



FOX SPORTS

Auxo Media, Spring 2022







AUXO MEDIA.
STRENGTH, GROWTH, PROSPERITY.

Spring 2022



Table Of Contents

Executive Summary.....1

Key Research5

Target Profile13

Overall Strategy19

Creative Concept23

Big Idea27

Campaign Tactics29

Alternate Recommendations43

Budget/Timeline51

Evaluation57

Meet the Team61

LONG

20



The background of the slide is a blurred image of the United States flag, showing the stars and stripes in a soft, out-of-focus manner.

Executive Summary

Auxo Media worked diligently over the course of five months to research, create, and innovate an outstanding campaign for Fox Sports, in regard to the 2023 Women's Fifa World Cup Tournament.



Executive Summary

Our Mission

Our mission is to promote the 2023 Women's World Cup across a variety of platforms and connect with our target audience efficiently in the process. Women's World Cup consumers continue to grow and they are becoming increasingly younger. Our strategic messaging is centered around the nostalgia and community aspect of sports, and all of the memories that come along with being a part of a team.

Execution

To connect with our audience, we will zero in on digital marketing and interactive in-person events. Digital marketing through social media and influencers attracts a younger, tech-savvy, group of consumers that are eager to have conversations. In-person PR events will emphasize the community element of watching sports and rooting for a team.

Findings

Sports continue to influence society and have become an integral part of our culture. However, for many fans it is more than just the game itself. We found that games help bring people together by giving them a sense of community, national pride, relationships, and nostalgia. Our target audience likes connecting with others over these similar interests and their love for sports.





Key Research

When doing primary and secondary research, we were able to use our data from our participants to find key insights and takeaways that will allow us to better interact and please our target audience. This data was imperative in our ability to succeed within this campaign.

Key Insights

Community 1 ▶

Sports continue to influence society and have become an integral part of our culture. However, for many fans it is more than just the game itself. Our survey found that games help bring people together by giving them a sense of community. They like connecting with others over these similar interests and building relationships over the competitive, enjoyable nature of sports.

National Pride 2 ▶

When it comes to the international level, fans have immense pride in their country. They enjoy watching the sport being played at a high level. One game can have such a crucial impact on a country. The USWNT represents the US on a global stage, and they have experienced great success recently. Respondents see the World Cup as ritualistic. A wave of patriotism sweeps over the country every Women's World Cup.

Building Relations 3 ▶

Our audience consumes digital media every day in some form. Amongst younger generations, where social media usage is especially much more prevalent, it's become increasingly easier to engage with players through social media. Fans enjoy learning about individual players, their personalities and lifestyles through these platforms.

Nostalgia 4 ▶

There was an overarching sense of admiration for USWNT players that was seen amongst our survey respondents. We want to touch on the sentimentality that fans feel when they watch these athletes playing on a world stage, while also reflecting on their own sports history and all of the emotions that come with it. No matter what sport was played, there is a sense of nostalgia, pride, and love that any person that has played a sport can connect to and appreciate.

3 “

4 I feel a sense of **community** with my fellow countrymen for enjoying soccer and it's just been such a huge part of my family's life growing up. It's a lot of fun and it's an experience I also get to share with some of my friends.” ~JW

“

For the World Cup I feel like a lot of Americans even if they don't really care about soccer will turn it on—I'd say it's probably **pride** for our country...the most proud Americans want us to succeed in whatever they're doing, just kind of hoping my country can win at all would be the motivation to tune in.” ~LB



“

What specifically about soccer excites you? “I guess it’s comforting in a way, like it reminds me of my **childhood** and it’s something that I know very well.” ~JS

“

I love feature stories. I like getting to know the players and coaches outside of the game itself...People always get caught up in who they are as athletes, but you don’t get to know who they are as people. Getting to know them as people and feeling like I am creating a **relationship** is what I like the most.” ~MS

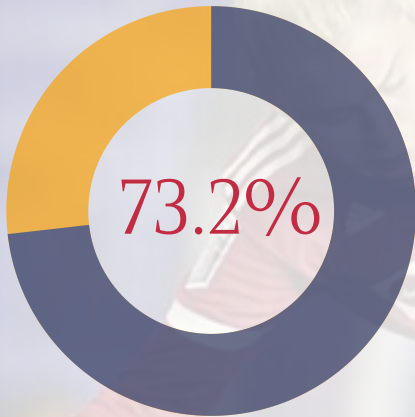
Research Findings

Social media was our key research takeaway that we found was a necessity to analyze when considering all aspects of our campaign. The key research findings and data gathered from our primary and secondary research, influenced our strategy, and shaped our campaign as a whole.



