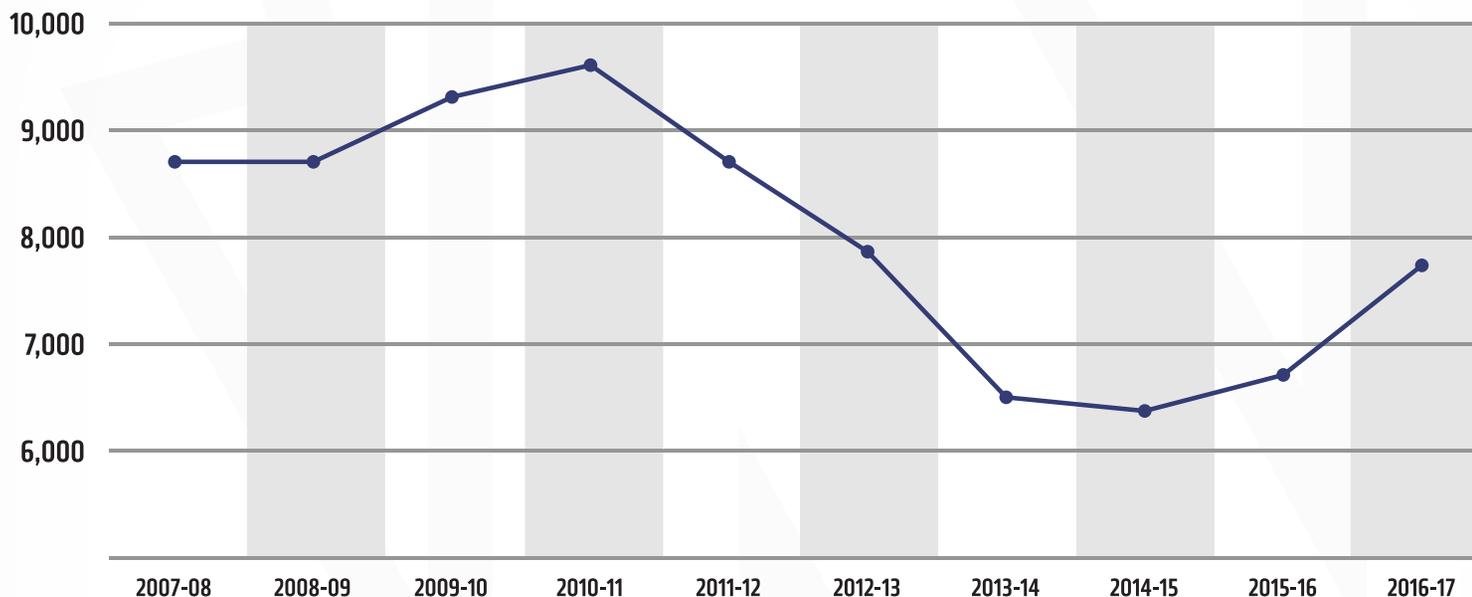


▶ **2017-2018 INTEGRATED MARKETING & COMMUNICATIONS**

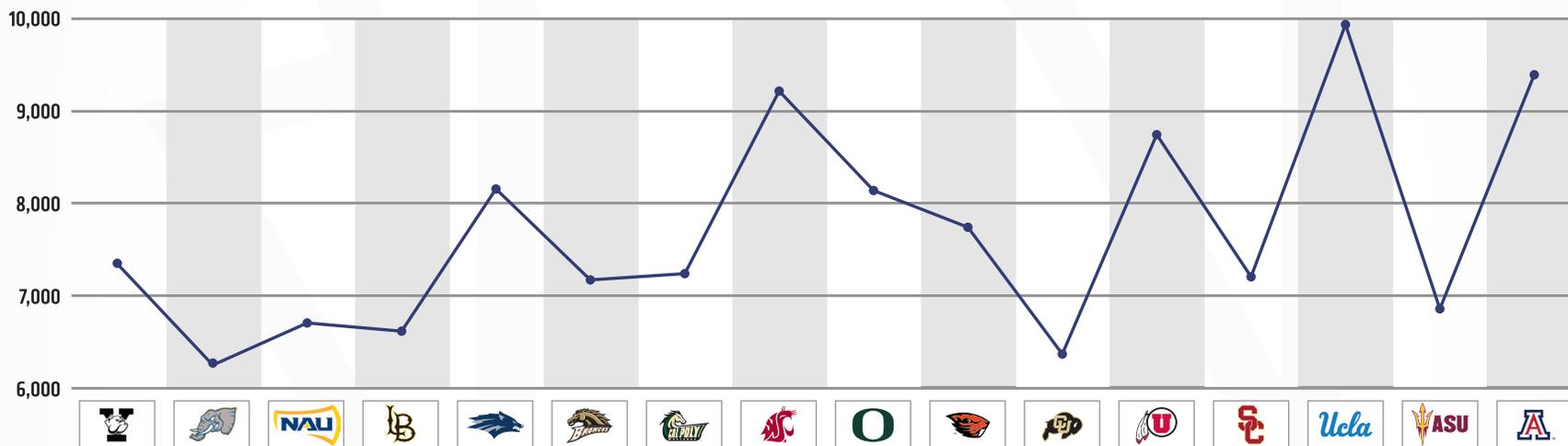
AVERAGE ATTENDANCE PER GAME



SEASON	AVG. ATT. / GM	NCAA	PAC-12	TREND
2007-2008	8,762	59	3	-1,229
2008-2009	8,762	58	4	-
2009-2010	9,383	51	3	+621
2010-2011	9,650	46	2	+267
2011-2012	8,785	47	2	-865

SEASON	AVG. ATT. / GM	NCAA	PAC-12	TREND
2012-2013	7,937	57	6	-848
2013-2014	6,582	76	8	-1,355
