

MAJOR LEAGUE BASEBALL

2025 - 2026 Case Competition

AMERICAN MARKETING ASSOCIATION

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Executive Summary

The MLB is aiming to reposition itself to connect with Gen Z, a digital-native, fast-paced audience with different sports consumption habits than traditional baseball fans. Our survey of Gen Z students shows that they prefer highlight-driven content, engage heavily on Instagram and TikTok, and value social experiences and player personalities over traditional messaging. Baseball's challenge is its perception as slow-paced and less engaging, but the sport's opportunity lies in leveraging its unique moments, player stories, diverse culture, and social energy to capture this audience's attention.



The "Outside of the Innings" headline emphasizes baseball beyond the standard game, positioning the league as dynamic, relevant, and socially engaging. The strategy prioritizes short-form, fast-paced content, humor, and player-focused storytelling, while promoting accessible ways to watch and participate. Social media, PR, direct marketing, and sales promotion work together to deliver this cohesive message across digital and in-person strategies.

With a $1,697,000 budget (with flexibility to scale), the campaign targets measurable outcomes including impressions, engagement, follower growth, user-generated content, video views, subscription sign-ups, app usage, QR code scans, and event attendance. By aligning communications with Gen Z's preferences, MLB can increase relevance, engagement, and connection with a younger audience, establishing the league as both contemporary and culturally resonant.

Primary Research

A survey of 55 Gen Z college students (primarily ages 18–21) offers a clear snapshot of how this demographic consumes sports and what drives their engagement. The gender distribution (31 women, 23 men, 1 non-binary respondent) suggests MLB communications must remain inclusive and broad rather than hyper-targeted to historical baseball audiences.

KEY FINDINGS

- **Behavior:** Sports viewership frequency is high: 35 students watch sports daily or weekly, but baseball is not their primary sport: only 4 listed it as the sport they watch most, compared to 36 choosing football
- **Top motivators** to watch sports: Atmosphere/excitement, Social experience, Supporting players/teams
- **Platforms** used most for sports: Instagram (36), TikTok (14), Twitter/X (3)
- **Content types** that stand out: Game highlights (27), Funny content (16), Behind-the-scenes & interviews (12)

IMPLICATIONS FOR MLB

- **Reframe baseball** as fast, dynamic, and highlight-driven, emphasizing action, new rules that increase pace, and moments of intensity
- Compete with football and basketball by leaning into what Gen Z already enjoys: **cultural involvement** and **personable brand** images
- Prioritize **short-form content** (highlights, quick recaps) tailored specifically for TikTok, Instagram Reels, and YouTube Shorts
- Emphasize baseball as a **social experience**, using league-wide messaging that spotlights communities, traditions, and shared fan moments
- Highlight **accessible ways to watch**, including condensed games and mobile-friendly viewing formats
- Use humor and trends to make MLB feel aligned with **Gen Z's entertainment patterns**

Audience Profiling

Gen-Z, ages 13-28, is a generation that values connectivity, engagement, and storytelling while having an increasingly shorter attention span due to the virality of short form content. They tend to be fans of fast-paced sports and align with a specific team/player.



SPORTS INVOLVEMENT

Tends to be fans of fast-paced and highly entertaining sports such as the NFL, NBA, MLB, eSports, and F1. Identifying as roughly 53% NFL fans, 47% NBA fans, 35% MLB fans, 33% eSports fans, 20% Formula 1 fans, and 27% identifying as not sports fans (Statista).



VALUES/LIFESTYLE

Values community and authenticity in the media and tends to quickly pick up online trends. They're most likely to live in cities, metropolitan areas, or suburbs. Gen-Z also values efficiency and won't hesitate to "cut the cord" on paying for someting they don't use.



INTERESTS/HOBBIES

Has environmentally-conscious hobbies such as thrifting, music, and art. This is reflected in their value for social connection, which can be reflected in their love for engagement (ex. pop-up shops with their favorite brands). Gen-Z spends hours on social media daily, predominantly on TikTok or Instagram.



ACTIVE HABITS

Enjoys staying active by going to the gym, joining run clubs, or taking walks, often getting virtual motivation from their favorite athlete or a content creator. Gen-Z (and Millennials) also make up roughly 80% of all gym-goers (LesMills). At-home workouts are steadily becoming more popular, too (ex. Peloton).

