TACTICS

- Dawg Pack Dirt – Social Media
- Dawg Pack Tailgate
- Dawg Committee
- Host a meeting or social
- RSO Fair
- Information at HUB Involvement/Student Involvement Fairs
- Utilize Hispanic cultural month
- Reaching out to Ethnic Cultural Center to gain access to Hispanic affiliated organization on campus
- Post on Dawg Daze app and website
- Graphic displayed on campus video boards
- Table in Red Square
- Message in The Daily/Student Email, Campus Events Calendar, Posters in high student traffic areas, HUB gaming area
- 3,000 Student Mailboxes

FRI., SEPT. 28 (6PM) : DAWG PACK APPRECIATION / SAASHA NIGHT



SAT., 9/22	SUN., 9/23	MON., 9/24	TUES., 9/25	WED., 9/26	THURS., 9/27	FRI., 9/28
		<ul style="list-style-type: none"> • DIGITAL MICROSITE (GHcom) Detailing "Dawg Pack Appreciation & SAASHA Awareness Night" promotion (Bruce) • GAME PROMO VIDEO (Digital) Social video promoting "Dawg Pack Appreciation & SAASHA Awareness Night" (Carwash/Bruce) 	<ul style="list-style-type: none"> • GAME PREVIEW STORY (GHcom) Game coverage promotes the marquee event (Brucas) 	<ul style="list-style-type: none"> • DIGITAL FEATURE (GHcom) 10 Questions With ... Ella May Powell (Carwash/Brucas) 	<ul style="list-style-type: none"> • DIGITAL TAKEOVER (Social / GHcom) Player TBD takes over official accounts (Bruce) 	GAMEDAY



FRI., OCT 19 (6 PM) : COURTNEY THOMPSON NIGHT

COURTNEY THOMPSON NIGHT

OVERVIEW

Celebrating Husky Legend Courtney Thompson, who will be inducted into the Husky Hall of Fame on Sun., Oct. 21

PROMO ELEMENTS:

- Courtney Thompson feature from past alums and current players
- Current player question feature
- In-game shout out to Kent Children's Therapy Center
- Promotional give away of a replication of medal, t-shirt, or head band
- Group recommendation or personal tie to group that can sing national anthem
- 2nd and 3rd set on court recognition
- Potential post game chalk talk with Courtney Thompson
- Film players talking about what Courtney Thompson means to UW volleyball
- Make Courtney Thompson Honorary Captain of the game
- Have all default graphics about Courtney Thompson foundation
- Create number 3 balloon area in honor of her UW jersey number
- Pre-game meet and greet with medals and potential picture
- In-match snapchat filter

TARGET AUDIENCES

- 2004-2009 Ticket purchasers, single tickets
- UW Campus Homecoming audience
- Volleyball Alumni
- Kent Children's Therapy
- Kent Area: School District/Hometown Area
- Husky Football vs Colorado
- Courtney Thompson Foundation groups from the past
- UW Foster School of Business Department

OUTREACH TACTICS

- How to incorporate with W-Day
- Included with on-campus run/W-Day activities
- Whole- U feature for November
- Ticket promo for Husky Football vs Colorado (STH/SGB)
- Courtney Thompson Foundation
 - Invite organizations or charities she worked with in the past.



FRI., OCT 19 (6 PM) : THINK PINK NIGHT

SAT., 10/13	SUN., 10/14	MON., 10/15	TUES., 10/16	WED., 10/17	THURS., 10/18	FRI., 10/19
		<ul style="list-style-type: none"> • DIGITAL MICROSITE (GHcom) Detailing "Think Pink Night" promotion (Bruce) 	<ul style="list-style-type: none"> • GAME PROMO VIDEO (Social) Video explaining Think Pink promotion from student-athletes (Carwash/Bruce) 	<ul style="list-style-type: none"> • RECAP TAGS (GHcom) Game coverage promotes the marquee event (Bruscas) 	<ul style="list-style-type: none"> • DIGITAL FEATURE (GHcom) Exploring connections with "Think Pink" among UW student-athletes or staff (Bruscas) • PHOTO GALLERY (Digital) Images of pink uniforms, ribbons or wristbands (Bruscas/Bruce) • GAME PREVIEW STORY (GHcom) Game coverage promotes the marquee event (Bruscas) 	GAMEDAY
				vs USC (7:00 PM)		



SUN., NOV. 4 (12 PM) : YOUTH VOLLEYBALL NIGHT

YOUTH VOLLEYBALL NIGHT

OVERVIEW Activate campers and youth organizations

PROMO ELEMENTS:

- Allow junior PA announcer to help Mark out for the match
- Potential snow cone vendor on the concourse
- Kid-themed giveaway (drawstring bags, water bottles, etc.)
- Face painter and/or balloon artists on the concourse
- Potential bouncy house on the concourse
- Book Evergreen Heights kids choir for the National Anthem
- Youth scrimmage at intermission
- Potential post-match chalk talk/autographs with UW players and kids
- Feature pictures of UW players as kids throughout the match
- Have kids come onto the court to hold large American flag during the Anthem
- Allow kids to come down for pre-match experiences
 - Ex: Bench warmers, fan tunnel, Anthem buddies, etc.
- Film a kid interviewing some of our players to show during timeouts
- In-match snapchat filter