The most used platforms to follow soccer were **Instagram** and **Twitter**, while Snapchat was ranked last. Our key tactics involve promotion before and during the Cup on Instagram and Twitter.

Social Media Usage for World Cup consumers



According to our primary research, 73.2 percent of World Cup consumers spend 2-5 hours every day on social media.



Eighteen percent of World Cup consumers spend more than six hours daily on social media, making digital marketing a key strategy of our campaign.



A large, energetic crowd of people, likely at a sporting event, is shown. Many individuals are holding up American flags, and several people in the foreground have their mouths open as if cheering or shouting. The scene is bright and filled with movement, capturing a moment of high excitement.

Target Profile

By utilizing extensive IDI interviews and a national survey, we were able to gather data and insight into who our target profile is, and how we can best engage with them.



Target Profile

Fútbol Fanatics

The Fútbol Fanatics — avid sports fans who have a vast appreciation for all things sports and the nostalgia and devotion that comes with it. Amidst their high-paced lifestyle, FOX Sports is the network that these fans go-to for all the updates on their favorite teams.

We are targeting young adults across the country of any gender, ages 18-27. They are avid sports fans and watch sports games at least twice a week on their free time. They have most likely played a sport themselves sometime in their past. Meaningful games and high-stakes competition drive this target even more in-game viewership, as they appreciate the game being played at a higher level, and have looked up to these athletes and seen them as role models.

Members of our target audience live active lifestyles and hold steady jobs. When they're not watching sports, they enjoy spending time with friends and family at least a couple of times each week. They are naturally very sociable

individuals who value sharing their interests with others. They consume digital media in some form every single day and prefer streaming devices to cable. They are active users across multiple social media platforms, especially Instagram and Twitter, where they follow their favorite teams and players.

Engaging with their go-to teams and players is a must. They admire all athletes and want to feel like they know them on a deeper, more personal level. Check the phone of our target profile, and you will find a plethora of sports apps. These apps provide updates on scores and schedules, game highlights, and behind-the-scenes content.

Fútbol Fanatics feel a sense of community in sports and thinks it helps bring people together, especially on the international level. They exhibit strong national pride in their country and favorite teams,

especially within these high-level competitions. Watching sports live interests them, especially when the game is more significant. Our target audience also attributes special memories and moments to sports which lend an appreciation for both the past and future.



Consumer Insights

Fútbol Fanatics

“

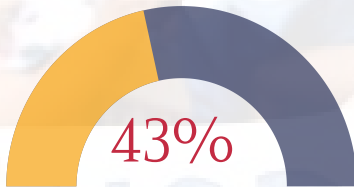
These people are at the top level of the game so watching it is a big lesson and I think my passion obviously has **developed over the years**, so watching it is more connected to the sport overall.” ~LM

Increase In Soccer Popularity within the U.S

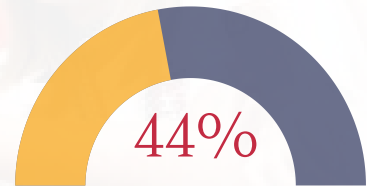


Soccer is becoming increasingly popular with a younger female audience. These consumers are relatively new to the sport, as almost 50 percent of soccer fans in the US have followed the sport for less than 10 years.

Fox Sports World Cup campaigns need to directly engage with this age demographic. This demographic values streaming services more than traditional viewing services. They also use social media more than any other demographic.



Around the world, 43 percent of soccer consumers are between 16 and 34 years old.



Fourty four percent of new soccer fans are women.

“

[as a college athlete] I love watching other people work hard and it's cool as an athlete, because you understand...so you can really appreciate, like the moments, where people are successful, and you can sympathize when it's not so successful.” ~ KS





Overall Strategy

It was crucial to create a strategy and plan to successfully engage and provide our consumers with the content that they truly wanted.

Overall Strategy

Execution

Our big idea, “Honor the **Past**, Embrace the **Future**,” is centered around four main key- insights we gathered and focused on from our research: community, national pride, building relationships and nostalgia. These insights align not only with our big idea, but also with the World Cup and its traditions as a whole.

The World Cup signifies a time of bringing people together and encourages a sense of community amongst all walks of life. People from all around the world connect while watching their favorite teams fight to win the trophy and title of one of the biggest sports tournaments in the world.

We plan on leveraging a variety of media platforms to reach our audience within this campaign. Through traditional and social media, PR and experiential events, and out-of-home advertising, we will connect young sports fans with Fox Sports for all things Women's World Cup. Our goal is to provide fans with unique experiences that encourage deeper engagement and connections to the players and the game of soccer.