Situation Analysis

KEY COMPETITORS:



The NBA offers a subscription service, NBA League Pass, as well as varying in-person ticket pricing based on the teams playing and the location. Its products include apparel, video games, highlights, and behind-the-scenes content. They are also on global platforms like the NBA App and every social media platform. On social media, each user has their own account and has their own identity. Partnerships are also pivotal as they are with brands such as ESPN, Hennessy, Google Pixel, and Nike.



The NFL engages partnerships with influencers and custom ads targeted to different audience groups. Sports gambling is also a rising pastime for Gen Z, and football is one of the most popular sports to bet on. Stadium experiences are also more modern and sustainable, with eco-friendly initiatives like solar-powered facilities and locally sourced food. NFL RedZone has also changed the game, giving football fans constant action and information about all the games going on at once.

MARKET ASSESSMENT:

Across sports audiences, fans connect with individual athletes rather than teams. The reason for this is the rise of personality-focused and behind-the-scenes content that fosters emotional attachment to the players. Fans also prefer greater personalization as seen in the customized experiences on platforms such as TikTok and Instagram. While the game is on the screen, many viewers are also engaging in other activities, such as using social media (66%), browsing the web (47%), or playing video games (24%) (PwC). With quick access to any sports content, one single game lacks the entertainment to pull a fan away from the other activities they can take part in.

Gen Z consumes sports through quick formats, with **23%** preferring highlights over live games, **17%** watching later on their own time, and **74%** getting their content through social media. Younger fans are less drawn to baseball, with a **33%** decrease, and are more sensitive to longer games (Skyrim.ai). They are more engaged in story-driven content and tune into sports podcasts that are player-led for unique perspectives.

SWOT Analysis

STRENGTHS

- Recent rule changes have made the game faster and more engaging
- Affordable and flexible pricing
- Large stadium capacity
- Has a presence as an established sport with important American history

WEAKNESSES

- Gen-Z perception that baseball is outdated and boring
- Older fanbase reinforces perception of outdated sport
- Not currently heavily marketed or highlighted in Gen Z dominated media
- Lack promoting individual stars that can bring in fans

OPPORTUNITIES

- Influencer collaborations on TikTok/Instagram
- Marketing towards Hispanic/Latino influences and culture (~30% of MLB players are Hispanic/Latino)
- Create a brand personality catered to Gen-Z to resonate with younger audiences

THREATS

- Declining attention spans, due to the rise of short form content, leading to reduced interest in 3 hour long, slow-paced games
- Fast-paced sports that are already popular with Gen-Z and have a cultural presence (ex. Basketball and Soccer)

Headline & Manifesto

The headline, "**Outside of the Innings**", as well as the below manifesto captures the perfect energy the MLB should present to Gen-Z. It is important that the younger audience connects with baseball beyond watching a standard game. Everyone knows baseball, it's time to *experience* it.

Baseball is more than a game.
More than a scoreboard, nine innings, four bases, and a final out.
It's the roar of a crowd, the smell of a ballpark, and the sun on your face.

The game doesn't begin with "play ball"; it starts in the streets, in backyards.
It lives in viral grand slams, in community little league, in hometown pride.
It thrives in rivalries that split families, sparking friendly debate.

It's high-fives from strangers.
It's happiness, heartbreak, and hope.
It's comebacks under the blinding lights, a final victory in game seven.

This is the culture.
The stories. The moments.
The years that shape us and the memories that stay forever.

MLB is for the fans who crave community.
For the ones who live baseball, beyond game day.
For the communities built in the stands, parking lots, even online.
For the promising future, starting now.

Baseball is timeless, continuing to set the pace.
This is a new era. Authentic. Proud. Unapologetically passionate.
Outside of the innings, where the game truly lives.

12 Month IMC Plan

The purpose of this 12-month integrated marketing communications plan is to position MLB as a culturally relevant and personality-driven brand that caters to the media habits and content preferences of Gen Z throughout four quarters.

The strategy will aim to implement a consistent narrative across various channels, including social media, public relations, direct marketing, and digital sales promotions.

Rather than relying on traditional marketing, the IMC plan plays into the digital spaces that Gen Z occupies, including creator ecosystems, streaming environments, and cultural communities.

The central message of the plan is that baseball is fun, expressive, and multicultural. By focusing on player personalities and short-form content, highlighting Latino culture and its impact on baseball, and creators/artists that resonate with Gen Z, MLB can eliminate many of the barriers that have turned Gen Z away from baseball in the past.

