Luis Grijalva, Joey LaCosta, Émilie Leger, Sory Traore, Carly Travers

Dr. Xiong

PRS 300

22 April 2023

Group Project 3: Step 1 & 2

Core Value of Campaign
The core value of the Brooklyn Nets' campaign is religious inclusivity, respect, transparency, diversity, love, compassion, and connection. Religious inclusivity, respect, and diversity are of the utmost importance due to the crisis we encountered in 2022 regarding Kyrie Irving's anti-semitic and unthoughtful posts (Ganguli et al.). Throughout the creation of the campaign, our aim was to regain the trust of the Brooklyn community and our fans nationwide, and rebuild our organization to regain the trust of our fans and the credibility of the National Basketball Organization.

Slogan and Hashtag
The slogan in use to represent the Brooklyn Nets core value is Bringing People of All Faiths and Backgrounds Together: Brooklyn Nets – Where Love and Respect Rule the Court. This slogan emphasizes that the team celebrates and respects individual differences, and that regardless of our ethnic, cultural or religious backgrounds, we can come together and bond together under the love of the game of basketball. This also suggests that the team is a positive example of good sportsmanship and mutual respect on and off the court. Overall, both are great options that celebrate the team while promoting a message of inclusivity and respect for all. Also the hashtag Is #faithinbrooklyn, #BROOKLYNUNITE,#WEGOHARD AND #STRENGTHTHROUGHUNITY

Storytelling
For the case of the Brooklyn Nets, the master plot best fitting is discovery. The discovery plot emphasizes the questions, "Who am I?", "How did I get here?", and "Why am I here?" In the case of the sport of basketball and the borough of Brooklyn, the Nets play a big community role. When constructing the storytelling, we can emphasize first how we got here, mentioning the Nets relocation from New Jersey to Brooklyn in 2012, and then answer the question of "why", and portray the importance of the organization to the Brooklyn community. Events and media showing players interacting with fans at local basketball courts or fundraising events can show how much the local youth looks up to these stars and how they can relate.

Key messages

Some key message that relates to our company slogan and core values are "Love and respect are foundational values that guide the team's interactions and decisions" " Basketball is a unifying force that transcends differences and brings people together"" Diversity is a strength that enriches the team's experiences, learning, and growth"

Partnerships

 The Brooklyn Nets are a basketball team known worldwide, with that, partnerships with other outside sources will always be there. Having these partnerships do not only drive the business up for the Nets but also for these partners.

The partnership with the YES network is one of the more important for the consumers because that is where the fans of the Brooklyn Nets are able to watch the games. YES (Yankee Entertainment and Sports) network launched back in 2002 and it is an Emmy award winning network. They provide regional fans with a variety of content between different sports while also providing biographies, exclusive interviews, etc.

Another partner for the Brooklyn Nets is Barclays, as the name of their home arena is the Barclays Center- as these 2 organizations grouped together when the arena first opened in Brooklyn in 2012, they have been working together ever since. As it is one of the newer and more modern arenas around the country, it has been home to concerts, events, and many more activities in the arena.

Barclays, is a British banking institution but it is a multinational banking institution as well. As they are headquartered in London, England, they have made their way to the United States as well. The institution has more than 325 years of history and currently operates in more than over 40 countries. Barclays provides its customers with multiple banking products and services such as lending, investing, and protecting its customers money.

These two partners were picked because these are what provide ways for fans to not only watch the game at home but also in the actual arena. The Barclays partnership also provides services out of the arena simply with the banking organization that the Barclays is. These two partners really just work together because the thing that was alluded to earlier, which is the things provided to the fans. The YES network is important because they provide regional fans with different content. While the Barclays Center has become one of the staples and main attractions within the Brooklyn area.

Influencer Marketing

The in-arena host of the Brooklyn Nets is Ally Love, who is the founder and CEO of Love Squad. Ally Love is not only the founder/CEO of Love Squad but she also is a model, a peloton instructor, and an Adidas Global Ambassador. Having all these different roles brings a different perspective for things because Ally Love has to manage all these different roles. But having someone who can reach many different audiences for different reasons can not only bring people together but also create change within these organizations.

Common objections

For the Brooklyn Nets, there will not be a lot of objections due to the fact that most of our objectives help our community and fan base. The Brooklyn nets will most likely get backlash on the ticket sales going up

Tactics

For the three most likely tactics for our campaign, we will use social media, billboards, and events. First, social media is a large part of any sports team's presence, especially the Nets being in a large market. Videos showing players interacting with fans is one basic way to show that the organization cares about how they are viewed by their fans, and the public. Other social media posts like the ones above can get the word out about messages to fans. Billboards are common things in big cities. Being from New York City, there are many opportunities to advertise and send a big message to the local community. Even without a long message, the Brooklyn Nets

have shown their pride in who they represent. Finally for events, which can be advertised by the previous two tactics, they would provide the community with real life experiences with some of their biggest role models. Having these events in Brooklyn would treat as a thank you to the fans, as instead of the fans coming to see them, the Nets go to see their community.

