



(THE CREW)

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WHO'S IN YOUR CREW?



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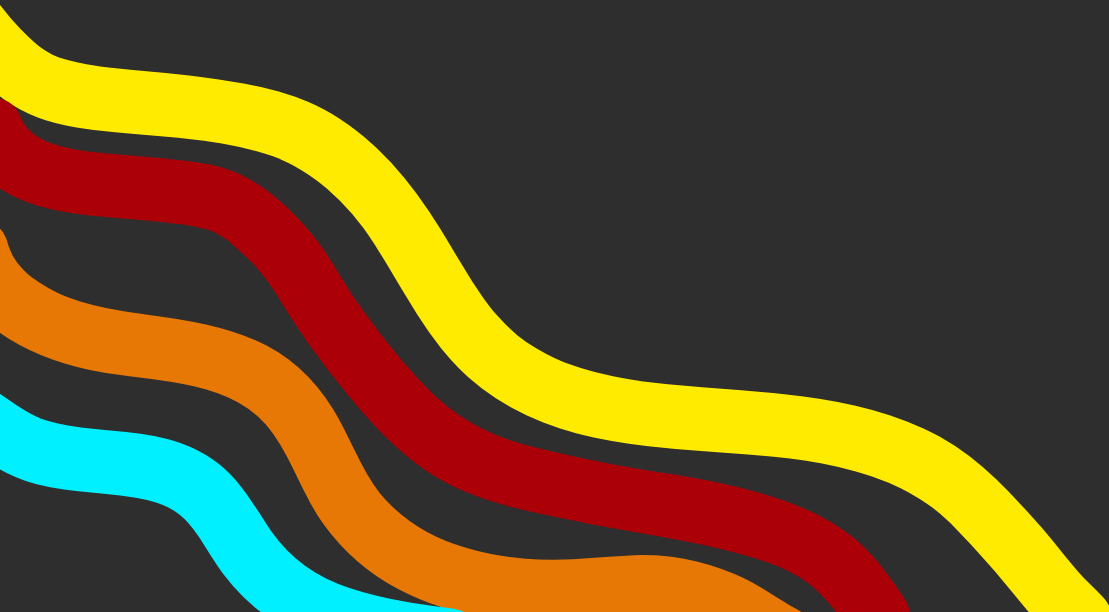
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# EXECUTIVE SUMMARY

## ADVERTISING STRATEGY

Who's in your crew? This campaign will rebrand Sector9 as the original longboard that brings people together. Rather than being known as a board exclusively for advanced solo riders, Sector9 will be a board that everyone can ride. The best memories are made on a board with your crew, and Sector9 will distinguish themselves as the best way for friends and couples to get out and explore together.

## CREATIVE STRATEGY

Our ads will display groups of friends and couples coming together and making memories on their Sector9 boards. We will use a series of pictures displaying real connections between people having fun with their longboards. We will create ads to encourage our target market to leave behind the mediocrity of the daily grind and add some excitement to their lives with their crew.

## PROMOTION

Our promotional campaign will encourage the consumer to get outside and make memories with their crew. We will host a social media competition in which groups of friends will post pictures longboarding with their crew on Instagram, Facebook, or Twitter using the hashtag #whosinyourcrew. Once a month during the summer, the most creative picture will be awarded with Sector9 merchandise and all-expense paid experiences including concert tickets, passes to amusement parks, tickets to sporting events, and resort vacations. The hashtag #whosinyourcrew will provide positive buzz on social media and promote the new image of Sector9 as the best activity for groups of friends.

## MEDIA PLAN

Our campaign will strategically place ads where our target market will see them the most frequently. We will run print advertisements in magazines frequently read by our target market, create alternative advertisements to be displayed within public transportation, and saturate social media with interactive Sector9 ads. These will create excitement and brand loyalty to Sector9.







