

CHICAGO BULLS



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digital
CAMPBELL - STOKES

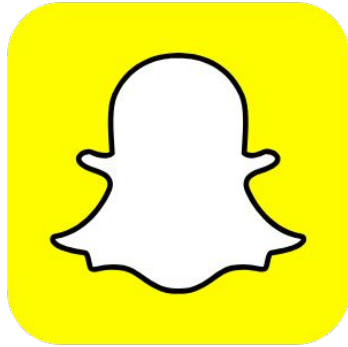




TARGET AUDIENCE



MOTIVATIONS



OBSTACLES

Veronica, 26, Loyola University Chicago: *“The Bulls are special because if you grew up here when they were up, your memory and feeling’s (of the team) bound to be great.”*

Kelvin, 27, Loyola University Chicago: *“If I drink before I go, maybe I’d be able to spend \$25-\$35 on a ticket. But everything else is so expensive, and I’m not trying to go broke over the Bulls.”*

Niko, 28, Robert Morris: *“There’s so much going on in Chicago. I’d need to feel like the Bulls ‘student whatever’ was worth it.”*



DATA & INSIGHTS



1.

Relatable Experiences



2.

Affordable Options



3.

Reasons to go to a Chicago Bulls Game



4.

User-friendly App



U N I T E D

CREATIVE

We created an app mockup to improve the user interface and experience.

[Prototype Link](#)

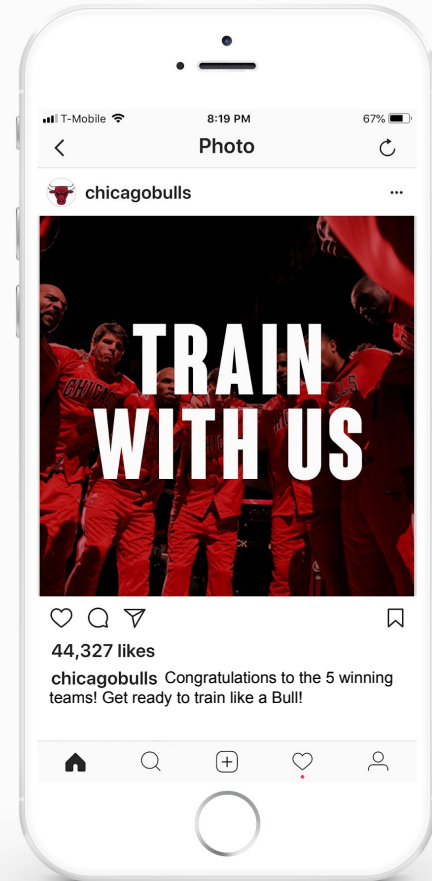


SOCIAL MEDIA

“Train with Us” Campaign

Influencer Strategy

- Micro Influencers
- Chicago Bulls Players
 - “Day in the Life” Series
 - “Feel like a Bull”



PARTNERSHIP



GRUBHUB



Spotify®

MEASUREMENT

Social media KPIs

- Influencer program
- Application integration
- Campaigns

#LikeaBull

#UnitedCenter

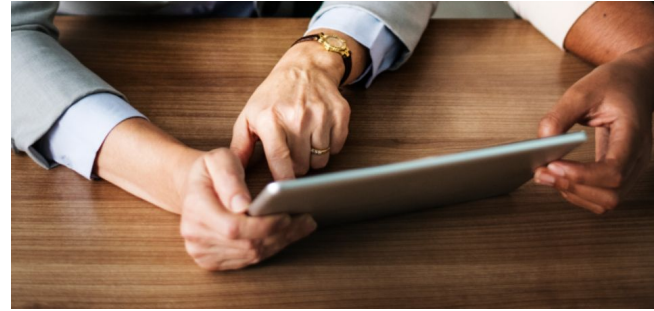


MEASUREMENT



Application KPIs

- UMV's
- Returning users
- Ticket sales
- Sales impact
- Advertising revenue



Strategic partnerships

- Grubhub
- Spotify
- Groupon
- Uber/Lyft



FAQ

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A P P E N D I X