2014-2015	6,398	78	6	-184
2015-2016	6,785	75	7	387
2016-2017	7,731	65	7	946

2016-2017 ATTENDANCE ANALYSIS

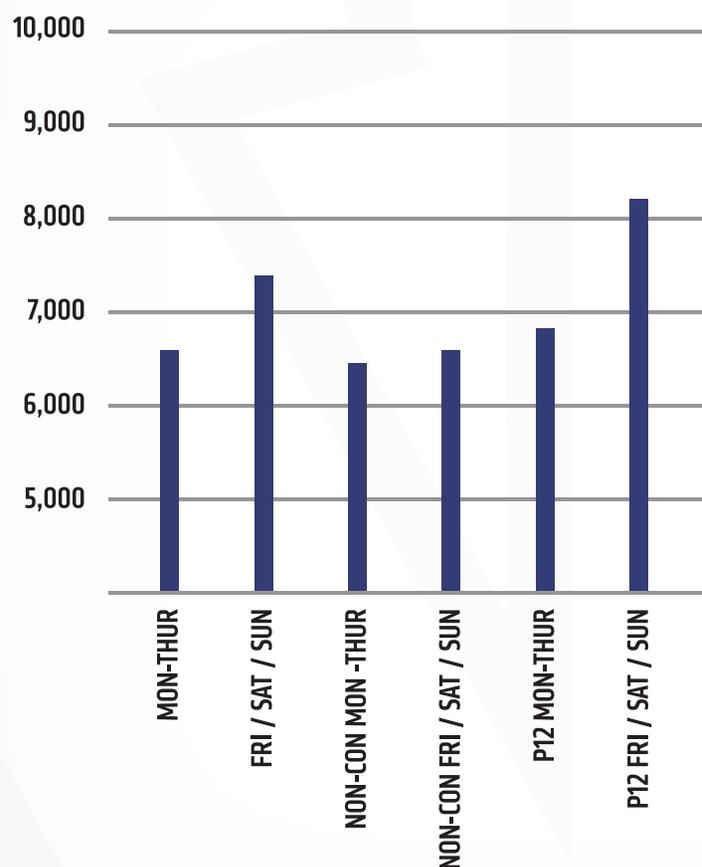


OPPONENT	DATE	ATT.
YALE	SUN. NOV. 13 (4 PM)	7,456
CAL ST. FULLERTON	THUR., NOV. 17 (8 PM)	6,284
NORTHERN ARIZONA	SUN., NOV. 20 (5 PM)	6,804
LONG BEACH ST.	TUES., NOV. 22 (8 PM)	6,568
NEVADA	SUN., DEC. 11 (5 PM)	8,171
WESTERN MICH.	SUN., DEC. 18 (5 PM)	7,129