**SITUATION ANALYSIS**









## CATEGORY + BRAND BACKGROUND



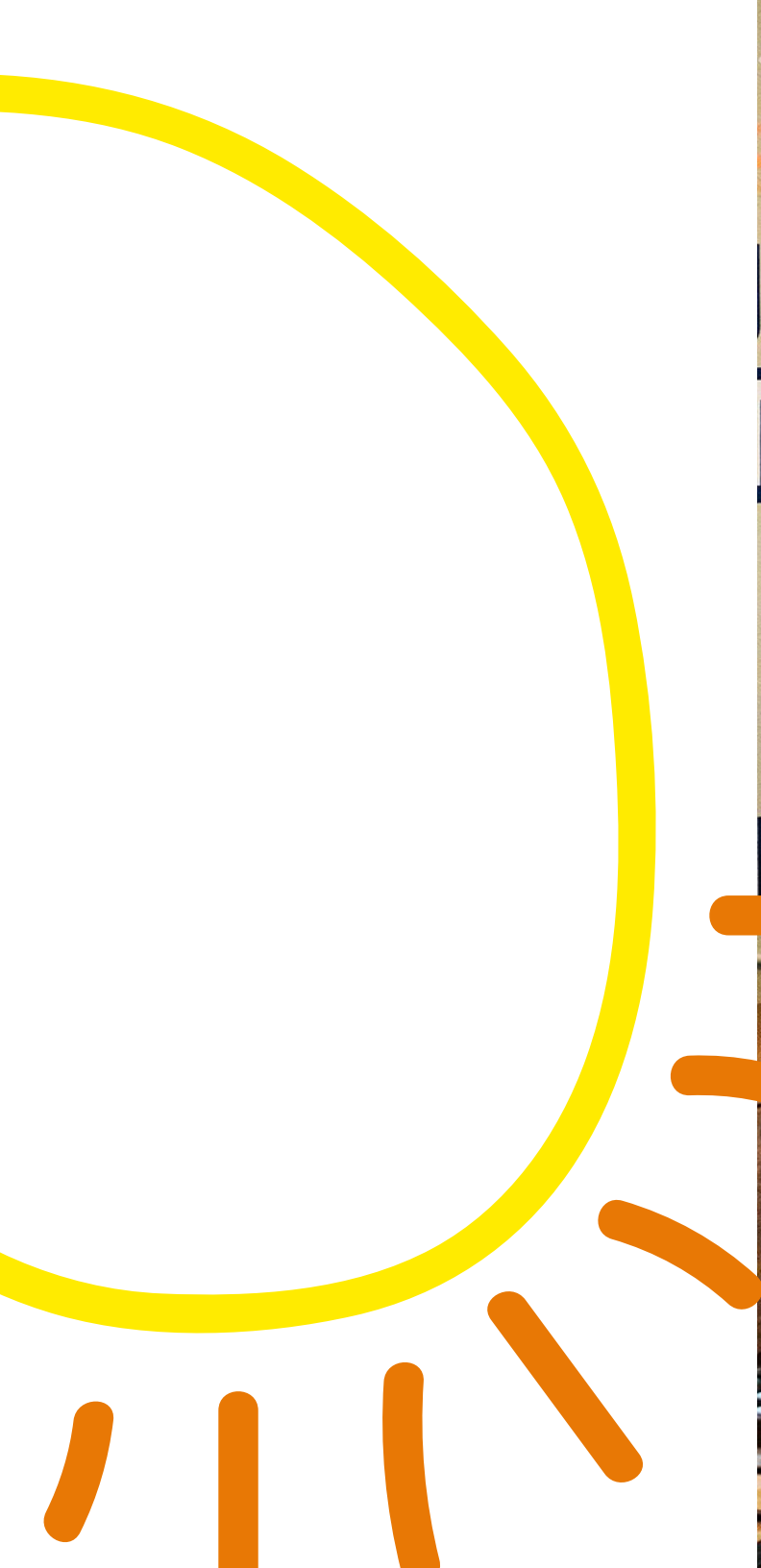
Sector9 started out in a La Jolla beach house in 1993, a permanent hangout spot for a group of college best friends. One friend who always referred to the group as “nineballs” called the house Sector 9. The name stuck, and Sector9 was born.

The friends stuck the logo on their snowboards-turned-skateboards, and began producing hill cruisers. They differentiated themselves from other boards by creating wider, longer decks with larger wheels and a new tail. Their boards turned heads by providing faster and smoother rides than any competitors.

For over 20 years, Sector9 continued to produce boards with original artwork and collaborate with popular skaters to build their brand. In 2016, Sector9 sold the company to Bravo Sports for \$12 million. Sector9 continues to be one of the most popular longboard brands, recognized for being the “original” high-quality longboard.











## BRAND EVALUATION

**Longboards like you've never experienced before.**

Combining original artwork & excellent stability, Sector9 provides the smoothest ride on the coolest board around. Made with all riders in mind, their variety of boards cater to every experience.

Sector9 longboards create the best social opportunity for every rider - whether it's a girls' night out, a downhill cruise, a ride around campus, or date night with that special someone. The feeling of exhilaration while flying down a road with your crew can't be beat.

Consistently cruising at the top as the most popular longboarding brand in the United States, Sector9 makes boards so you can make memories.



# SWOT ANALYSIS

## STRENGTHS

- ◆ Made by college students, for college students.
- ◆ Recognized as the original longboard.
- ◆ Known for having the highest quality boards.
- ◆ Large variety of designs and styles of boards.
- ◆ Brand-loyal customers.

## WEAKNESSES

- ◆ Difficulty differentiating themselves from other longboard brands.
- ◆ Advertisements cater only to advanced longboarders.

## OPPORTUNITIES

- ◆ Amplify Sector9's presence on social media.
- ◆ Prove that Sector9 is unique and superior to other longboard brands.
- ◆ Change the idea that longboarding is an individual activity for advanced riders.

## THREATS

- ◆ Competition in an oversaturated longboarding market.
- ◆ Consumers purchasing a longboard for the first time prefer a lower priced board over higher quality.