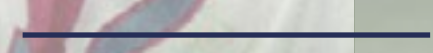
Creative Concept

By strategizing and analyzing our data, we were able to conceptualize a big idea that would increase engagement, excitement, and awareness of the World Cup for our audience.



Honor The Past,
Embrace The Future.

1991



1999



2015



2019



Honor The Past,
Embrace The Future.

Big Idea

Our goal is to honor those who have played, who have fought and who have paved the way to excellence. We want to create excitement for the future and for the national pride many sports fans have for their country or hometown.

Without the past, whether that be in our strengths or our weaknesses, we want to acknowledge that it is crucial to always remember where we started and where we are now. The veterans of the U.S team and their successes have paved the way for a future of a new generation of successes, while inspiring so many.

“Honor The **Past**, Embrace The **Future**.”

We also want to embrace the devotion that playing a sport creates. We want to let that honor and spirit live on through the past and future for all fans and players to come. Playing a sport and being a team player will forever live on with every person who has experienced it. We have all looked up to players as role models and admired them as people who can inspire us to reach for our dreams and strive for something greater in ourselves.

Everyone recalls special memories that come along with being part of a team. Those who have inspired you along the way also contribute to that sense of pride and nostalgia. Honoring the past is the key to embracing the future.





CAMPAIGN TACTICS

When choosing campaign tactics it was crucial to keep all of our target profiles habits and needs in mind. All of the tactics chosen exemplify our targets keen social media use, love for hands on experiences, and devotion to all things sports.

Traditional Media

Television

Our goal is to instill feelings of nostalgia and inspiration in viewers through our commercial executions.

In our first commercial, a young Alex Morgan is seen watching Brandi Chastain make the memorable game-winning penalty kick in the final of the 1999 Women's World Cup.

The scene transitions to a young girl watching Alex Morgan make a goal for the U.S years later.

It then follows that same girl as she attends her first soccer game and gets to meet her idol, Alex Morgan.

After meeting Alex Morgan, the young girl is inspired to follow in her footsteps and strives to make the national team.

The video shows her training and practicing rigorously, eventually becoming an amazing player herself.

She is then seen when she's older making the women's national team.

It ends with her celebrating with her teammates as world champions.

The screen then fades to black as the "Honor the **Past**, Embrace the **Future**" logo appears on the screen.

Television Spot 1

Commercial Storyboard

Scene 1: Young Alex Morgan idolizes a Brandi Chastain goal.



Scene 2: Cuts to a young girl watching Alex Morgan.



Scene 3: Same girl at her first soccer game



Scene 4: Young girl gets to meet Alex Morgan



Scene 5: Young girl motivated to be her best after meeting Alex.



Scene 6: Young girl getting really good at soccer.



Scene 7: Young girl on the USWNT roster



Scene 8: Girls celebrate together as champions.



Social Media

We will utilize different social media platforms to create more connections between players and fans. Our target audience wants the ability to engage with these players and to feel like they know them on a deeper, more personal level. Social media is one of the most effective ways to do that.

Instagram

For Instagram, we will use the Fox Sports account to create and promote content surrounding the World Cup. Using their “stories” and live-video features, we would run Instagram takeovers by the players. This will include clips of them answering fan-submitted questions, giving fun facts about themselves, choosing between “this or that” questions and sharing what they’re most excited about in the upcoming World Cup.

Instagram is one of the biggest platforms for influencer marketing, so we will also send select influencers a themed “Watch Party Kit” for the World Cup that they will share with their followers, which Fox Sports can repost on their story. Actual posts will include game schedules, highlights and score updates as well as sponsorship advertisements with partners in the sports market including Adidas and Athleta.

@FoxSports





Instagram



Fox Sports
Sponsored



86 likes

Fox Sports Click the link in our bio and download our Fox Sports Go App to stay up to date on the Fifa Women's World Cup #FIFAonFox.

Twitter

We will use Twitter's new features, Twitter Spaces and Twitter Moments, to facilitate conversations amongst viewers and highlight special moments from the games. Twitter Spaces is an audio chatroom where users can converse with one another on the app. Twitter Moments allows users to create a moment, similar to a story, where they can include a photo, title and description of the event. These functions are both great for covering live events and creating discussions amongst users. The Fox Sports account would also tweet game and score updates and highlights from games aired during non-traditional hours. This will all happen during the Women's World Cup and should reach fans following games on Twitter. People at watch parties will also have the ability to tweet a photo tagging Fox Sports and using a hashtag, which enters them in a chance to win money or Fifa merchandise.