OPPONENT	DATE	ATT.
CAL POLY	TUES., DEC. 20 (8 PM)	7,175
WASHINGTON ST.	SUN., JAN. 1 (5:30 PM)	9,259
OREGON	WED., JAN. 4 (6 PM)	8,145
OREGON ST.	SAT., JAN. 7 (12 PM)	7,781
COLORADO	WED., JAN. 18 (8 PM)	6,416
UTAH	SAT., JAN. 21 (5 PM)	8,895

OPPONENT	DATE	ATT.
USC	WED., FEB. 1 (8 PM)	7,223
UCLA	SAT., FEB. 4 (7:30 PM)	10,000
ARIZONA ST.	THUR., FEB. 16 (8 PM)	6,910
ARIZONA	SAT., FEB. 18 (5 PM)	9,482
AVERAGE	--	7,731

ATTENDANCE ANALYSIS*



DAY OF WEEK	AVG	COUNT
Mon/Tue/Wed/Thu	6,692	19
Fri/Sat/Sun	7,315	28
Non-Conf Mon-Thu	6,419	9
Non-Conf Sat/Sun	6,701	11
Pac-12 Wed/Thu	6,916	11
Pac-12 Sat/Sun	8,165	14
Non-Conference	6,399	21
Pac-12	7,567	27

START TIME	AVG	COUNT
Noon-3:30	7,151	10
4:00-5:30	7,875	12
6:00-7:00	6,112	8
7:30-8:00	6,877	18
6:00 Pac-12 Wed/Thu	6,885	3
8:00 Pac-12 Wed/Thu	7,014	7
Noon-3:30 Pac-12 Sat/Sun	7,505	7
4:00-5:30 Pac-12 Sat/Sun	8,630	6
6:00-7:00 Pac-12 Sat/Sun	-	0
7:30-8:00 Pac-12 Sat/Sun	10,000	1
6:00 Non-Conf Mon-Thu	-	0
8:00 Non-Conf Mon-Thu	6,549	8
Noon-3:30 Non-Conf Sat/Sun	6,326	3
4:00-5:30 Non-Conf Sat/Sun	7,119	6
6:00-7:00 Non-Conf Sat/Sun	6,010	2
7:30-8:00 Non-Conf Sat/Sun	-	0

* Data comprised from 2014-2015, 2015-2016, and 2016-2017 seasons

2017 STRATEGIC POSITIONING



STRENGTHS

- New, energetic coaching staff
- Strong incoming recruiting class

WEAKNESSES

- Previous season performance
- Suboptimal game times and dates



OPPORTUNITIES

- Introducing new coaching staff
- Cross promotion with football
- Hosting most-attractive non-conference opponent (GONZ) in many years

THREATS

- Potential of underachieving conference rivals
- Competition for attendance and attention with football success



SUN., DEC. 10 vs. GONZAGA (5 PM) : “RIVALRY RENEWED”

RIVALRY RENEWED

OVERVIEW:	Achieve a sellout for UW's matchup with cross-state rival national runners up
	Provide home court advantage for most marquee non-conference matchup in years
	Generate momentum and energy around MBB heading into Pac-12 season
TARGET AUDIENCES:	Husky Fans exclusively
	Current MBB season ticket holders (priority window)
	Current Football season ticket holders
	Past MBB single-game and partial plan buyers
OUTREACH TACTICS:	Targeted emails with exclusive presale link to purchase single-game tickets
RECOMMENDED PROGRAMMING:	Run promo material for future marquee events
PROMO GIVEAWAYS:	TBD
ATTENDANCE GOAL:	10,000 overall (sellout)



SUN., DEC. 10 vs. **GONZAGA** (5 PM) : **PROMOTION TBD**

MON., 12/4	TUE., 12/5	WED., 12/6	THUR., 12/7	FRI., 12/8	SAT., 12/9	SUN., 12/10
	<ul style="list-style-type: none"> • DIGITAL FEATURE (GHcom) Former player Bobby Jones first-person essay on the significance of the Gonzaga rivalry (Jones / Henderson) 	<ul style="list-style-type: none"> • KANSAS GAME RECAP TAGS Game coverage promotes the marquee event (Walker) 	<ul style="list-style-type: none"> • DIGITAL FEATURE 7 Greatest Gonzaga - UW moments in Hec Ed (Haner) 	<ul style="list-style-type: none"> • SOCIAL PROMO VIDEO Hype video for Gonzaga game (Hamill) 	<ul style="list-style-type: none"> • DIGITAL FEATURE (GHcom) 10 Questions with Sam Timmins (carwash) 	GAMEDAY
		at KU (6:00 PM)				