# COMPETITIVE SUMMARY

## DIRECT COMPETITOR - SANTA CRUZ

**Strengths:** Well-known brand, innovative designs.

**Weaknesses:** Not as durable and high-quality as Sector9.

## DIRECT COMPETITOR - ARBOR

**Strengths:** Less expensive than other brands.

**Weaknesses:** Lack of downhill boards, cheaper quality wood.

## INDIRECT COMPETITOR - PENNY BOARDS

**Strengths:** Extremely light, only 4 lbs. Ideal for transportation in tight spots or cities.

**Weaknesses:** Less balance on small board, not ideal for high speeds.

## INDIRECT COMPETITOR - ROLLER BLADES

**Strengths:** Smaller and lighter than longboards, more flexibility for tricks.

**Weaknesses:** Not as easy to carry around, not ideal for downhill or uneven riding.







## PROBLEM STATEMENT

SECTOR 9 FOCUSES ON ADVANCED SOLO RIDERS, INSTEAD OF MAKING LONGBOARDING SOMETHING EVERYONE CAN DO TOGETHER.





ADVERTISING PLAN







## ADVERTISING OBJECTIVES

1. Rebrand Sector9 to be focused entirely on appealing to friend groups ages 18-25
2. Remind friend groups of all the good times spent together longboarding
3. Help them connect Sector9 with the feeling of companionship and belonging
4. Make repeated impact by making the maximum amount of impressions with memorable advertisements showing different types of groups brought together by Sector9
5. Motivate the target audience to choose Sector9 above other brands and stay loyal post-purchase









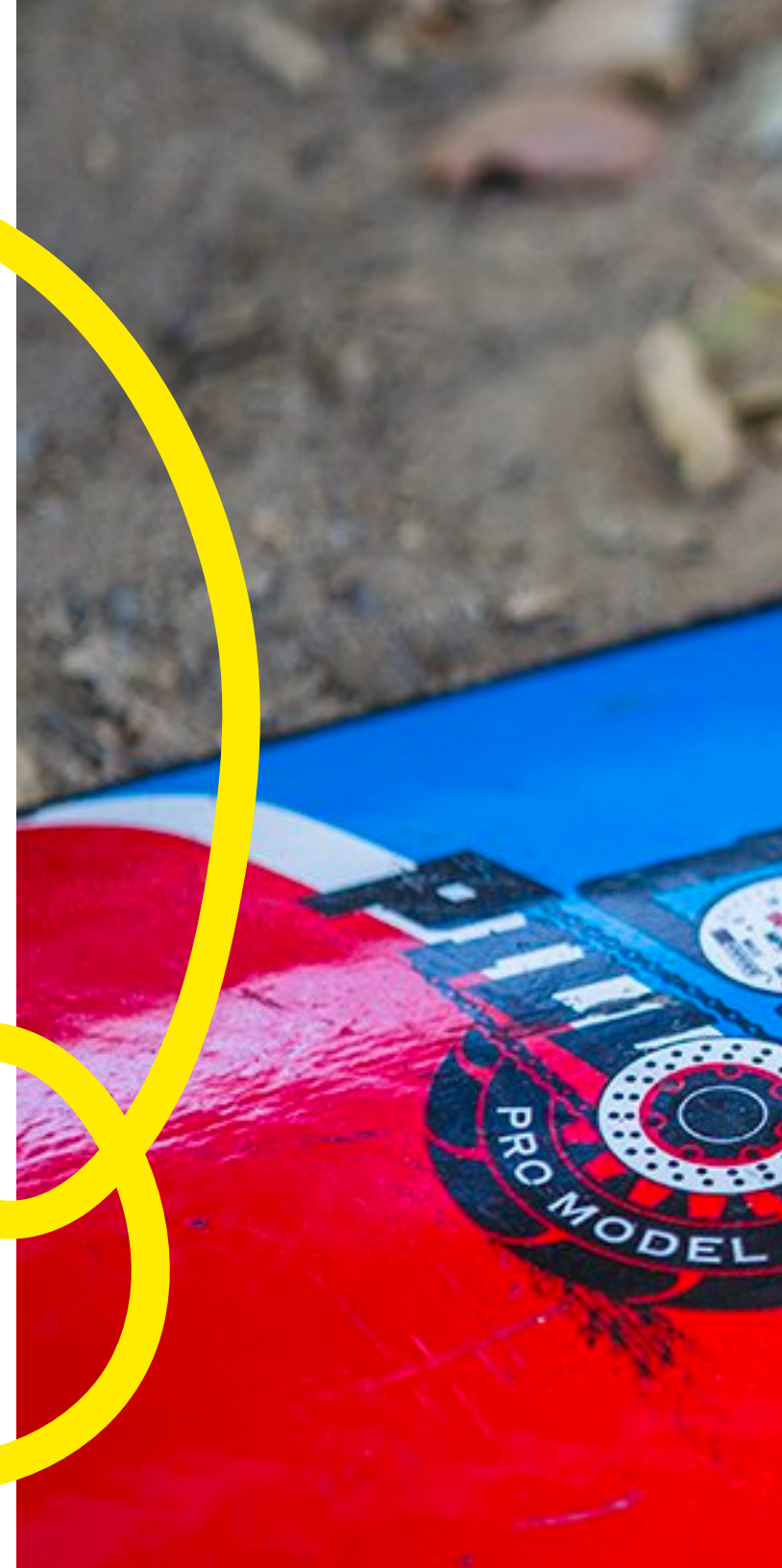
# TARGET MARKET ANALYSIS

## RIDE OR DIE DUDES

- Friend-loyal to a fault. They love the feeling of adrenaline and hair-rustling wind but know that to savor those feelings they need their crew.
- In their free time, you can always find them in a pack.
- Each is unique, but one thing they all have in common is that they live for the connections they make with others.