Tik Tok

With Tik Tok, players from the team will create "A Day in the Life" videos either leading up to

or during the World Cup. These will be one to three minute long videos showing the players in their everyday routines. We also want to use popular audio sounds from the app to create highlight videos from the games for viewers to watch. Since Tik Tok is one of the best apps for gaining traction, we will have the players use the hashtag "#MyYoungerSelf" where players will post photos of their youngerselves playing soccer and where they are now.

Youtube

Youtube is a great platform for generally longer videos. We would create various segments featuring current and retired USWNT members. One segment will be "23 Questions W/" and only 23 in honor of the 2023 Women's World Cup. These would be basic, fun questions for athletes to answer about themselves. With honoring the past and embracing the future in mind, we want to create videos of vets and rookies talking about their journeys, hardships and inspirations. Shorter segments will include "A Moment in Time," which will highlight the idea of nostalgia in which Players will be shown different photos of themselves playing soccer and asked to recount that specific time in their life and their memories and feelings associated with it.

FOX Sports @FOXSports · Jun 20, 2023

The day has come! Australia kicks off the 2023 Women's World Cup against Canada in just under two hours. Join the excitement with previews of the matchup and our analysts' predictions!



64 737 9.4K

FOX Sports @FOXSports · Jun 20, 2023

Our very own, @TaylorFOXSports, spoke with Australia Head Coach Payton Smith about what she expects to see from her squad and the experience it has been being the host country of the World Cup this year.



2 112 849

FOX Sports @FOXSports · Jun 20, 2023

The first match is underway! Can Australia open up strong in front of the home fans or will Canada look to play the spoiler role? Tune into FOX Sports, home of the 2023 Women's World Cup.



2 112 849



Out Of Home

PR Events

Pop Up Soccer Events

To generate excitement in the months leading up to the Women's World Cup, we've created pop-up soccer events that will be held in cities around the U.S. Our goal is to give fans a fun and unique experience that centers around their love for the game of soccer.

These pop-ups will be held in various parks and community spaces in some of the best soccer cities in America with heavily concentrated areas of fans. Cities will include Atlanta, Kansas City, MO, Los Angeles, Orlando, and Seattle. Participants will be able to play with their favorite U.S. Women's National Team members in a plethora of games including

Mini World Cup and penalty kick games where they can win prizes and merchandise from Nike, our brand partnership for the event. We feel Nike is a great athletic brand to sponsor the soccer pop-ups because of their current partnership with the U.S. Women's National Team.

Our target audience enjoys experiential events and more personalized interaction. Our pop-ups combine the two, while also promoting the upcoming Women's World Cup and utilizing brand partnerships to our advantage. After all, who wouldn't want the chance to score on their favorite national team superstar?

Anheuser Busch X FOXSPORTS Bar Experience

In order to further increase game viewership during the Women's World Cup, we've created the "Anheuser-Busch and Fox Sports World Cup Bar Experience." In partnership with Anheuser-Busch and their products, the biggest bars, in major cities with college towns, across the U.S. will host the experience for fans. We've designed Fox Sports labels to be featured on Anheuser-Busch bottles that customers at the bar can get for a limited time. Bars will also offer special drink deals and guests will be required to download the Fox Sports app for entry. This will

happen on the very first day of the World Cup whenever the USWNT plays. We understand that the US team may be playing at irregular hours and games have yet to be scheduled, so we suggest this be an all-day event. Fox Sports media personalities can help promote the event as well by attending a bar in their area hosting the experience. Cities include Los Angeles, Chicago, St. Louis, Kansas City, MO, Nashville, Miami, Boston and New York.



Fox Bet

World Cup Bracket

Sports can be unpredictable. That's why we want to keep our fans engaged in the tournament even if the U.S. Women's National Team doesn't qualify, or gets eliminated early. Our solution? The Fox 2023 Women's World Cup Bracket. It's similar to a March Madness bracket in that participants will be able to choose the winning country of each match to advance in each round once groupings are released for a chance to win prizes. Each round would be worth more points as it gets to the final, and the tiebreaker in the championship game would be determined based off player to score, and predicting the final score of the game.

We feel this will help keep fans tuned in to the Women's World Cup, regardless of the outcome. There's been much success seen with both the March Madness Bracket and NFL's Pick'ems. This method would keep the interest high as fans can follow along with their picks in a competitive and exciting way, even if their team is eliminated. This bracket will also help increase engagement with the Fox Sports app, as fans will have to use the app in order to keep up with their bracket results.