This IMC approach will work because it aligns the MLB brand with Gen Z's behaviors, how they consume content, form fandoms, engage with entertainment, and participate in culture.

This consistent storytelling across all channels provides repeated exposure, deeper emotional connection, and a pathway from awareness to loyalty. The result of this IMC strategy is the modernized presence of the MLB that attracts new Gen Z fans and grows their interest, turning it into sustained engagement.

Social Media

ROLES: Boost awareness; Embody a brand personality catered to Gen Z; Shape old beliefs into a new perspective

QUARTER 1:

These first three months will focus on repositioning the MLB before the regular season begins in April. Sponsored placements will be on Youtube Shorts, Instagram Reels, and TikTok, to capture the audience's attention through fast-paced, short-form content. These ads will be a 30 second video edit of last season's highlights, streaming influencers reacting to games, and various celebrities throwing the first pitch. This ad will use figures that align with Gen Z, such as IShowSpeed and Sydney McLaughlin-Levrone, to garner initial awareness.

QUARTER 2:

This quarter will start the regular season and aim to convert initial awareness into engagement by encouraging viewers to root for a team through highlighting individual players' personalities. Across Youtube Shorts, Instagram Reels, and TikTok, edits of popular players will be posted in this format: an introduction of a few humorous moments and trendy music that transitions into a compilation of highlights with intense music. These videos will form a series titled "Choose your fighter" referring to video game culture, while encouraging viewers to root for a player and engage online.

QUARTER 3:

Once viewers are aligned to a player and their team, this quarter will flow into the MLB World Series and aims to turn casual fans into enthusiastic and loyal ones. Posting a countdown on Instagram/Twitter until playoffs with a different player/team on each photo will keep fans on the lookout for the playoff games. Once the countdown is over, a new series will begin of highlights, locker room pep talks, behind the scenes footage, and graphics of the scores from each game. The graphics will be designed with the intent of fans to repost them to their own social media pages.

QUARTER 4:

This quarter is during the off-season, so it is crucial to keep engagement flowing on all platforms. This phase will implement partnerships with Gen Z influencers and cover a variety of content ideas. Partnering with influencers, such as Katie Feeney, to debrief the season, trades, and injuries, disguised in a dramatic/ "storytime" format will catch the attention of viewers who don't normally engage with sports content. Comparing MLB teams to their equivalent in football/soccer teams will bring in fandoms from other sports to engage with MLB content and boost reactions.

Public Relations

ROLES: Shift conversation from strictly baseball to culture; Further establish brand personality indirectly

QUARTER 1:

Announce the MLB's Gen Z focused initiative, "Outside of the Innings", to key media outlets and strategically pitch stories to platforms like Bleacher Report. Position the initiative as baseball's new era, highlighting how the MLB is tapping into youth-driven culture and digital behavior. This will generate organic buzz, drive conversation in comment sections, commentary from sports influencers, and establish MLB's presence within Gen Z dominant communities.

QUARTER 2:

Partner with a select few campus organizations, sororities/fraternities, run clubs, and local young-adult groups that have a large presence on social media/their community (ex. Alpha Phi at Arizona State University, 40k+ TikTok followers), and send them co-branded hats of their name/logo and the MLB logo. The partnership will outline the required number and type of posts to encourage user-generated content and create buzz around the MLB and the start of the regular season on campuses and in Gen Z–dominant communities.

QUARTER 3:

Collaborate with Spotify to create a playlist in preparation for the World Series, titled the "MLB x Spotify: World Series Mix". This playlist will highlight players' music preferences, bringing in their individual fans, as well as Spotify being able to feature artists that pay for exposure and have their own followings. Over 30% of MLB players are Latino/Hispanic, and featuring popular artists from those cultures would resonate with Gen Z listeners (ex. multiple songs from Bad Bunny's recent album went viral in 2025, and created various short-video based trends that Gen Z took part in). Spotify users enjoy posting about the features/playlists that are made for them (ex. Wrapped and Daylist), so this playlist would garner natural buzz on social media and through word of mouth.

QUARTER 4:

During the holiday season, highlight various MLB players that have foundations by securing interviews for them on trendy sports podcasts with humorous hosts, such as New Heights with Jason & Travis Kelce. Clips from popular podcasts are likely to go viral on social media while also being focused on philanthropy. This will create buzz around the MLB and align with the nature of giving during the holidays.