## DEMOGRAPHICS

- 18-25 year-olds
- Male and Female
- Those that have finished with high school, and are now moving on to higher education
- Individuals that are considering longboarding, or that already longboard











## PSYCHOGRAPHICS

- ★ Ride or die dudes might have a lot going on in their lives including school and work, but they don't hesitate to put it all aside to spend time with their crew instead. When they do have free time, a parent or boss will be hard pressed to find where they are, but will know they're with their crew.
- ★ They work efficiently (sometimes a little too efficiently) so that they have time for fun.
- ★ They are not very organized when it comes to their schedule. If something is important or exciting, they will make time for it, but otherwise most things are planned last second.
- ★ They are always willing to try new things and meet new people.
- ★ They are active social media users and take pride in how good their Instagram looks. You'll find good photos on their page because odds are, they have a friend that likes photography.
- ★ They appreciate the beautiful outdoors. That is part of the reason why they love longboarding, and they enjoy any other activities that give them a great view.
- ★ They are passionate. While they may not have found a career that they are focused on yet, they are ardent about their pastimes and zealous about who keeps them company.
- ★ They are rather liberal and very accepting of different lifestyles because their networks includes individuals that belong to most demographics. They consider themselves as living on the fringes of society.







## BUYING BEHAVIOR

- Ride or die dudes consider all factors when making a purchase, but what's most important is their gut feeling.
- They want a board that makes them forget about the price tag, and that they can brag about to their friends. That is why their decisions are heavily influenced by what they see on social media, and the quality of the board.
- When they decide which board they want, they will most likely buy it online as long as they know the brand and know what quality board they will be receiving.

## GEOGRAPHIC

- Focusing on a surfer crowd (what Sector9 does now) sells well in California, however focusing on friend groups will sell well across the United States.
- The target market will be focused in social hubs, such as college towns and big cities. Advertisements will be spread across the US and clientele will be more diversified.





## DAY IN THE LIFE OF RIVER



5:00 AM

River wakes up early today. He has plans. They'll miss sunrise if he waits any longer. He puts on the outfit that he laid out last night, heads off to pick up Jennifer and some kolaches, then drives to a lookout.

7:30 AM

He walks into his class 30 minutes late and sits in the back next to his study group. Normally he isn't late, but this time was worth it (attendance isn't recorded in this class anyway). Showing his group some pictures of the sunrise, he doesn't give many details, but he implies that it was a very fun time.

11:00 AM

He gets home and one of his roommates suggests a Chinese buffet run. Why not? By the time they actually get to the restaurant they have picked up three too many people to be in the car, and more than a couple of the girls are complaining about the restaurant choice. When River's soft serve ice cream cone collapses onto the floor, he just places a 'wet floor' sign over it. He does it for the appreciative guffaws of the group.

12:30 PM

River is home alone. Everybody else has gone to work or off on other plans. He doesn't feel like doing Monday's homework, so he turns on Netflix and sits down for a minute. He manicures his Instagram page and looks through his Twitter feed. He doesn't like these breaks in his routine, watching Netflix alone can get depressing fast.

1:00 PM

After finishing the episode, he heads to the house across the street to see if anyone is home. He probably shouldn't be hanging out with Jennifer again in the same day, but everyone else he would call is either busy or out of town and he needs a human right now.

7:00 PM

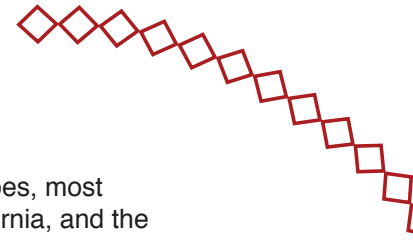
He gets home and rounds up the same crew that was at the buffet so that they can go on a little longboarding trip. He had texted them all the plan while at work. By the time they have driven to the trail it's getting dark, which is perfect. Longboarding in the dark is much more fun.

9:00 PM

They'll probably watch a movie or something tonight, but first they plan next weekend's road trip. River hasn't asked for work off yet, he'll have to call in sick.



## PRODUCT POSITION

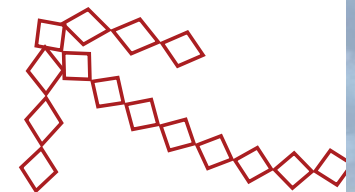


### CURRENT POSITION

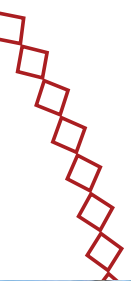
Products are marketed to surfer types, most sponsored videos are shot in California, and the company's videos and website show almost as many people surfing as it does longboarding. Advertisements consist almost entirely of videos made by sponsored athletes.