Fox Bet World Cup Bracket



Week 1	Week 2
Australia France	South Africa Brazil
United States Germany	Argentina Sweden
Australia United States	South Africa Argentina
France Germany	Brazil Sweden
Australia Germany	South Africa Sweden
France United States	Brazil Argentina
Week 3	Week 4
Denmark New Zealand	China Italy
Canada Mexico	Russia Japan
Denmark Canada	China Russia
New Zealand Mexico	Italy Japan
Denmark Mexico	China Japan
New Zealand Canada	Italy Russia

Week 5	Week 6
Argentina England	Germany Spain
Denmark Belgium	Russia France
Argentina Denmark	Germany Spain
England Belgium	China France
Argentina Belgium	Germany France
England Denmark	China Spain
Week 7	Week 8
Ukraine Austria	Russia Argentina
Switzerland Denmark	Netherlands Croatia
Ukraine Switzerland	Russia Netherlands
Ukraine Denmark	Argentina Croatia
Ukraine Denmark	Russia Croatia
Ukraine Switzerland	Argentina Netherlands

Potential Brand Partnerships

When creating tactics we analyzed different brands we could partner with that aligned with our target profiles wants, desires, and needs, while still upholding Fox Sports and World Cup ideals.

We believe that Fox Sports should partner up with exciting, new brands that young people are buying. However, we can't ignore the established worldwide brands that should also be involved with our campaign. Using both up-and-coming modern brands with recognizable, dependable ones truly exemplifies our "Honor the Past, Embrace the Future" big idea.

Some brands we would like to partner up with include Celsius, After Pay, Air BnB, Qantas Airlines, Coca-Cola, and Visa. These companies appeal to both our target demographic and connect with the Australian and New Zealand communities as some of their most used brands.

Additionally, we want to fly top men's MLS players and U.S. Women's National Team veterans to Australia and New Zealand to comment on games. We also plan on inviting a host of U.S. Army and naval veterans to join in on the Fox Sports World Cup Kickoff coverage where they'll have the chance to talk with commentators about sports and their teams while live on the air. Fox Sports can celebrate our veterans by partnering with USAA and Boeing for our exciting kickoff event.



CELSIUS.
LIVE FIT



QANTAS



Alternate Recommendations Contingency Plan

In the event that the USWNT does not win or make it far in the FIFA Women's World Cup, we wanted to have a plan to keep engagement and interest in viewers despite their country being out of the tournament.



Embrace the Future.

Campaign 2

The USWNT has been pretty dominant the past few years at the World Cup. This year, we have decided to create an additional campaign in the event that the USWNT does in fact lose within the World Cup. We want to highlight that the other teams competing for the Cup are just as important, and that we support their journeys to victory.

This campaign will engage fans in the US that may want to pick a new team to follow during the tournament to root for and watch. It reiterates the key idea that the World Cup is a **global event** - they should not disengage themselves from world-class competition no matter what happens. This message will certainly be received well by international soccer fans.

For this extra campaign, our tactics include a commercial storyboard, an updated influencer marketing strategy, and a virtual reality pop-up event in Australia and New Zealand.

Traditional Media 2

Television

In our second commercial execution, the scene opens with an ariel shot of a soccer stadium with commentators announcing “We are live for a great day of fútbol” and then indicating that this matchup is a heavy favorite vs an underdog. We pan to the next shot where the setting is intense later in the game and fans are loud and engaged with the players. The commentators ask “Do the underdogs have what it takes?” A heavy sense of pressure is in the air. The favorites seem nervous while the underdogs appear calm and collected amidst the intensity. The music starts to build with a steady drumline right before a voiceover from the commentators shouts in disbelief “IT HAPPENED. David takes down Goliath!” We then see a shot of the reaction from fans celebrating in the stadium as the announcers talk about how the underdogs have pulled off a miracle. The drumline transitions into a calmer musical tone as we move into a shot of a newspaper on the screen from the upset team’s town featuring the headline “Embrace the Future.” The music comes to a hard cut in the next scene when the player from said underdog team wakes up from this dream. After a quick fade to black, a title card will appear saying “Watch the 2023 Women’s World Cup on Fox Sports.” All of these shots will feature paid actors on set.

Air time for this commercial spot will be right before and during the tournament. In the case that the U.S. does not advance, we recommend that Fox Sports keep players on the ground in Australia and New Zealand as commentators for games and additional content creation.