SAT., JAN. 13 vs. **STANFORD** (5 PM) : **ISAIAH THOMAS NIGHT**



ISAIAH THOMAS NIGHT

OVERVIEW	Honor Husky Legend Isaiah Thomas
TARGET AUDIENCES:	Students / Connected Fans (Past SG Buyers, Football STH, Social Followers)
OUTREACH TACTICS:	Invite Davies Boys & Girls Club of Tacoma Provide social content for former Husky greats of all sports to congratulate I.T.
RECOMMENDED PROGRAMMING:	Potential I.T. in-game appearance or significant in-game messages
PROMO GIVEAWAYS:	Isaiah Thomas themed giveaways TBD
ATTENDANCE GOAL:	8,313 overall



SAT., JAN. 13 vs. STANFORD (5 PM) : ISAIAH THOMAS NIGHT

SUN., 1/7	MON., 1/8	TUES., 1/9	WED., 1/10	THURS., 1/11	FRI., 1/12	SAT., 1/13
	<ul style="list-style-type: none"> • DIGITAL & SOCIAL FEATURE Five best I.T. moments on Montlake, No. 5 (Bruce) 	<ul style="list-style-type: none"> • DIGITAL & SOCIAL FEATURE Five best I.T. moments on Montlake, No. 4 (Bruce) • VIDEO FEATURE Isaiah Thomas video tribute (Cotten) 	<ul style="list-style-type: none"> • DIGITAL & SOCIAL FEATURE Five best I.T. moments on Montlake, No. 3 (Bruce) 	<ul style="list-style-type: none"> • DIGITAL & SOCIAL FEATURE Five best I.T. moments on Montlake, No. 2 (Bruce) • CAL GAME RECAP TAGS Game coverage promotes the marquee event (Walker) 	<ul style="list-style-type: none"> • DIGITAL & SOCIAL FEATURE Five best I.T. moments on Montlake, No. 1 (Bruce) • SOCIAL PROMO VIDEO Hype video for Stanford game (Hamill) 	GAMEDAY
				vs CAL (8:00 PM)		



SUN., JAN. 28 vs. **WSU** (5 PM) : “206-HOOPS NIGHT”

“206 HOOPS NIGHT”

OVERVIEW:	<p>Evoke and leverage city pride to drive single-game ticket sales and attendance to UW's game vs. WSU</p> <p>Brand Husky MBB as Seattle's Basketball team</p> <p>Celebrate legacy of basketball talent from Seattle</p>
TARGET AUDIENCES:	<p>Students (via Email and dorm fliers) • Message: Come to the game, get a cool shirt</p> <p>Connected Fans (Past SG Buyers, Football STH, Social Followers) (via social, email, digital ads) • Message: Support your city by coming to the game</p> <p>KOMO Audience (via KOMO radio and social channels) • Message: UW is Seattle's basketball team; get a cool shirt</p> <p>Corporate Partners & Major Local Businesses (via email & targeted Facebook ads) • Message: Support our city, give UW basketball a try</p>
OUTREACH TACTICS:	Each day, beginning Monday, Jan. 22 (week of game), post images of “billboards” near iconic Seattle landmark on Twitter, IG and FB
RECOMMENDED PROGRAMMING:	Music from notable Seattle bands / Video feature: Players' favorite local hangout spots / Invite food trucks pregame outside arena
PROMO GIVEAWAYS:	<p>Seattle-themed T-shirt, available exclusively through purchase / STH and fans already with tickets: May purchase shirt for \$10 at game</p> <p>Students: First 500 at game receive free shirt</p>
ATTENDANCE GOAL:	<p>8,387 overall</p> <p>NOTE: WSU 3-year attendance average: 8,306</p>



SUN., JAN. 28 vs. **WSU** (5 PM) : “206-HOOPS NIGHT”