Direct Marketing

ROLES: Utilize personalized nudges; Form connections

QUARTER 1:

Reference existing telephone numbers and birth year data from MLB app users to utilize SMS messaging and send texts to Gen Z aged app users. These texts will set up marketing efforts for the next quarter by targeting currently active fans and sending a message that outlines a surprise initiative the MLB is bringing to college campuses with a form for users to input their university. This initiative will boost excitement about what the surprise could be and encourage social media conversation while setting the stage for the event in the second quarter.

QUARTER 2:

The surprise event will be a pop-up interactive MLB-branded campus truck brought to universities with strong baseball relevance, offering trivia, MLB and university co-branded merchandise giveaways, and photo-ops. To boost one on one engagement and direct marketing, partner with college micro-influencers to promote MLB campus stops, drive event turnout, and generate real-time social coverage. Create shareable moments that encourage students to post and engage online while strengthening emotional connection and encouraging sustained fandom.

QUARTER 3:

During the summer and peak travel season, utilize the MLB's existing relationship with Delta Airlines to display ads on in-flight TVs during the 10 minutes before landing time and while deplaning. This period will include time to connect to Wi-Fi and service to be able to follow-up on the ad. Travelers are always looking for new things to do in a new city and these in-flight ads will resonate with its captive audience. The ads will display, "Welcome to [City Name], Home of the [Team Name]. Now see the city's biggest landmark." With an image of the stadium and young attendees enjoying the game. It will also display a QR code to buy tickets for that night's game, positioning it as an immersive activity for their trip.

QUARTER 4:

The MLB app will launch an end of season recap that is similarly structured to Spotify Wrapped, it will be called MLB Rewind and will highlight users' top players, teams, and games that they followed. The recap acts as a personalized touchpoint, bringing traffic to the app, promoting next-season content and subscriptions, and boosting MLB's visibility in Gen Z media as users share their MLB Rewind across platforms as they currently do with Spotify Wrapped.

Sales Promotions

ROLES: Drive awareness into action; Subscribing, following, streaming

QUARTER 1:

Gen Z is focused on trendy clothing and lifestyle brands, which is why creating limited-edition collections that reintroduce baseball as not just a timeless staple, but as a fashion-forward part of culture, will bring attention and draw engagement from fashion influencers. These drops would appear in stores like Urban Outfitters or PacSun, giving the MLB a physical presence in Gen Z dominated spaces. Each item includes a QR code that connects buyers to MLB content, connecting the physical purchase with MLB's digital presence. This approach positions baseball as a cultural statement while driving visibility and cross channel engagement.

QUARTER 2:

The "MLB Streak" program encourages app users to return to MLB's digital platforms daily. Each time a user views a highlight reel, game recap, or any short-form content on the app, another day is added to their streak and they unlock digital rewards such as exclusive clips and early-access content. The program is an ongoing incentive that builds routine engagement and is launched with the kickoff of the season. By incentivizing engagement with short-form content, the program drives consistent traffic to the MLB app, encourages fans to subscribe to MLB.TV for more content, and becomes an app fans regularly check alongside their social media platforms.

QUARTER 3:

After the World Series has concluded, the MLB will launch a targeted incentive that rewards fans if their favorite team won the World Series. App users who have selected the winning team as their favorite will receive an email inviting them to sign up for MLB.TV, with the incentive of receiving a free team championship shirt by mail. This promotion turns a high-emotion fandom into a bridge for deeper engagement on digital platforms. The offer is personal, timely, and rewarding to boost long-term loyalty.

QUARTER 4:

During the holiday season, fans are more likely to make purchases as personal gifts, or for others. Creating a "12 Days of Baseball" end-of-year promotion that releases a new limited-time offer each day provides a consistent reason for fans to engage with the brand. The countdown would feature a mix of daily merchandise discounts and exclusive holiday-themed items. By structuring it as a seasonal initiative, MLB turns year-end traffic into a promotional moment that encourages repeat visits to the MLB Shop, and drives consistent, incremental sales.

Budget

Total: $1,677,000
An additional $1 million is being reserved to provide flexibility for scaling campaigns or supporting new initiatives as needed.

