

# Cleveland Cavaliers Sports Marketing Plan



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# Introduction

- NBA league team in Eastern Conference Central Division
- Located at Ohio State
- Head coach: J.B. Bickerstaff
- Stadium: Rocket Mortgage FieldHouse
- Owner: Dan Gilbert
- General Manager: Koby Altman
- Sponsored by The Goodyear Tire & Rubber Company



# History

- Founded in 1970
- Championships 1 time (2016)
- Conference titles 5 times (2007,2015,2016,2017,2018)
- Division titles 7 times (1976,2009,2010,2015,2016,2017,2018)
- 2010-11 season 26-game losing streak(longest in NBA history)
- Lost Lebron James and some other great players with many fans

# Marketing Strategy

The Cleveland Cavaliers will bring back many fans by winning the games. In order to achieve this, we will make a whole new different team than before. Our organization will continue to draft young and exciting players that will benefit the team immediately. We will change the playstyle of our team than before. Also we have a renovated arena that will put fans first. Using this arena, we will make many basketball fans to come and like this arena.

We will make the people feel pride in living in Cleveland and being a fan of Cavs.

# Marketing Objectives

- Increase ticket sales

The Cavs' attendance is down 7.1%, and ranks 17<sup>th</sup> in the league. By making more fans to come to the game, we need to Increase ticket sales.

- More fan service using the new arena

To collect more fans, the players should meet with the fans especially little children, and familys to get involved in the community in Cleveland.

- Adjusting the team to a new play style

The team has almost whole new starting members, and they need to play as a team to win because there are no big stars that could win by 1 on 1.

- Bring a Big win home!

If we bring a big win home like the championship title in 2016, there will be more fans in other states too.

# Target Marketing

The target of this marketing is the population in Ohio State.

- We want everyone to feel at home watching the game
- Our main objective is family's and children

Children can be the newest and longest fan in the future

- We want everyone to be excited to come to the arena and attend the game
- We want to sell out the renovated arena
- The more people we bring to the arena the more people will recognize the change of the team

Then this will increase more people to be one of a fan for this team

Those people will buy and wear jerseys and then more people will know about the team

# Strengths

- Renovated arena

Rocket Mortgage FieldHouse

- Many three point shooters

J.R. Smith (43.1%), Kyle Korver(43.1%), George Hill (38.3%), Kevin Love (37.0%), Rodney Hood(43.1%)

- Rookies

Collin Sexton, Kevin Porter Jr., Dylan Windler



# Weakness

- Lose of LeBron James
- No player that can control the ball and plays during the game
- Many players that are not famous in NBA





# Opportunities

- Renovated Arena with more space

The new arena built has more space for fans to watch and there are opportunities for anyone to buy it.

- Kevin Love is one of the All Star members

Kevin Love is an All Star player so there are many fans for him. We could make those fans look at the rookies and tell them how great they are. Then they will be able to make fans in Cleveland to watch the game.

- LeBron is gone so the wealth will spread

To play as a team to win, there will be more ball-movement, more shooting, and more scoring for each player.

# Threats

- Golden State Warriors

Warriors has a whole new arena and has many three point shooters.

Two of them are a big threat because we have almost the same two strength as them

- Los Angeles Lakers

LeBron transferred to Lakers so they have LeBron's fan witch used to come see Cavs' game.



# Marketing Tactics

- We will make a family package to watch the game
- We will make a ticket that has a big chance to win a signed basketball
- We will make a children fan day

A day that children will be able to have fun playing basketball and some equipment's at the arena before the home game

Can have time with the players (Fan service for the kids)

- Increase the amount of items

Bobble heads, Jerseys, T-shirts, Caps, Mug cup, souvenir balls, and any others that fans would like to have

- Put more selections of food and drinks at the arena so that people could stay there a whole day

# Marketing Tactics

- Price

We are going to increase ticket sales and let fans purchase the ticket easier.

In the arena we will make them stay for a whole day by having fun. So we will make the money by people purchasing items, food, and drinks.

- People

We are making ticket packs for families and children.

So we want fans that are young while we treat the old fans good enough by making a discount if they bring the Cav's old item (like a jersey).

# Marketing Tactics

## Promotion

- Instagram
- Twitter
- Facebook
- Website

We will use these social network services because they are free and most young people watch them mainly today.

# Conclusion

Since LeBron James and some other star players have transferred to another team, Cavaliers has been suffering to win games and are losing some fans. Therefore we need to change the team 180 degrees. We are going to change each play on court and, there will be more ball-movement, more shooting, and more scoring for each player. Also the arena has renovated, we will make more people know that the Cavs have changed by watching it at the arena. We will let more people come to the arena easier by increasing ticket sales. At the arena there will be more items and others, more fan services, making a place that children will have fun so that their parents can have a nice arena date.

This will hopefully have more fan attendance and build up the team again to win a title. Our overall goal is to bring the Championship title to the Cleveland fans that will always support us.

# Sources

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