MON., 1/22	TUES., 1/23	WED., 1/24	THURS., 1/25	FRI., 1/26	SAT., 1/27	SUN., 1/28
	<ul style="list-style-type: none"> • DIGITAL & SOCIAL FEATURE “The 206 is Tougher Together” feature about Seattle as a basketball culture (Haner) 	<ul style="list-style-type: none"> • DIGITAL TAKEOVER (GHcom) Jalen Nowell takes over official accounts (Bruce / Newton) 	<ul style="list-style-type: none"> • DIGITAL FEATURE (GHcom) 10 Questions with... local student-athlete, or signee TBD (Walker) 	<ul style="list-style-type: none"> • SOCIAL PROMO VIDEO Hype video for WSU game (Hamill) 		GAMEDAY

SAT., FEB. 3 vs. ARIZONA (7:30 PM) : “TOUGHER TOGETHER NIGHT”



“TOUGHER TOGETHER NIGHT”

OVERVIEW:	Rally the community in a display of unity, belief in the future of the UW Basketball program. Wearing the same color shirt shows = We as a fanbase are Tougher Together Rowdy, loyal home court advantage creates a TOUGHER atmosphere for the opposition.
TARGET AUDIENCES:	Students (via Email & dorm fliers) <ul style="list-style-type: none"> • Message: Come to the game, get a cool shirt Connected Fans (Past SG Buyers, Football STH, Social Followers) (via social, email, digital ads) <ul style="list-style-type: none"> • Message: We need everybody; come be a part of something special
OUTREACH TACTICS:	Late Jan: Mail T-shirts to media, notable UW alumni & influencers with instructions to tweet a selfie holding/wearing the shirt on MONDAY, 1/29 @UWathletics & @UW_MBB to RT celeb photos
RECOMMENDED PROGRAMMING:	Black & White Intro Video, Score Bug
PROMO GIVEAWAYS:	Blackout T-Shirts (If sponsored: All-fan giveaway, If no sponsor: Free for first 5,000 fans) Design: TOUGHER TOGETHER
ATTENDANCE GOAL:	9,687 overall NOTE: ARIZ 2-year average: 9,372

SAT., FEB. 3 vs. ARIZONA (7:30 PM) : "TOUGHER TOGETHER NIGHT"



SUN., 1/28	MON., 1/29	TUES., 1/30	WED., 1/31	THURS., 2/1	FRI., 2/2	SAT., 2/3
		<ul style="list-style-type: none"> • DIGITAL FEATURE (GHcom) 10 Questions with student-athlete TBD (carwash) 	<ul style="list-style-type: none"> • DIGITAL FEATURE What does "Tougher Together" mean (Beaky) 	<ul style="list-style-type: none"> • ASU GAME RECAP TAGS Game coverage promotes the marquee event (Walker) 	<ul style="list-style-type: none"> • SOCIAL PROMO VIDEO Hype video for Arizona game (Hamill) 	GAMEDAY
				vs ASU (8:00 PM)		



SAT., MAR. 3 vs. OREGON (TIME TBD) : “PRO DAWGS NIGHT”

“PRO DAWGS NIGHT”

OVERVIEW: Evoke and leverage pride and nostalgia in UW’s NBA talent to drive single-game ticket sales and attendance to our game vs. Oregon
 Reinforce Husky MBB as a breeding ground for future NBA stars

TARGET AUDIENCES: Primary: Connected Fans (Past SG Buyers, Football STH, Social Followers) (via Own Social/Web, Email)
 Secondary: Seattle-area NBA Fans (via Targeting Facebook + Digital Ads, KOMO Social)

OUTREACH TACTICS: Ask ProDawgs to tweet video saying “Go Huskies, Beat the Ducks” or similar
 Share in days leading up to gameday
 Stop-motion video of IT figurine with audio from “Cold Blooded”
 End tag: Free for first 5000, Saturday vs. Oregon
 Highlight top-performing ProDawgs in days leading up to game day

RECOMMENDED PROGRAMMING: Concourse: Cutouts of NBA players for photo opps
 Announcements of raffle winners throughout game
 Videoboard: Repurpose messages from ProDawgs saying Beat the Ducks and Recent NBA highlights from ProDawgs