SOCIAL MEDIA: $260,000

QUARTER 1: $65,000
BREAKDOWN:
$50,000: Paid placements on TikTok, Instagram Reels, and YouTube Shorts
$10,000: Purchasing ad space
$5,000: Paying the editor
JUSTIFICATION: Sponsored short-form videos are expensive because these platforms use competitive auction-based CPMs (cost per 1,000 impressions). $50,000 could reach 5 million impressions on a site (Available Bidding Methods). Focusing on ad spend ensures the content reaches a large audience. Editing investment is critical for creating fast-paced, high-quality, short-form content that will grab Gen Z's attention.

QUARTER 2: $60,000
BREAKDOWN:
$35,000: Paid boosts for the “Choose Your Fighter” series
$25,000: Influencer amplification of player content
JUSTIFICATION: Continued CPM purchases for the series will boost engagement. Continuing to allocate 2-3 influencers per month will further boost engagement.

QUARTER 3: $75,000
BREAKDOWN:
$30,000: Paid countdowns and player content
$25,000: Behind-the-Scenes and highlights graphics
$20,000: Influencer reposts and engagement campaigns
JUSTIFICATION: This quarter is focused on converting fans into loyal customers. Investing in targeted ads and influencer amplification during this window drives organic sharing, fan loyalty, and peak-season hype when attention is highest.

QUARTER 4: $60,000
BREAKDOWN:
$30,000: Influencer-led “storytime” recaps
$15,000: Cross-sport comparisons and memes
$15,000: Organic content support and testing
JUSTIFICATION: The off-season is when fan interest drops, so investing in influencers, story time content, and cross-sport comparisons helps keep MLB culturally relevant for Gen Z. Paid amplification and testing ensure the most successful formats reach new audiences, maintaining momentum and retaining fan attention.

Budget

PUBLIC RELATIONS: $155,000

QUARTER 1: $25,000
BREAKDOWN:
$15,000: PR strategy and media pitching (e.g., Bleacher Report)
$5,000: Media monitoring and campaign coordination
$5,000: Launch visuals
JUSTIFICATION: PR consultants commonly charge $1,500–$20,000 per month (The Cost of PR), so a $15,000 campaign fee fits within typical industry ranges. And with a single press release often costing $2,000–$5,000, an effort with media pitching, visuals, and coordination is well within standard PR costs.

QUARTER 2: $32,000
BREAKDOWN:
$14,000: Custom co-branded hats with shipping and fulfillment
$10,000: Paid content
$8,000: Coordination/creative direction
JUSTIFICATION: Producing hats can range from $20–$40 per unit. For a multi-organization activation, allocating $12,000 for custom hats is consistent with industry pricing. Student organizations and micro-influencers with strong engagement (e.g., Greek life accounts with 10k–50k followers) commonly charge $250–$1,000 per post, making $10,000 for paid content, a realistic amount to secure deliverables across several groups. Shipping, fulfillment, and packaging cost $5–$10 per package.

QUARTER 3: $55,000
BREAKDOWN:
$40,000: Spotify partnership and playlist
$15,000: Promotion across channels and social amplification
JUSTIFICATION: Spotify supports curated brand playlists, viable at a relative rate (Custom Formats). Given Spotify's flexibility, with even small campaigns starting at $250, a thoughtfully scoped playlist and promotional push for a collaboration like MLB × Spotify fits well into a mid-size budget in this quarter.

QUARTER 4: $43,000
BREAKDOWN:
$20,000: Podcast booking
$10,000: Media training and interview prep
$8,000: Creative assets
$5,000: Monitoring and analytics
JUSTIFICATION: A single podcast appearance with scheduling can cost around $2,500 (Podcast Guest Booking). With multiple placements, social clip production, media training, and coordination, a $40,000 budget is consistent with standard industry costs for a full podcast campaign.

Budget

DIRECT MARKETING: $672,000

QUARTER 1: $25,000
BREAKDOWN:
$25,000: Communication efforts and fees
JUSTIFICATION: A 2025 summary of SMS-marketing pricing shows that many U.S. providers charge US$0.01–$0.05 per text (SMS Marketing Pricing). To reach about 750,000 users would cost $15,000-$20,000, and then factor in platform and compliance costs, as well as SMS copywriting and link tracking.

QUARTER 2: $87,000
BREAKDOWN:
$30,000: Truck rental/wrapping
$15,000: Logistics (permits, insurance)
$15,000: On-site material (giveaways, merchandise, event supplies)
$17,000: Marketing, promotion, and micro-influencers
$10,000: On-event staffing
JUSTIFICATION: The highest costs: truck rental, branding, and giveaways directly drive visibility and engagement. Logistics and staffing keep the events safe and smooth, while micro-influencers and paid social help amplify reach, generate buzz, and encourage user-generated content among Gen Z.