Television Spot 2

Commercial Storyboard

  <p>Scene 1: An overview of the stadium. PA voice "we are live for a great day of football"</p> <p>Pa Voice- matchup indicators massive favorite vs underdog</p>	<p>Scene 2</p> <p>"DO THE UNDERDOGS HAVE WHAT IT TAKES"</p>  	<p>Scene 3: "ITS happened David takes down Goliath"</p>  
<p>Scene 4:" Newspaper of said town "Embrace the Future."</p> 	<p>Scene 5: A player from the underdog team wakes up from their dream.</p> 	<p>Scene 6: Watch the Women's World Cup on Fox Sports.</p> 

PR Kits to influencers

Fox Sports PR Boxes

We will utilize influencer marketing through our Fox Sports PR Boxes. These exclusive boxes will be sent to famous athletes and influencers to show to their followers on their Instagram accounts.

The products included will be from brands partnered with Fox. Each box will contain a 2023 Women's World Cup scarf, a customized U.S. team-themed Fox Sports jersey, a Rowing Blazers U.S. team shirt, Tim Tams -a popular Australian snack, Liquid IV, and a handwritten letter from Fox Sports.

The letter will feature a QR code that lets you download the Fox Sports app in the app store. Potential athletes and influencers will include Simone Biles, Chloe Kim, Daniel Got Hits, Romeo Beckham, Noah Beck, and retired U.S. Women's National Team players.

Influencer marketing is one of the most effective ways to reach and engage people, especially amongst the age group of our target audience. Our PR Boxes will promote the upcoming Women's World Cup while also generating excitement amongst athletes, influencers, and fans. The recipients of the boxes have an established audience who are trusted by them and have the potential to bring new viewers.



X

ROWING BLAZERS X NBA

ROWING BLAZERS X NBA LO

LUXURIOUS HEAVYWEIGHT RUGBY - \$195

or 4 interest-free payments of \$48.71

COLOR: NAVY



SIZE: XS *right left*

XS S M L XL XXL

There are only eight left of size

ADD TO B

BUY WITH sb

Free shipping on all US

NOTES

Luxurious heavyweight rugby jersey embroidered NBA logo. Handmade in E in the traditional 12 gauge style, craftsmanship. Feels incredible. 40



VR Pop Up in Australia

Virtual Reality Interactive Experience

Every sports fan has pictured what it would be like to step foot on a professional field and be cheered on by thousands of fans. Through our Virtual Reality Fox Sports Fan Experience, we can give people of all ages a version of this indescribable feeling. These VR Pop-ups will allow fans to fully immerse themselves into a sold-out stadium where they can play mini-games featuring drills and penalty kicks on the field. These will be located in Australia for the duration of the cup where fans can gain entry through downloading the Fox Sports app. The first pop-up will be in front of the famous Sydney Opera House and attract both young fans and families. The second will be in Melbourne, a city with large Greek and Italian populations, which will help bring in many worldly soccer fans. We chose these cities because

the pop-ups would not work as well if built outside of stadiums due to lack of pedestrian flow outside the perimeters. Guest commentators will get the chance to test out the experience at the kick-off event. An opportunity like this would make sure ticket holders get their money's worth both in and out of the stadium. Research on experiential marketing shows that around 81 percent of the brands that've used such marketing either created or increased brand awareness.

The VR pop-up can also be featured in numerous cities around the U.S. in partnership with Tourism Australia, a company who would greatly invest in an event of this capacity. These pop-ups foster community and competition, which also drive the ideas in our campaign.

People of Australia and New Zealand are excited for their countries to host and be center-stage of the tournament. Because the time-changes are so drastic, an event like the World Cup connects the Australian and New Zealand communities with the rest of the world, which we found important to understand and uphold when creating this campaign.

These pop-ups will be successful and effective because our second campaign is forward-looking and what better way to represent that then through VR, widely considered the technology of the future.







BUDGET & TIMELINE

When creating our campaign and choosing our media tactics it was crucial to consider when in relation to the World Cup the tactics should be utilized, and how that would affect both viewership, and excitement.

Budget/Timeline

The timeline for executing our ideas as well as media planning are two key components we've taken into consideration throughout our campaign:

Pop-Up Soccer Events

Beginning March 1, 2023, retired and current U.S. Women's National Team players will be notified and assigned a pop-up location to participate at. At least ten will be told about the events. These soccer pop-ups will start in the middle of April with the first one being on April 15, 2023. They'll happen in ten different cities spanning the nation: Atlanta, Chicago, Colorado, Iowa City, Kansas City, MO, Los Angeles, North Carolina, Orlando, Seattle and St. Louis. We chose to begin in April so that we are marketing and promoting the Women's World Cup three months in advance.

VR Pop-Up Events

Our VR Pop-Up events will be open for the duration of the Women's World Cup as an immersive experience for fans to visit throughout the month. They'll be able to feel like they're at a game through this special event regardless of whether they're actually able to attend one or not.