### DESIRED POSITION

Products will be marketed to all groups of friends, and many more potential customers will connect with the new campaign. This will make advertisements yield results in more than just California; brand loyalty across the country will increase. More people will start ordering boards online and Sector9 will become an icon of social connection.









# RESEARCH FINDINGS

## SECONDARY RESEARCH



Sector9 was founded in a house of college friends who shared the passion of skating. The crew started making their own unique boards and turned heads all around town as they road through the streets as a group. Since then, they have grown exponentially and were purchased by Bravo Sports in 2016. Today, they are the leading longboard producer and despite the change in leadership, they still carry the same group spirit of the original nineball crew.

## FRIEND GROUP



What does your perfect longboarding trip consist of?

"A nice sunset, and a date...or a group of friends, both are fun."



What is important when you're buying the new longboard? (ex: price, recommendations, etc.)

"That it's a cool board. I want something that will stand out and that I feel good riding."



Why is going longboarding with friends better than going alone?

"Going with friends is like...bonding time, it's so fun. But being by yourself can be like depressing sometimes haha. Almost like getting a notification on snapchat and then seeing it was just snapchat that sent you a message."



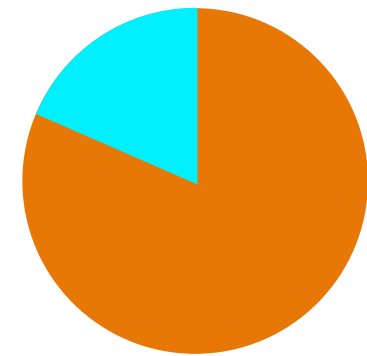
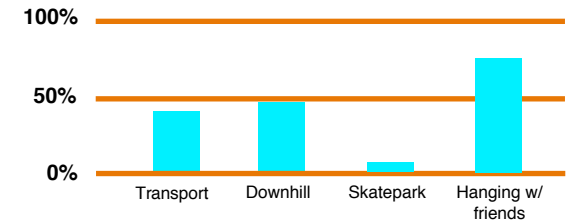




## QUANTITATIVE FINDINGS

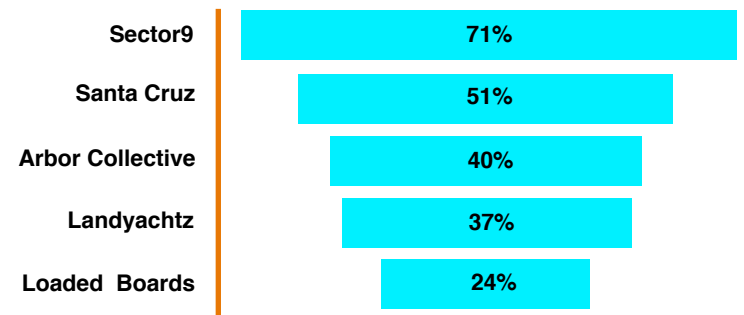
- ★ The target market has already heard about Sector9.
- ★ Advertisements would be most effective if focused on moving the target market into the loyalty phase of the purchase funnel.
- ★ The majority of this target market use their board to cruise around and be with others. (This insight was also found in our friend group).
- ★ One thing that our entire target audience can agree on is that hanging with friends is a fun pastime. In a survey we had a selection of pastimes that included hanging with friends, a selection of sports, listening to music, longboarding, etc. For those that actively longboard, the largest selection chosen by far was 'hanging with friends.'

### % OF LONGBOARDERS THAT USE THEIR BOARD FOR EACH CATEGORY



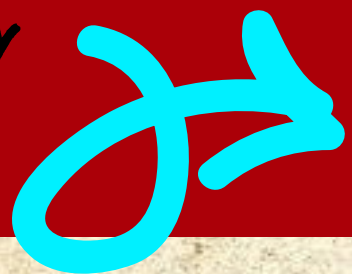
- Enjoy spending time w/ friends
- Did not check the friend box

### % OF RIDERS + POTENTIAL RIDERS THAT HAVE HEARD OF LONGBOARD BRANDS





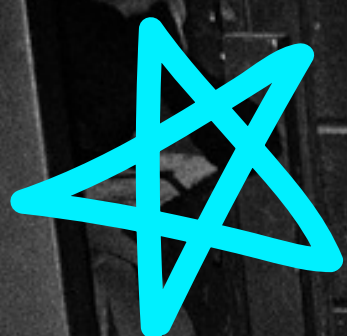
STRATEGY















## RESTATE THE PROBLEM

- ✦ Sector9 focuses on advanced solo riders, instead of making longboarding something everyone can do together.

## KEY INSIGHTS

### Consumer Insights

- ★ Skater boys and inexperienced riders alike all care about one thing - relationships. They love hanging out with their friends doing anything and everything outdoors.
- ✦ People board to be social and make connections with others - the good vibes the board provides can't be beat.
- ★ 18-25 year old college students want to spend their time doing activities that improve their relationships with others.

