

Applying Peso

Target Audience

The Miami Dolphins will host a family day. The target audience is Miami-based women between the ages of 25 and 45 years old. 46% of NFL fans are female (USA Today, 2022). As a result, we would directly reach nearly half of the audience while indirectly influencing the remaining audience members as all males have at least one influential female in their lives. Females are socially sharing organisms, once they see the information, they are more likely than a male to go tell a friend or family member (SPSP, 2020). We also want to target females because they are usually more involved with planning family activities (NCBI, 2014). We do not want only adults to attend but entire families, so that is our target focus. We want to keep our target audience in mind when thinking about the preparation needed to even attend the event and those tasks will generally lean toward a female. Generally, women would arrange the carpool, pack the kids' bags, and determine the travel time and itinerary.

In addition, the median age for new mothers is currently 26 years old (New America, 2022), which falls right in our age range. At this age, people usually have access to transportation and the optional funds to purchase from local vendors at events like this. They will be the ones deciding if they will be in attendance. This is also the age when people become aunts and uncles, so they are looking for events for their nieces and nephews. This age demographic is the same for our performer, Fred Ling. In addition, Miami-based is an important factor in our audience. People who live in the area are also most likely to be Miami Dolphins

fans and will willingly want to meet players and support the organization. Attendees' friends and families may also be one of the partnered local businesses, so they would attend to show support. People love to support their communities and our event has so many local aspects.

Central Message

The Miami Dolphins value family time and community relationships.

PESO Messaging

PAID: A Facebook ad; a picture of a happy family in Dolphin's gear with text stating "Free Family Day Event! Grammy-winning performances, player meet and greet, and tasty food from local businesses. With a caption containing the date, time, address, and link to a press release on the Miami Dolphins website.

JUSTIFICATION: The corporation's voice is always fun, informative, and casual. This will be effective because females ages 25-45 are most targetable through the Facebook platform (Canzmarketing, 2023). Facebook also has distinct features so that moms will specifically be targeted.

EARNED: We will be writing press releases in hopes that the local news will pick the story up. We will be writing using the community engagement angle and sending pitches to community influencers.

JUSTIFICATION: The local news will help us target our local families. The vast majority of Americans (87%) are satisfied with the coverage of local news in their community, and 83% find local news coverage on television and radio to be the most trustworthy (Butts, 2022). The communities trust the local news.

SHARED: We will get 3 key players and their families to make a 15-second video encouraging fans to come out and spend some family time while meeting the team. These videos will be posted as reels on the Miami Dolphin social media accounts.

JUSTIFICATION: It is important to use videos not only to make them seem personable but also to keep it short as our audience scrolls quickly. This will work as the celebrity effect seems to be effective on social media. 50% of Millennials trust product recommendations from influencers (Hotspot, 2023). Even though we are not selling a product, this approach still applies to getting people to attend events.

OWNED: We will create a written article along with a trailer promotional video for the event that will be featured on our website.

JUSTIFICATION: This way we give our audience their own options of receiving information, being inclusive, and building relations. Videos give a visual look which allows fans to somewhat experience what is to come. 87% of marketers feel that video has a direct, positive impact on sales - another all-time high. And 96% of marketers agree that videos have helped increase user understanding of their product or service (Hotspot, 2023). Others do, however, still prefer print information.

CONCLUSION

I know that this messaging will be successful because it directly hits the target audience and provides a needed option for family fun. Despite the fact that each of these uses a distinct message, they all work toward the same objective—encouraging the target audience to attend the event.

Sources

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