QUARTER 3: $300,000
BREAKDOWN:
$300,000: Campaign costs
JUSTIFICATION: For a campaign on an airline's global network, a 30-second in-flight TV ad on some international airlines is quoted in one public rate sheet as costing $268,700 (In-Flight Advertising Costs), so $300,000 allocation is realistic. This makes MLB an experience for travelers, encourages immediate ticket sales through QR codes, and connects with a diverse audience.

QUARTER 4: $260,000
BREAKDOWN:
$80,000: Data engineering for personalized recap logic
$120,000: App development with UI/UX design and animations
$60,000: Social-share templates and marketing
JUSTIFICATION: Personalization requires substantial investment in data engineering and app development. Good UI/UX can lead to up to a 400% increase in user engagement and retention (UI/UX Design), so allocating $60,000 towards design ensures MLB Rewind is engaging, easy to use, and encourages users to interact with their personalized recap.

Budget

SALES PROMOTION: $590,000

QUARTER 1: $270,000
BREAKDOWN:
$80,000: Product design and development
$130,000: Manufacturing, inventory, retail partnerships, and distribution
$60,000: Influencer marketing and campaign launch
JUSTIFICATION: Limited-edition drops require upfront design, manufacturing, and partnerships with retail stores, which increase costs. High-quality materials and co-branding with large retailers like Urban Outfitters or PacSun raise costs. Adding QR codes to link buyers to MLB content adds another layer of production and technology. Marketing and influencer amplification are also necessary to ensure the collection reaches Gen Z audiences, making the $270,000 budget realistic.

QUARTER 2: $150,000
BREAKDOWN:
$80,000: App development and marketing
$50,000: Data engineering and digital reward creation
$20,000: Gamification design
JUSTIFICATION: Gamification boosts engagement as tasks have game-like elements (5 Benefits of Gamification). Adding digital rewards in MLB's app will increase user motivation and engagement. Investing in gamification is a strategy that consistently shows a drive in engagement.

QUARTER 3: $70,000
BREAKDOWN:
$25,000: App and email campaign integration and marketing
$45,000: Merchandise production with shipping and fulfillment
JUSTIFICATION: Aim to produce around 2,800 shirts to eligible fans as this keeps costs manageable while still providing a reward to fans. App/email integration ensures only eligible fans are targeted, maximizing ROI. This approach is effective because it delivers high-value rewards to engaged fans, strengthening loyalty and encouraging sign-ups.

QUARTER 4: $100,000
BREAKDOWN:
$50,000: Merchandise and exclusive items
$50,000: Discounts, promotions, logistics, and marketing
JUSTIFICATION: Holiday shopping is a peak purchase period, making merchandise and exclusive items effective at driving engagement and sales. The marketing will include email campaigns, push notifications, and social media content to announce each day's offer. Logistics ensure a seamless customer experience, which is critical during holiday fulfillment.

Measures of Success

SOCIAL MEDIA:

Quarter 1:
Increase Gen Z awareness of MLB before the season by generating buzz through high-energy short-form content.
GOAL: 20M–30M Gen Z impressions across TikTok, Instagram, and YouTube.

Quarter 2:
Convert early awareness into engagement by encouraging viewers to align with individual players.
GOAL: 8–12% engagement rate on "Choose Your Fighter" player edits.

Quarter 3:
Strengthen fan loyalty during playoffs by driving consistent engagement with World Series content.
GOAL: 5%+ share rate on countdown posts, highlight edits, and repostable score graphics.

Quarter 4:
Maintain off-season relevance by leveraging influencer storytelling and cross-sport comparisons.
GOAL: 10% increase in followers across TikTok/Instagram during off-season content cycle.

PUBLIC RELATIONS:

Quarter 1:
Generate widespread awareness of MLB's Gen Z focused initiative by positioning MLB as entering a new cultural, youthful, and digital era.
GOAL: 20+ media pickups and 10M earned-media impressions across Gen Z–relevant outlets (e.g., Bleacher Report, sports creators).

Quarter 2:
Drive relevance on campuses by starting partnerships with high-visibility student organizations through co-branded merchandise.
GOAL: 200+ pieces of UGC from partnered groups and a 5%+ increase in MLB mentions across campus-related social feeds.

