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Award Campaign

Athlete: Brittany King

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**Introduction**

Promoting athletes for prestigious awards in the world of athletics is an important task for the team's public relations staff. Not every team has award-winning athletes every year, so it is important to know how to promote the athlete to the correct audience, how to promote effectively and how to stay within budget, all while making it memorable.

**Student-Athlete**

I have chosen the Patriots only senior post, Brittany King, to promote for the 2015 Player of the Year. King is highly touted by the UT Tyler Communications Coordinator, Jeff Williford. King played three full seasons for the UT Tyler women's basketball team. She is a leader, role model and a very coachable player, according to Patriots' head coach Kevin Baker, who was recently named ASC Coach of the Year for the third year in a row. The Patriots finished the 2014-15 season in the second round of the NCAA Division III tournament with a final record of 27-3. King started all 30 games the Patriots played and had a spectacular season. King ended the season with an almost double-double average of 15.5 points and 9.5 rebounds per game. She also led the team in many other categories, which includes: field-goals attempted and field-goals made, free-throws attempted and free-throws made, defensive and offensive rebounds, blocks and total points scored. During the 2014-15 season, King was the Patriots' top scorer in 14 games and led the team in rebounds in 24 of the 30 games.

King received many awards during her time as an UT Tyler Patriot. She was named D3Hoops.com South Region First Team for the second year in a row after her award-winning performance during the 2014-15 season. King ended the season ranked ninth in the nation in field-goal percentage with 58.3 percent. In the ASC, King finished the season ranked third in scoring and second in rebounds, and she is the only player ranked in the top five for both

categories. King was named All-ASC First Team and ASC All-Defensive Team with 21 blocks and 37 steals.

During the 2013-14 season, King, a junior, averaged 17.3 points and 10.5 rebounds per game. She also set a school single-season scoring record with 537 points. King was the only player in the ASC to finish the season with a double-double average. Because of her spectacular performance, King was named a 2013-14 D3Hoops.com Second Team All-American, D3Hoops.com First Team All-Region and First Team All-ASC. These awards and statistics, coupled with this seasons awards and statistics, prove how great and how consistent of a player King is and why she deserves to be the Player of the Year.

King's performance during her three years at UT Tyler allowed her to end her career in multiple top spots in Patriots' history. During her career, King made 58.7 percent of field goals attempted, made 379 of 492 free throws and had 794 total rebounds. King ranks third all-time in points scored with 1,350 in just three seasons in a Patriots uniform. King's three-year career statistics with the Patriots are a good representation of her ability and why she should be the Player of the Year.

King's coach and teammates talk very highly of her character and the way she carries herself. Coach Baker says King exceeds expectations when it comes to watching film and practicing. Baker also talks about how dedicated of a student King is and how she wants to show young athletes to take their studies seriously. Younger children look up to athletes as role models, so it is imperative they have a positive impact in the community. King's character and role-model outlook are other reasons not directly related to athletic ability that display why King should be the Player of the Year.

**Promotional Campaign: Crowns**

My promotional campaign for King being Player of the Year focuses on the use of King's last name and playing off of it. I think it is easier for people to remember a simple hashtag with her last name than some other hashtag when tagging photos or tweeting about King or the Patriots. Plus, it helps her last name is something that deals with "royalty," and people associate royalty with being the best, so it works for her in my campaign to be voted the best athlete.

My promotional campaign includes having foldable paper crowns, like the old Burger King ones, but in UT Tyler colors with King's face on the front and the hashtag #KingIsQueen on the back. If those are given out during every game and fans are encouraged to wear them to every game, it will create awareness of the campaign for people who attend games and around campus.

The next part of the campaign is encouraging fans to take pictures with the crowns at home games, away games and other fun places they travel. It would be similar to the Flat Stanley assignment students do in third grade. The people who take pictures and use #KingIsQueen in interesting places in support of King will be retweeted and shared by the UT Tyler Athletics account and the Brittany King campaign account. This gets the message out to friends and family who might not live near Tyler and to alumni who follow the accounts. It is all about raising awareness of the hashtag to the loyal fans who will then use it in their posts, which will be seen by their friends and family who could be across the world.

**Promotional Campaign: Billboards**

The large promotional pieces of the campaign are two billboards. One billboard will be in Tyler, Texas, on state Highway 31. The second billboard will be in Richardson, Texas, on

President George Bush Turnpike. These billboards will have a photo of King dribbling the ball, UT Tyler Athletics logo in the bottom right-hand corner, and the focal point will be #KingIsQueen. Billboards are a great way to garner a lot of views of the hashtag and awareness of King's performance as a player. The billboards' target audiences are the coaches in the ASC, ASC players and people driving those specified roads. The ads will increase awareness among the ASC coaches and players as well as fans. Normal-sized billboards are 14 feet tall and 48 feet wide, which is 672 square feet of advertising space. The people driving by it in Tyler will be familiar with King and the Patriots, while the people who drive by in Richardson will be more inclined to look up King or the hashtag because they won't be as familiar with King. When the hashtag is searched, all of the posts from social media will pop up, this includes all fan photos from tweets and posts. This will spread the hashtag and King's campaign further while driving traffic to our social media accounts and website. The billboard design attached is not to scale, but it can be retrofitted to the size specifications of the billboard.