Outputs Evaluation
To evaluate the outputs of our PR campaign during and after, there are a few methods that can be used. Some of the main goals and objectives of this campaign are to increase the Brooklyn Nets social media following and interactions on Instagram, increase attendance at campaign events, and to grow website traffic. To measure the attendance at events, specific fan engagement events will be created and offered within our campaign. An assessment of a specific event, as in counting the number of attendees at a specific event, for example if some of the Nets players were to go to a public court in Brooklyn to engage with fans. Counting the number of attendees at this event will give information of fan engagement and outputs of the campaign effort. To assess website traffic, there will be a new Brooklyn Nets website created that is centered around the campaign. Website traffic assessments are important to see if the efforts of the campaign are successful or not in bringing more traffic to the Brooklyn Nets website.
A social media related assessment is necessary to see the output of the reputation management goal and objective. Using specific metrics and social media analytical tools, evaluation can be measured by things such as awareness, engagement, volume, sentiment, referrals, and conversions. This allows for an overview of how successful our campaign was on social media, specifically Instagram. A social media related assessment, an assessment of a specific event, and website traffic assessments are important in the output evaluation stage, but it is also important to look at traditional media coverage. Social media coverage can lead to traditional media coverage, which is also very important to look at in output evaluation. For those who don't use social media, or who spend time on traditional media, they can watch on television, read in the newspaper or online, but it is important to also assess the sentiment that goes into this coverage.

Outtakes
      Our survey will be distributed to the public the 7th of June 2023, one week after the scheduled end of the campaign. The survey will be launched online through google and will be accessible to everyone with a mobile or internet browsing device. The survey will be sent via text and email to any who are signed up to the organization's newsletter. It will also be a pop up link on the teams webpage and will again appear after any online purchases at the teams store. Additionally, all receipts at barclays center during home games will have a QR code linked to the survey asking fans and consumers to take the short time required to present their feedback. We plan to obtain a high population of Brooklyn Net fan participants, and plan to acquire a sample size of approximately 7,000 submissions. Three examples of these survey questions will be as followed:

1. *The Brooklyn Nets post incluse and diverse content*
- *Strongly Agree*
- *Agree*
- *Neither Agree nor Disagree*

- *Disagree*
- *Strongly Disagree*
2. *The message of our recent campaign on religious inclusivity clear and impactful?*
- *Strongly Agree*
- *Agree*
- *Neither Agree nor Disagree*
- *Disagree*
- *Strongly Disagree*
3. *How likely are you to share the message of our recent campaign with a friend?*
- *1   (Very Unlikely)*
- *2*
- *3*
- *4*
- *5   (Very Likely)*

Outcomes

To measure public relations outcomes based off of our campaign we can proceed with the following; administering surveys, creating focus groups, or conducting interviews, all with regards to the target public. Our plan is to distribute an interactive survey with our audience in order to reach a larger demographic and a higher sample population. Three examples of these survey questions will be as followed:
1. *Do you agree the Brooklyn Nets brand portrays inclusivity and acceptance?*
- *Strongly Agree*
- *Agree*
- *Neither Agree nor Disagree*
- *Disagree*
- *Strongly Disagree*
2. *How likely are you to attend a Brooklyn Nets game this season?*
- *1   (Very Unlikely)*
- *2*
- *3*
- *4*
- *5   (Very Likely)*
3. *Please rate how strongly you agree or disagree with the following statement*
   " I agree with the image the Brooklyn Nets present to the public"
- *Strongly Agree*
- *Agree*
- *Neither Agree nor Disagree*
- *Disagree*
- *Strongly Disagree*

The plan to measure business and organizational outcomes consists of retaining data on game attendance and ticket sales, merchandise profits at home games, and overall public diversity. When collecting data based on ticket sales and game attendance, we will look at the numbers retained before the Irving controversy, before the campaign launch, and after the campaign launch. This allows for the comparison between past attendance rates and current, as well as noting if there was any change due to the incident and whether it was combatted successfully. Similarly with merchandise profits we will collect data from the same points as ticket sales to be able to see if there was improvement from the campaign. We are focusing directly on in person home game sales rather than online so we can have a better understanding on the impact both the controversy and campaign had on our more immediate, local, and consistent fanbase; as those who are attending games tend to invoke the greatest profit. Finally, we will collect data regarding the demographics of our fans and audience concerning ethnicity, race, gender, and most important to our campaign religious background. By collecting these data points we can look to ensure that our goal of inclusivity has been obtained and grasped by the public.

Citations

Ganguli, Tania, and Sopan Deb. "What to Know about Irving's Antisemitic Movie Post and the

Fallout." *The New York Times*, The New York Times, 7 Nov. 2022,

https://www.nytimes.com/article/kyrie-irving-antisemitic.html.