World Cup Bar Experience

The Anheuser-Busch x Fox Sports Bar Experience will occur the weekend after the first match in July of 2023. Depending on when the U.S. is first set to play, this will be an all-day event spanning multiple bars across the country. Taking into consideration that the U.S. team may play at an irregular hour, such as a morning game, we recommend these designated bars remain open throughout the day.

MEDIA PLAN SCHEDULE 2022 - 2023



APRIL 2023

First Pop Up Soccer Event will be held on April 15, 2023, and continue on in different cities around the U.S. on set dates.



JUNE 2023

Instagram and Tik Tok takeovers will begin in June 2023, and continue on through the beginning of July before the tournament begins.



OCTOBER 2022

First commercial will be aired on October 15, 2022, and go on through the end of December.



MAY 2023

Social media tactics will begin in Early May and continue on through July, when the World Cup begins.



JULY 2023

July 2–August 20th: Second commercial will be aired.
July 13: Fox bet Brackets will begin.
July 16–19: PR kits will be sent to designated influencers.
July 20–August 20: VR Pop Up will be available for visit.
July 21–23: World Cup bar experience will be held.

2022–2023

Fox Bet/Bracket

Bracket choosings for the Fox 2023 Women's World Cup Bracket won't open for participants until after February of 2023, when the play-off tournament is played and we know all the teams that have qualified. So far, the ten teams that have secured their spot in the tournament are Australia, New Zealand, Japan, South Korea, China, Phillipines, Vietnam, Sweden, Spain and France. In total, 32 teams will qualify. After the draws are picked and the pairings set, we will release the bracket for fans to choose their winners starting a week prior to the first match.

PR Kits

Our Fox Sports PR Boxes will be sent to chosen influencers and athletes in the week leading up to the first match on July 20, 2023. This will help remind fans around the world that the tournament is starting.

Television

Our first television execution will begin airing nationally October 15, 2022, during the middle of the NFL season, which we feel will reach many viewers. This commercial will run through late December, placing heavy emphasis on the month of November when the U.S. plays England in the Men's World Cup. This particular game is projected to be one of the most viewed soccer games in America. We'll then wait till the beginning of June to start our commercial advertising again.

Our second television spot will begin airing right before the tournament starts in July of 2023 and continue running throughout the tournament.

Social Media

Our social media content on the Fox Sports accounts will begin in May of 2023. Promotional content for the Women's World Cup as well as sponsorship advertisements on all mentioned platforms will occur from May to July. Live streams and story takeovers on Instagram and Tik Tok will start in June and continue into July when players have warmups and practices. Twitter content will be posted throughout the duration of the Women's World Cup in order to provide highlights and score updates while facilitating conversation amongst fans. And Youtube videos will be filmed in March of 2023 and be posted on the Fox Sports and Fox Soccer accounts in the beginning of July.





USA NETHERLANDS
7 JULY 2015
LYON FRANCE

5

5

USA

A photograph of a person holding a large American flag. The person's arm and hand are visible, gripping the edge of the flag. The flag is draped across the frame, showing the stars and stripes. The background is a soft, out-of-focus green, suggesting an outdoor setting. The word 'EVALUATION' is written vertically in a large, dark, serif font across the center of the image.

EVALUATION

In evaluating our campaign as a whole, we found that our ability for success came from our devotion to prioritizing our target profiles social media use, sociable nature and need for hands on experiences.

Overall Evaluation

How will we be successful?

Extensive primary and secondary research has guided Auxo Media's 2023 Women's World Cup campaign. Our campaign tactics will be successful because of how tailored they are to this demographic, which we refer to as the Fútbol Fanatics.

Based on our research, tactics centered around digital media, interactive in-person experiences, and moving television storyboards will resonate the best with our target audience. We want to create an environment where new fans of soccer can have meaningful conversations with others and build relationships with one another on a deeper level.

Each of our tactics encourages engagement and building relations, while showing off the innovativeness and relatability of Fox Sports. Even our additional campaign ensures fan engagement even in the case that the USWNT does not advance far within the tournament. Executing these tactics is the key to drumming up excitement from our target audience before and during the World Cup, and is the key to having a successful campaign and experience in broadcasting the 2023 Fifa Women's World Cup Tournament.







Meet Auxo Media

Meet the strategic and creative men and women that make up Auxo Media.



AUXO MEDIA.
STRENGTH, GROWTH, PROSPERITY

Meet Our Team

Auxo Media

Our logo is inspired by Auxo, the Greek goddess of strength, growth and prosperity. Auxo would grant strength and energy to fields that could no longer grow every Spring season. Auxo Media represents the unity of all of Auxo's ideals — strength, growth, and prosperity, as one powerful force. Without one the others do not exist!