Quarter 3:
Build World Series hype by tapping into music culture through the MLB x Spotify playlist, integrating player personality and culturally relevant artists.
GOAL: 500K+ playlist saves/streams and 5K+ organic social shares (e.g., story posts, TikTok references).

Quarter 4:
Humanize MLB's brand during the holiday season by spotlighting players' philanthropic work and community impact through popular podcast appearances on social media.
GOAL: 2M combined views/listens on 5-10 secured podcast features highlighting relevant MLB players.

Measures of Success

DIRECT MARKETING:

Quarter 1:
Build excitement among Gen Z fans by introducing a campus-focused MLB initiative and collect university data.
GOAL: 25K+ university form submissions from Gen Z app users and a spike in SMS engagement (20%+ click rate).

Quarter 2:
Drive campus engagement and event turnout through an MLB pop-up truck supported by micro-influencer promotion.
GOAL: 1,000+ students engaged per stop and 300+ social posts generated from interactive on-site experiences.

Quarter 3:
Convert travelers into game attendees through targeted in-flight MLB ads with direct ticket-purchase prompts.
GOAL: 3–5% QR code scan rate from in-flight placements and an uptick in same-day ticket sales in participating cities.

Quarter 4:
Re-engage Gen Z fans during the off-season through personalized MLB Rewind recaps to encourage app return and social sharing.
GOAL: 40% of eligible users viewing their MLB Rewind and 10K+ organic social shares across TikTok, Instagram, and X.

SALES PROMOTION:

Quarter 1:
Boost Gen Z visibility and cultural relevance through limited-edition fashion drops in Gen Z-dominated retail stores.
GOAL: 70% sell-through of the collection within the first month and 5K+ QR scans leading to MLB digital content.

Quarter 2:
Increase routine app engagement through the MLB Streak rewards system launched at season kickoff.
GOAL: 25% of active app users are maintaining a 7-day streak and a 15% uptick in daily active users.

Quarter 3:
Convert World Series excitement into MLB.TV subscriptions with a championship shirt incentive for fans of the winning team.
GOAL: 8–10% email-to-subscription conversion rate among users who selected the winning team.

Quarter 4:
Drive year-end purchases through a “12 Days of Baseball” holiday promotion offering daily limited-time deals.
GOAL: 20% increase in MLB Shop sales during the promotional period and repeat website visits on at least 3 different days.

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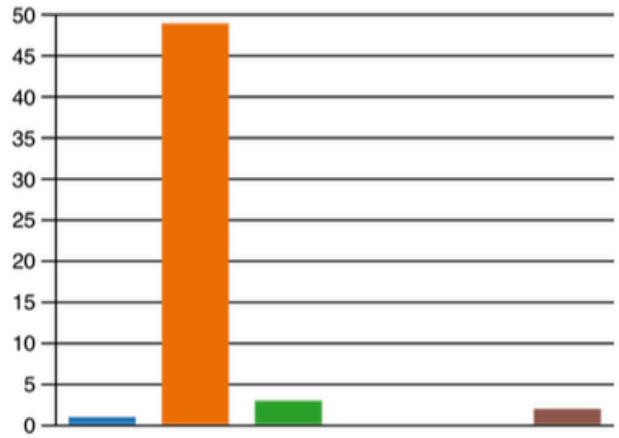
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Appendix A

RAW SURVEY RESULTS:

1. What is your age group?

Under 18	1
18-21	49
22-24	3
25-30	0
31+	0
Other	2



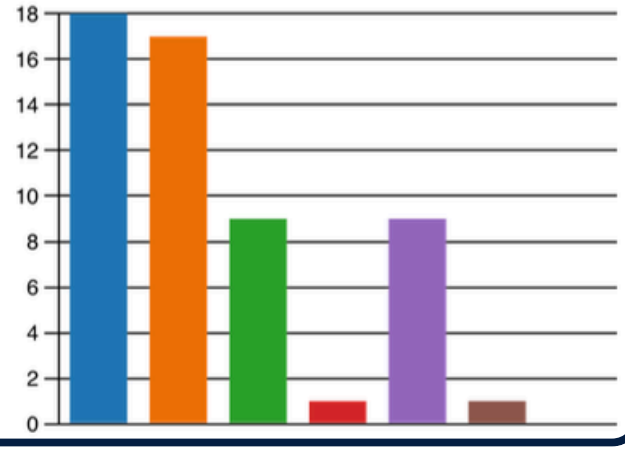
2. What is your gender?