### Brand Insights

- ★ Sector9 is considered the highest quality board on the market right now.
- ★ They are well-known among experienced and inexperienced riders for their beachy bright designs, long lasting boards, and variety of selection.
- ✦ People who ride Sector9 are loyal to the brand.

## ADVERTISING STRATEGY STATEMENT

FOR THE **RIDE OR DIE DUDES**  
WHO ARE ALL ABOUT HAVING  
FUN WITH THEIR CREW, SECTOR9  
IS THE ORIGINAL BOARD THAT  
BRINGS PEOPLE TOGETHER.





## SUPPORT

Our target market is at a stage in their lives where they are seeking acceptance and a place of belonging. Friendship and relationships with others are their highest priority. Most of them are currently in college or just entering their chosen careers. They're seeking to create life-long memories and are down for any type of crazy adventure. Sector9 provides them with the highest quality boards to grab their crew or their crush and head out on an adventure together.





**CREATIVE PLAN**









## CREATIVE STRATEGY



Our image for Sector9 focuses on our target markets' desire to make memories while building relationships. The ads convey that Sector9 boards are perfect for the ride or die crews that are looking for a good time with their friends.

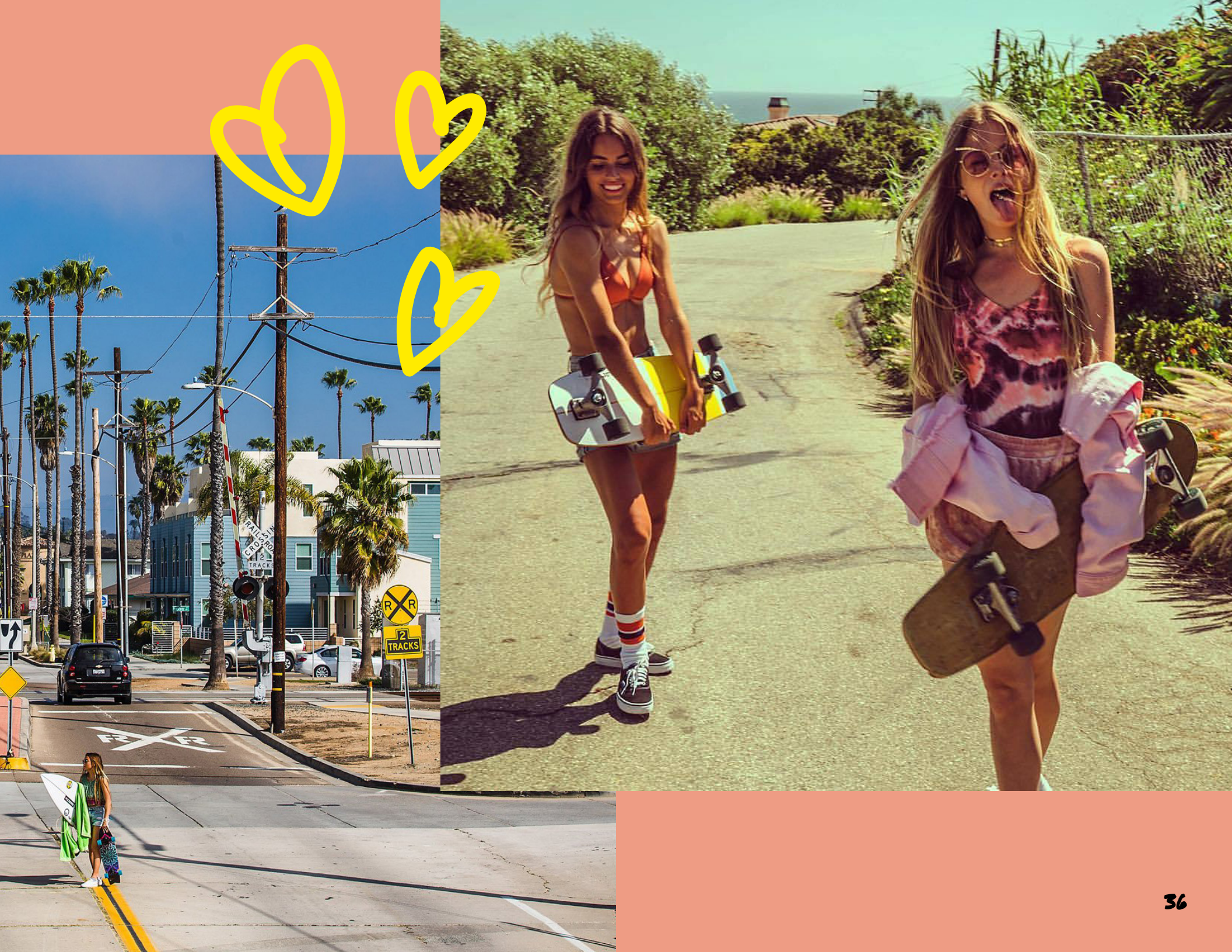
## tone + MANNER OF ADS



The tone of our creative maintains the bright, fun vibe that Sector9 has used for a long time, but refocuses the ads to show groups of people longboarding, instead of a single rider.