PROMO GIVEAWAYS: Isaiah Thomas “Starting Lineup” figurine Giveaway (first 5,000) / ProDawgs Poster (first 5,000) /
 Raffle game-worn and/or signed gear from ProDawgs

ATTENDANCE GOAL: 8,991 overall
 NOTE: ORE last 2-year average: 7,529



SAT., MAR. 3 vs. OREGON (TIME TBD) : PRO DAWGS NIGHT

SUN., 2/25	MON., 2/26	TUES., 2/27	WED., 2/28	THURS., 3/1	FRI., 3/2	SAT., 3/3
	<ul style="list-style-type: none">• VIDEO FEATURE (GHcom) ProDawgs video feature (Hamill)	<ul style="list-style-type: none">• DIGITAL FEATURE (GHcom) Repurpose Justin Holiday feature (Tye Club)		<ul style="list-style-type: none">• OSU GAME RECAP TAGS Game coverage promotes the marquee event (Walker)	<ul style="list-style-type: none">• SOCIAL PROMO VIDEO Hype video for Oregon game (Hamill)	GAMEDAY
				vs OSU (8:00 PM)		

2017-2018 ATTENDANCE GOALS

1		SAINT MARTIN'S THURS., NOV. 2	(exh)
2		BELMONT FRI., NOV. 10	6,701
3		EASTERN WASHINGTON SUN., NOV. 12	6,754
4		SEATTLE U FRI., NOV. 24	6,543
5		UC DAVIS SUN., NOV. 26	6,754
6		KENNESAW STATE TUE., NOV. 28	6,321
7		NEBRASKA OMAHA SUN., DEC. 3	6,241
8		GONZAGA SUN., DEC. 10	10,000
9		LOYOLA MARYMOUNT SUN., DEC. 17	6,241
10		BETHUNE-COOKMAN TUE., DEC. 19	6,321

11		MONTANA FRI., DEC. 22	6,701
12		CALIFORNIA THUR., JAN. 11	6,969
13		STANFORD SAT., JAN. 13	8,313
14		WASHINGTON STATE SUN., JAN. 28	8,387
15		ARIZONA STATE THUR., FEB. 1	6,594
16		ARIZONA SAT., FEB. 3	9,687
17		UTAH THUR., FEB. 15	7,132
18		COLORADO SAT., FEB. 17	7,413
19		OREGON STATE THUR., MAR. 1	7,118
20		OREGON SAT., MAR. 3	8,991

NOVEMBER

SUN	MON	TUES	WED	THURS	FRI	SAT
			1	2	 3 MBB: SMAR (7:00 PM)	4
5	6	7	 8 VB: STAN (7:00 PM)	9	10	11
12	13	14	15	16	17	18
WBB: IDST (1:00 PM) MBB: EWU (5:00 PM)			WBB: BYU (7:00 PM)			FB: UTAH (TBD)
19	20	21	22	23	24	25
			VB: ARIZ (TBD)		MBB: SEA (12:00 PM) VB: WSU (8:00 PM)	FB: WSU (TBD)
26	27	28	29	30		
MBB: UCD (5:00 PM)		MBB: KENN (6:00 PM)				

DECEMBER

SUN	MON	TUES	WED	THURS	FRI	SAT
					1	2
					FB: at P12 CHAMP	
3	4	5	6	7	8	9
WBB: PORT (1:30 PM) MBB: OMA (4:00 PM)	GYM: P&G (10:00 AM)					
 10 WBB: GCU (12:00 PM) MBB: GONZ (5:00 PM)	11	12	13	14	15	16
17	18	19	20	21	22	23
MBB: L-MD (3:00 PM)		MBB: BCU (7:00 PM)	WBB: SEA (7:00 PM)		MBB: MONT (8:00 PM)	
24	25	26	27	28	29	30
31						

JANUARY

SUN	MON	TUES	WED	THURS	FRI	SAT
	1	2	3	4	 5 ▸ WBB: UTAH (6:00 PM)	6
7 ▸ WBB: COLO (2:00 PM)	8	9	10	11 ▸ MBB: CAL (8:00 PM)	12	 13 ▸ MBB: STAN (5:00 PM)
14	15	16	17	18	19	 20 ▸ GYM: CAL (12:30 PM)
 21 ▸ WBB: WSU (1:00 PM)	22	23	24	25	26 ▸ WBB: UCLA (7:00 PM)	27
 28 ▸ WBB: USC (2:00 PM) ▸ MBB: WSU (5:00 PM)	29	30	31			

