United States Women’s National Soccer Team

Ardrey Kell High School

10220 Ardrey Kell Rd

Charlotte, NC 28277

Eric Ahn & Jack Morton

**Table of Contents**

**Title Page:…………………………………………………………………………………. 1**

**Table of Contents:………………………………………………………………………… 2**

**Executive Summary………………………………………………………………………. 3**

**Introduction……………………………………………………………………………….. 4-7**

**Research Methods Used in Study………………………………………………………... 7-9**

**Findings and Conclusions………………………………………………………………… 9-14**

**Proposed Rebranding Ideas…………………………………………………………….....14-18**

**Proposed Budget…………………………………………………………………………18-20**

**Executive Summary**

When The American Football Association was formed in Newark, N.J, the United States Women’ National Soccer Team was born. Also, the Women’s National Soccer Team joined FIFA in 1913. The mission statement of the organization is “To Celebrate the History, To Honor the Heroes, To Inspire the Youth, and To Preserve the Legacy”.

In order to gather some information about the United States Women’s National Soccer Team, our group decided to use research methods. Those include stratified survey of our target market (Middle class white women and lower class Hispanic Women), interviewing the former professional soccer player, Kim Montgomery, using an online source, and an interview that a high school student from New York conducted with Abby Wambach.

After we conducted our research methods, our group found several reasons why the United States Women’s National Soccer Team is not promoted and also solutions to increase the attendance and interest of United State Women’s National Soccer Team. Reasons why the team is not promoted as much as United States Men’s National Soccer Team consist of no in game incentives, lack of awareness of the location and time of the matches due to a poor advertisement, different target markets based on the geographic, and lack of chances of the team playing in large cities and bigger venues. Our group ultimately found the solutions to these problems; they are to add in game incentives, lowering the price, discounts, using celebrities’ appearance, adding more advertisements so our target markets would be aware of the location and time of the matches.

The total budget of this project is $168,200. This is a very reasonable budget because our group will earn a profit at the end. Also, the United States Women’s National Soccer Team gained many loyal followings.

**Introduction**

**A. Description of the business or the organization**

The roots of the Women’s National Soccer Team started in 1884 when The American Football Association was formed in Newark, N.J. In 1913, the United States Women’s National Team was granted the permission to join FIFA (Federal International Football Association). In 1972, Title IX was passed and was a law that stated that women and men had to have equal number of varsity sports in college was enacted. Unlike the men’s game, women’s soccer had much of its early growth in the college game. Up until the late 1900’s, there was not many collegiate teams, but in 1981 there were almost 100 varsity programs established in NCAA women’s soccer. Varsity college teams began to spread in the early 1980’s, and a national squad was only established in 1985. Women’s soccer in the United States didn’t really take off until 1991 when the US Women’s Soccer won the first ever FIFA World Cup in China with a 2-1victory against Norway. This shot up ratings and viewership for the team when more people got interested in what America was doing with women’s soccer. The first national women’s league did not launch until 1995, and it was not until 2001 that the first professional women’s league made its debut.

The United States Women’s National team is a company that promotes and displays the best women soccer athletes in America. The team is made up of a lot of different players, ranging from college players to professionals that play overseas on clubs in Europe, Asia, and South America. A majority of the players on the team have been playing soccer since they were young, and were scouted by the American National Team. They were then asked to play on a younger national team, such as a U-15 team. A U-15 team is a team that consists of players all under the age of 15, but mostly only fourteen and fifteen year olds. Some don’t start off playing soccer for club teams; instead they go to college and then get recruited to play for the team while participating there. There isn’t a tryout for the national team, you have to be scouted and play for a college or professional team. A lot of the players that play for the US National Team play in the professional league for women in the US, the National Women’s Soccer League (NWSL). The national team is only a part time job, the majority of the work that the players do is for their professional club. The time commitment for these women is every day of their lives, from playing on their professional team to playing on the national team, they have to be dedicated to their work 24/7 in order to improve. However, this is difficult because the average salary for a women soccer player playing in the National Women’s Soccer League is $20000, varying off team and fame status.