TARGET AUDIENCES

- Campers
- Youth VB club teams

OUTREACH TACTICS

- Flyers provided at camp
 - July 17 – 19 and July 23 – 25 (4th – 9th grade)
- Visit practices or tournaments with posters, grassroots
- Follow-up email to campers... (“Mark your calendars”)
- Parent Map, Social Rugrats. Red Tricycle – post to event calendars
- Facebook Event
- Seattle Kid/Family Events for grassroots/tabling
 - South Lake Union Block Party (Aug. 10)
 - Kirkland Summer Festival
 - o Kid Zone (Aug. 11 – 12)
- Seattle Public Library Story Times (every week)
- Summer Outdoor Movie Series
 - Bellevue Summer Outdoor Movies (July 24, 31 & Aug. 7, 14, 21, 28)
 - Carillon Point, Kirkland (July 21 & Aug. 4, 18)
 - Movies at Marymoor Park (July 25 & Aug. 2, 8, 15, 22)
- Elementary Schools from King County and possibly other
- Pups and Parents Informed



SUN., NOV. 4 (12 PM) : YOUTH VOLLEYBALL NIGHT

MON., 10/29	TUES., 10/30	WED., 10/31	THURS., 11/1	FRI., 11/2	SAT., 11/3	SUN., 11/4
	<ul style="list-style-type: none"> • DIGITAL MICROSITE (GHcom) Detailing "Youth Volleyball Night" promotion (Bruce) 	<ul style="list-style-type: none"> • PHOTO GALLERY (Digital) Student-athletes caption their most memorable moments from youth volleyball, along with images (Bruscas/Bruce) 	<ul style="list-style-type: none"> • DIGITAL FEATURE (GHcom) 10 Questions With ... student-athlete TBD (Carwash/Bruscas) 	<ul style="list-style-type: none"> • RECAP TAGS (GHcom) Game coverage promotes the marquee event (Bruscas) 	<ul style="list-style-type: none"> • DIGITAL FEATURE (GHcom) Q&A with youth players interviewing Huskies (Bruscas) • GAME PREVIEW STORY (GHcom) Game coverage promotes the marquee event (Bruscas) 	GAMEDAY
				vs ASU (TBD)		



SUN., NOV. 18 (TBD): “FRIENDSGIVING”

“FRIENDSGIVING”

OVERVIEW Encourage fans to gather with friends and celebrate after the Thanksgiving holiday

PROMO ELEMENTS:

- Thanksgiving meal on concourse for fans
- On-site food donations for U-District Food Bank
- Arts & Crafts on concourse; will donate all finished crafts to U-Village Food Bank
 - o Card making station
 - o Turkey making station
- Quotes surrounding the concourse of what the team is thankful for
- Obtain favorite meal recipes from team & share digitally
- Green Screen shoot:
 - o Best turkey gobble impression
 - o Thanksgiving food blind taste-testing
 - o What are you thankful for?

TARGET AUDIENCES

- UW Staff
- Retirement homes
- Seattle Parks & Recreation Community Centers
- UW Medicine School

OUTREACH TACTICS

- Food donation to U-District food bank
- Organize busses via retirement homes to the match
- VB Team to deliver food collected to food bank
- \$1 ticket-back with FB vs OSU ticket stub
- Post-match event for UW Med School attendees



SUN., NOV. 18 (TBD): “FRIENDSGIVING”

MON., 11/12	TUES., 11/13	WED., 11/14	THURS., 11/15	FRI., 11/16	SAT., 11/17	SUN., 11/18
	<ul style="list-style-type: none">• GAME PREVIEW STORY (GHcom) Game coverage promotes the marquee event (Bruscas)	<ul style="list-style-type: none">• DIGITAL MICROSITE (GHcom) Detailing “Youth Volleyball Night” promotion (Bruce)• PHOTO GALLERY (Digital) “Thankful for...” (Bruscas/Bruce)	<ul style="list-style-type: none">• GoHUSKIES PODCAST (Audio) Pitch Tony Castricone to feature a student-athlete or coach about the match (Bruscas)	<ul style="list-style-type: none">• RECAP TAGS (GHcom) Game coverage promotes the marquee event (Bruscas) <div>vs ASU (TBD)</div>	<ul style="list-style-type: none">• GAME PROMO VIDEO (Social) Video promoting the Friendsgiving match (Carwash/Bruce)	GAMEDAY

FAN EXPERIENCE AUDIT



CONSISTENT FAN EXPERIENCE ELEMENTS

- HUSKY BAND PERFORMANCE
- CHEER & DANCE PERFORMANCE (all non-exh games)
- HARRY THE HUSKY PERFORMANCE
- "POINT HUSKIES" AND "GO! HUSKIES!" CHEERS

FAN EXPERIENCE ELEMENTS FOR CONSIDERATION

- DAWG PACK BLOCK COUNTER
- AUSTEN EVERETT HONORARY CAPTAIN
- KIDS' COURT SUNDAYS
- DIVERSIFY IN-MATCH PROMOTIONS
- POST-MATCH KIDS' CLINIC (game TBD)



CREATIVE BRIEF



RECOMMENDED TONE

Culture-first. Growth-mindset. Proud. Passionate. Purposeful. Driven.

EMPHASIZE

Focus on the process. Always educate. Continue to communicate a culture narrative that works to reinforce core concepts of ownership, strength, respect, tradition, and legacy.

Purpose defines outcome, growth is always chosen, and words don't often respect the action and determination it takes to bring them to life.

2018 represents a new chapter in the proud and storied tradition of volleyball on Montlake. These Huskies are ready to tell their story. These Huskies are ready to leave their mark.

Push for the culture. Learn for the culture. Grow for the culture.

Wwork for the culture.

THANK YOU