### **Promotional Campaign: Audience**

To reach the audience of coaches who are voting on the award, I am hoping the social media awareness through the use of #KingIsQueen, the crowns and the billboards will increase the number of coaches who see King's name and photo. These will put a name with a face, and it will put her name in their mind. The billboards are placed in prominent areas in Tyler and Richardson, so when teams go to Tyler to play the Patriots, they will drive by it. Similarly for the one in Richardson, teams who play the University of Texas at Dallas will also drive by it. I also think the Patriots' success will continue to catch the eye of the voting coaches. When a team plays well, the teams in the conference notice and take note of the players who are helping surge the team to victory. If the team is doing really well and is on an 18-game winning streak, like the

Patriots did this past season, the teams in the division also take notice of the team and players, which would include King for UT Tyler. I think the use of social media coupled with the performance of the team is enough to put King in the forefront of the voting coaches' minds.

The main drawback to the campaign is the cost. The crowns will take some cut of the budget, but not nearly as much as the billboards. Through Lamar Advertising Company, the billboard in Tyler would be about \$3,600 for four weeks with an average of 49,228 views per week. The billboard in Richardson would be about \$29,700 for four weeks with an average of 368,263 views per week. Both of the billboards are in well-traveled areas, so the number of views would be high, but the cost of each is also high and a major drawback.

### **Social Media Plan**

The social media outlets I would use to promote King are Facebook, Instagram and Twitter. The Facebook and Twitter accounts will be linked to the Instagram account, so when photos are posted on Instagram, they are also posted to Facebook and Twitter simultaneously.

The Facebook would be called "Brittany King for Player of the Year." The Twitter and Instagram would both be "@BrittanyKingForPOY." The names of the social media accounts need to be simple and explanatory, so people can find them quickly. Social media accounts can't be difficult to find because people don't have the patience anymore to search for anything for very long.

To get people to follow the accounts, I would tweet and post about them on the UT Tyler Athletics social media accounts. I would also do a few giveaways for tickets or a travel voucher for a big away game once the number of followers reached a certain number. A decent number of big giveaways will probably be more effective than a T-shirt giveaway or something similar.

Social media is a very integral part of the campaign. The #KingIsQueen will be on every post, tweet and all promotional material. The billboards will have the hashtag and social media accounts on them. Social media brings a lot of awareness to the campaign and puts all the posts and tweets in one category with the hashtag. I will also drive people to the website through the social media accounts. UT Tyler Athletics uses a lot of hashtags to create consistency through their social media accounts and website, so making King's hashtag a prominent part of the campaign fits well into the current athletics brand.

**Sample Social Media Posts:**

**Facebook: From the UT Tyler Athletics account**

1. Patriot fans! Please "like" our new page Brittany King for Player of the Year (hyperlinked) in support of our women's basketball star and her efforts to be the 2015 Player of the Year. You can find out more on Brittany and the women's basketball team on her page or our website.  
#KingIsQueen #uttwbb

**From the Brittany King for Player of the Year account**

2. Come to the Herrington Patriot Center for this Thursday's game and receive a free #KingIsQueen crown! Be sure to post pictures in your crowns with the hashtag #KingIsQueen to be featured on our page! Our favorite posts will win free tickets for another home game. #uttwbb

**Twitter: From the UT Tyler Athletics account**

1. Follow @BrittanyKingForPOY for the most up-to-date information on Brittany and her efforts to be Player of the Year! #KingIsQueen #uttwbb

**From @BrittanyKingForPOY account**

2. Come to Thursday's game to receive a free #KingIsQueen crown! Tweet us pictures with #KingIsQueen for a chance to win tickets! #uttwbb

### **Conclusion**

I think the campaign will be successful because of how active people are on social media, and the billboard locations are in well-traveled areas, which will increase awareness. The hashtag of #KingIsQueen is simple, easy to remember and catchy. By flooding social media with pictures of crowns with the hashtag, the use of the hashtag by us and fans, and the billboards also including the hashtag, I think it will drive enough people to look up who is being promoted. By being consistent through the use of the same hashtag on everything, it creates a strong image for the campaign that will lead to King to win the Player-of-the-Year Award.