Woman	31
Man	23
Non-binary	1
Prefer not to say	0



3. How often do you watch live sports or highlights?

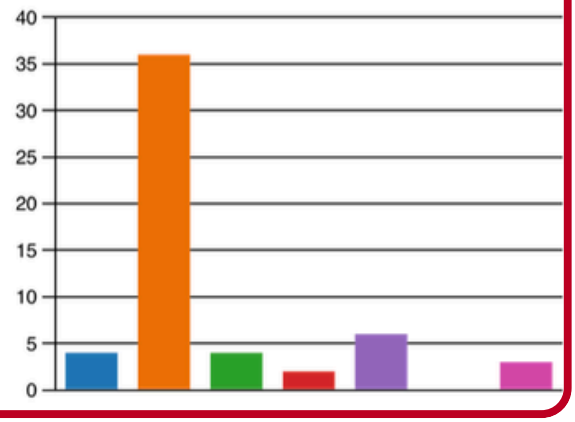
Weekly	18
Daily	17
Monthly	9
Yearly	1
Rarely	9
Never	1
Other	0



Appendix A

4. Which sports do you watch most frequently?

Baseball	4
Football	36
Soccer	4
Hockey	2
Basketball	6
None	0
Other	3



5. How long have you been a fan of your favorite sport?

0-5 years	11
6-10	15
11-15	12
16+	15
N/A	2



6. Do you prefer watching full games or highlights?

Full Games	23
Highlights	13
Both	19
N/A	0
Other	0



7. What makes you want to attend/watch a live sporting event? (Select all that apply)

Atmosphere and excitement	51
Social experience with friends/fa...	42
Supporting a favorite team/player	30
Special promotions or theme ni...	8
Other	0



Appendix A

8. • What prevents you from attending live sporting events?

Ticket cost	27
Travel inconvenience	12
Lack of interest in the sport	4
Busy schedule	10
Other	2



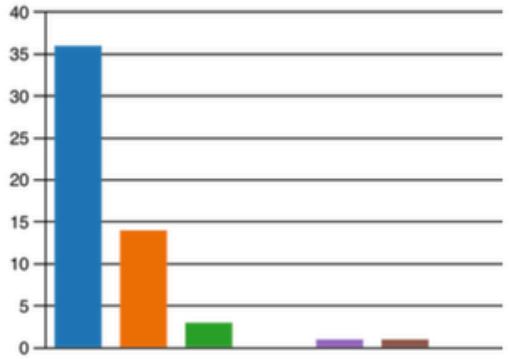
9. How much would you be willing to pay for a ticket to a live sporting event?

Under $25	9
$25–$50	23
$50–$100	18
Over $100	5



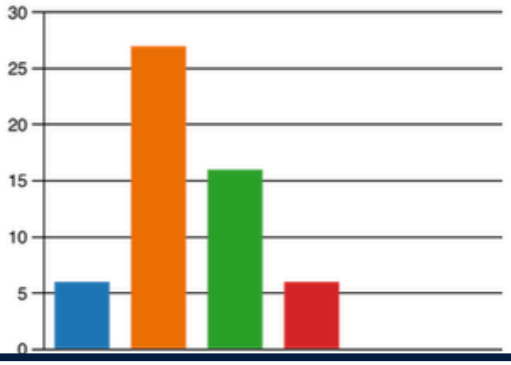
10. Which social media platforms do you use most to follow sports teams or players?

Instagram	36
TikTok	14
Twitter/X	3
Facebook	0
YouTube	1
None	1
Other	0



11. What type of sports content stands out to you?

Behind-the-scenes videos	6
Game highlights	27
Funny content	16
Player interviews	6
Community involvement posts	0
Other	0



Appendix A

12. Would a team's involvement in **community programs or diversity initiatives** influence your support?

Promoters	5
Passives	16
Detractors	31



13. Do you prefer fast paced sports or slower paced ones?

Fast (ex. Basketball)	37
Slow (ex. Baseball)	4
Both	10
No preference	4



14. What would make attending/watching live sporting events more appealing to you?

37
Responses

Latest Responses
"Making the traffic to the game and from better'
"Less advertising (watching) or lower costs (attending) '
"My sports team playing'

Update

3 respondents (**9**%) answered **Cheaper tickets** for this question.



Appendix B

BUDGET ALLOCATION CHART:

Units in currency