Our logo features the Auxo goddess figure on a crescent moon. The word “crescent” is derived etymologically from the present participle of the Latin verb crescere meaning “to grow”. We used a gold and black color scheme for the Auxo logo. Gold symbolizes prosperity, wealth, prestige and success. Black symbolizes strength and power.

Our logo is an embodiment of the work our agency does. In this sense, the person you see firing the arrow in the logo is the powerful Greek goddess Auxo - her arrow represents the growth and prosperity that comes to those who are hit by it, meaning our clients grow and prosper similarly after working with us.

Here at Auxo Media we are a growth-oriented group that keeps the public informed and their clients satisfied. Using unique industry knowledge and analysis, our clients always get the most out of their campaigns. Reaching wide varieties of audiences and increasing our clients brand appeal is what we specialize in.



Lyndsey Flieg, Account Manager

When Lyndsey is not actively managing marketing accounts or organizing projects, you can find her at the Enterprise Center cheering on her favorite NHL team, the St. Louis Blues. She is a proud St. Louisan and enjoys spending her summers in beautiful Northern Michigan with her family. Lyndsey interned at KCD Worldwide where she worked in public relations with luxury-brand clientele, including Givenchy and Maison Margiela. She even returned to KCD this past fall working as a production assistant for various shows during New York Fashion Week. Lyndsey is interested in continuing on with her passion for fashion in the future.



Ryan Puccio, Strategist

From Kindergarten to 8th grade, Ryan, from St. Louis, has never lost a mile run. So, it's safe to say he's always valued efficiency and getting the job done. He recently worked for Grey Eagle Distributions as a sales merchandiser and believes this experience will help him to succeed in the business communications field in the future. Ryan likes cooking different exotic dishes and also spending his free time in the great outdoors.



Alexandria Shaw, Digital Strategist

Alexandria “Dria” was born and raised in Glenview, Illinois. She currently interns for Marcel Digital, a marketing agency located in Chicago, where she’s gained valuable experience that she can apply as the digital strategist. Dria is passionate about digital marketing and paid media and is interested in pursuing a career in them in the near future. After graduation, she hopes to move to Chicago and continue cheering for her favorite team, the Chicago Blackhawks. Dria also enjoys spending time with her friends and family in her free time.



Abe Nahmias, Copywriter

Abe, from Memphis, Tennessee, decided on the University of Missouri for their renowned Journalism school and the Midwest experience. He is a diehard Memphis Grizzlies fan and loves different types of southern cuisine. He currently works as a copywriter for Web Content Development, a full-service digital marketing agency. Abe’s career goal includes writing professionally in either the entertainment or food industry.



Tina Spreck, Graphic Designer

Tina, a native of Chicago, has many different passions. Some include fashion, video games, photography, and food. One of her favorite things to do, is try new restaurants and visit the hot spots around Chicago to try out new foods and experiences. Tina is a huge Chicago Bulls and Bears fan and describes the city as the “best ever.” In her spare time, she enjoys playing apex, which has fueled her love for graphic design.



Clayton Bloemke, Media Planner

Clayton is from Grayslake, Illinois, a village just over 40 miles north of Chicago. Interestingly enough, he’s not a Cubs fan, but instead an avid St. Louis Cardinals fan with STL roots and a special love for the city. Clayton currently works as a production assistant for Mizzou Broadcast Operations and is very interested in sports marketing and sales as a career path in the future. While he hopes to work in the world of baseball, he loves watching all types of sports and enjoys reading and tracking statistics from the games in his free time.



Alex Moya, Public Relations

Alex hails from sunny Los Angeles, where she is an avid Dodgers and Lakers fan. She has always had a big interest in sports and hopes to pursue that field professionally, whether that's through managing public relations for a professional sports team or working for a sports agency. She was recently an intern at Larry H. Parker, where she gained valuable experience in both marketing and advertising for their firm. When she has spare time, Alex enjoys cooking and baking and spending quality time with friends and family.



Aaron Custer, Videographer

Aaron, from Buffalo Grove, Illinois, is a devoted sports fanatic and loves cheering on the Chicago Bulls and Bears and the University of Missouri Tigers. As the videographer, he provides extensive experience with producing and editing videos in the field. When he's not working with the cameras, he enjoys chowing down on some barbecue at Como Smoke and Fire, his favorite restaurant in Columbia.



AUXO MEDIA.
STRENGTH, GROWTH, PROSPERITY.



Missouri School of Journalism
University of Missouri