A horizontal, irregular yellow brushstroke that serves as a background for the text.

**CREATIVE EXECUTION**



**GOT  
WEEKEND  
PLANS??**



**NOW YOU DO.**

Keep your board close and your friends closer this weekend. Get out, grab your board, grab your pals, and hit the beach. And if you aren't near the beach, take those beach vibes with you anytime, anywhere.

**WHO'S IN YOUR CREW?**

**sector**  
SKATEBOARD CO.

**PRINT #1**



# BOARD IN CLASS??



**sector**   
SKATEBOARD CO.



**WE CAN HELP.**

lucky for you, longboarding is the perfect excuse to dip out of that math class that you're failing anyway. besides, you'll remember those smooth rides and good friends more than you'll remember what you learned in calc. let's make some memories.

**WHO'S IN YOUR CREW?**



**PRINT #2**





SATURDAYS ARE FOR THE GIRLS.

**sector**  
SKATEBOARD CO.  
WHO'S IN YOUR CREW?





**ALTERNATIVE #1**



ALTERNATIVE #2





SWEEP HER OFF HER  
**BOARD** 



**sector**   
SKATEBOARD CO.

WHO'S IN YOUR CREW?





BETTER THAN RIDING **THE BUS.**  
WHO'S IN YOUR CREW?