FEBRUARY

SUN	MON	TUES	WED	THURS	FRI	SAT
				1	2	 3 ▸ MBB: ARIZ (7:30 PM)
				▸ MBB: ASU (8:00 PM)		 10 ▸ GYM: ORST (1:30 PM)
4	5	6	7	8	9	▸ WBB: ORE (8:00 PM)
 11 ▸ WBB: ORST (3:00 PM)	12	13	14	15	16	17
				▸ MBB: UTAH (6:00 PM)		▸ MBB: COL (5:00 PM)
18	19	20	21	22	23	 24 ▸ GYM: STAN (4:00 PM)
					▸ WBB: STAN (8:00 PM)	
 25 ▸ WBB: CAL (3:00 PM)	26	27	28			

MARCH

SUN	MON	TUES	WED	THURS	FRI	SAT
				1	2	 3
				▸ MBB: ORST (8:00 PM)		▸ MBB: ORE (TBD)
4	5	6	7	8	9	10
					▸ GYM: UCD/SPU (7 PM)	
11	12	13	14	15	16	17
				▸ GYM: BSU/BYU (6 PM)		
18	19	20	21	22	23	24
25	26	27	28	29	30	31

FAN EXPERIENCE AUDIT



CONSISTENT FAN EXPERIENCE ELEMENTS

- HUSKY HOWLITZER T-SHIRT CANNON
- HUSKY BAND PERFORMANCES
- CHEER & DANCE PERFORMANCES
- HARRY THE HUSKY
- NEWSPAPERS IN DAWG PACK STUDENT SECTION
- ALASKA AIRLINES "FLY AWAY" PROMO

FAN EXPERIENCE ELEMENTS FOR CONSIDERATION

- 4 CRYO JETS AT TUNNEL FOR LINEUP INTRODUCTIONS
- TAGBOARD INTERACTIVE SOCIAL MEDIA
- DAWG PACK INVITED TO COURT TO CREATE TUNNEL
- PARACHUTE DROPS
- FOOD TRUCKS FOR SELECT GAMES



CREATIVE BRIEF



RECOMMENDED TONE

Tougher Together.

Brotherhood. Effort. Culture. Team-first. Belief - Behavior - Outcome.

To emphasize: Family. Seattle. 206. ProDawgs. Military component. Three Amigos - David, Noah, Matisse. Building.

To de-emphasize: Nothing really.

TOUGHER TOGETHER.

Washington men's basketball is a brotherhood. A strong family is defined by purpose-driven culture and a belief system that envelops behavior. Ownership and pride in the process comes through an unyielding commitment to knowledge, preparation, effort, and collective responsibility.

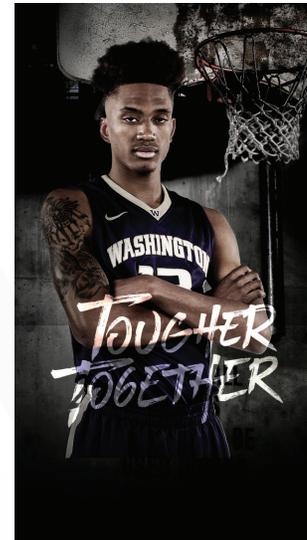
Huskies are tougher together.

This is the 206. The city of Seattle and the names of those that paved the way define a future for Washington men's basketball rooted in a family first, family forever mentality.

Take pride in the process.

Huskies are tougher together.

CAMPAIGN VISUALS



STYLE GUIDE

TYPEFACE
BEBAS NEUE BOLD
WASHINGTON MEN'S BASKETBALL

PRIMARY MARK

TOUGHER
TOGETHER

SECONDARY MARK

TOUGHER TOGETHER

TYPEFACE
BEBAS NEUE BOLD
WASHINGTON MEN'S BASKETBALL

PRIMARY MARK

TOUGHER
TOGETHER

SECONDARY MARK

TOUGHER TOGETHER

W

THANK YOU

WASHINGTON