**sector**   
SKATEBOARD CO.

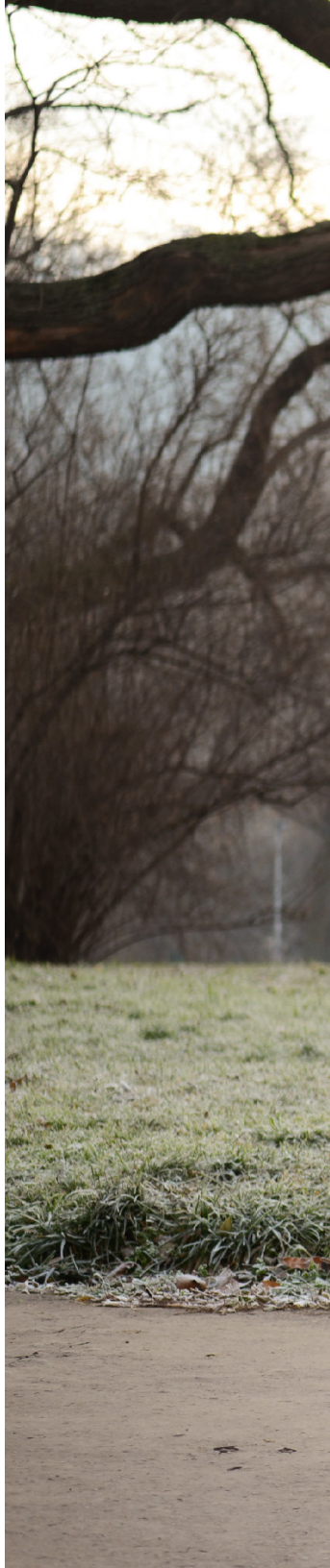




**ALTERNATIVE #3**



**ALTERNATIVE #4**





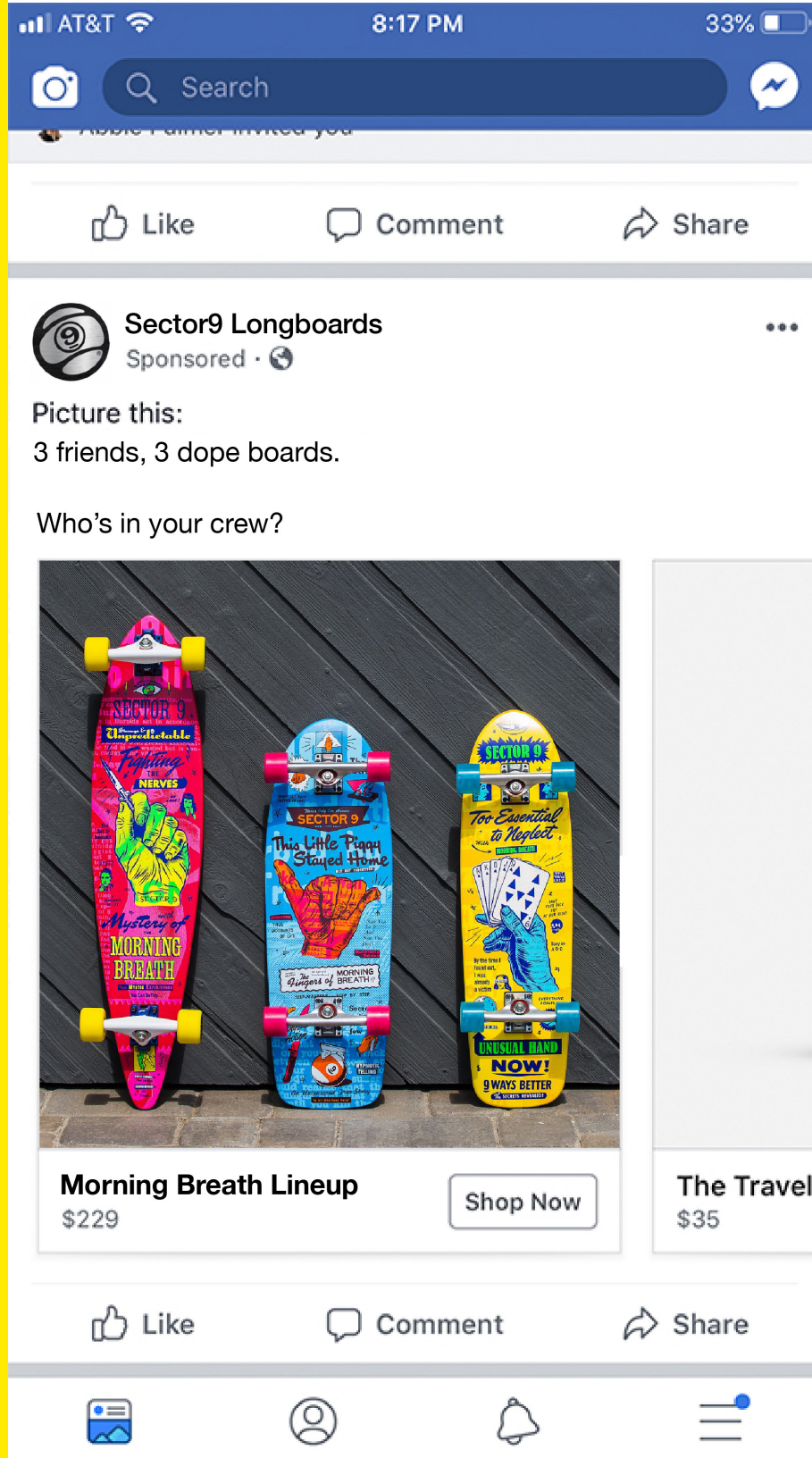




# DIGITAL #1





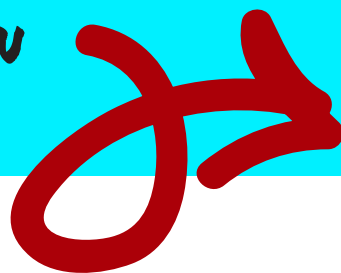


DIGITAL #2





**SALES PROMOTION**







College students love free stuff, so the best way to promote Sector9 boards is to give away free prizes via social media contests. Groups of friends will post pictures longboarding with their crew on Instagram, Facebook, or Twitter, using the hashtag #whosinyourcrew. Once a month from June-August, a board of executives will choose the most creative picture and award the group of friends with select Sector9 merchandise and all-expense paid experiences such as: concert tickets, passes to amusement parks, vacations, and tickets to sporting events. This will motivate students to get out and have fun with their friends as well as provide some cool promotional content for the brand. The winner will be announced on all social media platforms and a Sector9 official photographer will accompany the group on their experience to take promotional pictures for social media.





**MEDIA PLAN**







## MEDIA STRATEGIES

Our campaign strategically places ads where our target market will see them the most frequently. We expect college students will recall Sector9 as the board that will bring their crew together.

We will run print advertisements in magazines frequently read by our target market including Vogue, People, BadSoup, Thrasher, and Juice.

Our alternative advertisements will be in subways and bus stops to spread Sector9 around college campuses as students commute to class.

Our digital advertising will include a Facebook ad and an Instagram post on Sector9's page that students will interact with as they scroll through their feed.

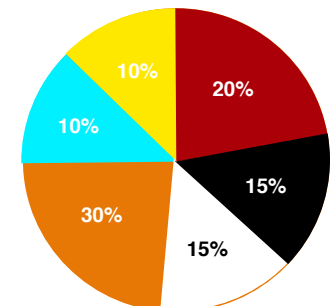
## SCHEDULES

March-May: Alternative and print ads will begin to run as the end of the school year approaches and temperatures begin to rise. College students will be itching to buy a board and enjoy the new warmth with their crew.

June-August: Digital ads will run on Facebook and Instagram, encouraging our target market to take their summer vacations to the streets. Our sales promotion will run on Instagram, Facebook, and Twitter during these three months, encouraging social media users and their crew to interact with Sector9.

## BUDGET SUMMARY

Instagram: 30%, Bus & Bus Stop: 20%, Facebook: 15%, Print: 15%, Subway: 10%, Park bench: 10%







## EVALUATION

- ★ Track the increase of sales as well as the increase of activity on Sector9's social media.
- ★ Create an increase of social media posts by consumers using the hashtag #whosinyourcrew and an overall increase of traffic on Sector9 social media on all social media platforms (Facebook, Instagram, Twitter, etc.).
- ★ Generate a greater social media presence from Sector9.
- ★ Increase number of sales and brand loyalty within the target market.