B. Description of the community

i. Economic

The major problem with women’s soccer is low attendances and interest of the team. Television has taken over the market, providing a ton of different angles that the game can be shown on. People can go to the games, or watch from the game from home (without a specific target group being marketed towards they don’t target a specific economic group). America is a huge country, so narrowing it down to a specific target market is very difficult for the national team. Women’s soccer in the United States is marketed towards white middle to upper class women or lower class Hispanics. In 2011, the average income for American citizens went from $51,144 in 2010 to $50,502. In the last twenty years, the economy has made people re-budget their lifestyles, so a lot of the people that used to come to the games can’t afford to buy a ticket to the games and go watch. Most people would prefer to stay at home and not have to spend and money on expensive food or drinks. The unemployment rate in America is a mere 7.6% so most people have a job and have enough money.

ii. Geographic

A majority of people that watch the soccer games are in places that have a huge influence in women’s soccer (they also target everyone in the US because it’s their national team). It’s a whole country’s effort to go and support them. A majority of the people that watch women’s soccer matches are based around the major cities that women’s soccer league is located in.

iii. Demographic

Although the Women’s National Soccer Team has been much more successful than Men’s National Soccer team in terms of having a better result, a majority of Americans still do not support the women’s team as much as they support the men’s team. The demographic for the women’s national team is primarily women. Even if they have a lot of supporters, they don’t bring out a big crowd. The way the team brings in an audience is putting out good results, which they are good at. Although a majority of Americans are supportive of The Women’s National Team, their interest is limited to watching the Olympics and the World Cup final. They are very good at winning at these events; they won the gold medal in the 2012 Olympics. Boston, Seattle, Chicago, Portland, Kansas City, and Washington D.C. are the cities that a majority of people that watch the national team. These cities have a stronger participation because this is where the biggest teams in the National Women’s Soccer Team.

C. Descriptions of the business or organizations

I. “To Celebrate the History, To Honor the Heroes, To Inspire the Youth, and To Preserve the Legacy”. This is the mission statement of the National Team. Broken down, they want to celebrate the history that the Women’s Team has created, honor the heroes of America that allow us to play and be free, inspire the youth of America to go out and work to play for your country and bring glory to the USA, and finally preserve the legacy that the team has already created. They are doing all of this by regularly reviewing past success of the team, playing the national anthem before the game starts to honor the lost heroes, they give back to the community and go to kid training sessions.

They are targeting females of the USA that are interested in soccer or like to watch the sport. Marketing is directed towards showing the athletic side of the game because a majority of the audience is active themselves. The logo also signifies what America wants to with the progression of soccer. The red, white and blue signify the colors of the American flag, showing national pride. The soccer ball propelling through the letters shows that the soccer program is going to bring the United States up to new fame and establish ourselves as a major program.

II. Research Methods Used in Study

A. Design of the advertising media analysis

To design the perfect way to collect information, we utilized two collection methods so we could be perfectly sure that we collected information from the best possible sources and from our target market. The two we used were a stratified survey of our target market and then other people that aren’t. The second method is an interview with a previous United States National Team player, Kim Montgomery. She provided us with quality information that helped us understand why some people would and wouldn’t go to the games. To create our survey, we had to base it towards our target market. Since our target market is middle class white women and lower class Hispanic women, we first included a question about gender. This question established that we were actually targeting our specific market. The next question was what age range they were included in; it started at ten and went up by ten each time (10-20, 21-31). This made sure that we were actually targeting our age group, and it showed what the specific age groups opinions were. After that question, we started to get more in depth with the questioning. The next three questions after that got more in depth, asking them if they had ever gone to a woman’s soccer game and how interested they were in the game of soccer. After those questions we included some open ended questions so they could give us their specific opinion about the game. These questions are essential because a specific opinion is much better than a question where they circle a number showing their interest in the game of soccer. These questions give us a reason why these things occur, not just that they occur. Also this shows us specifically what we can do to change what we are doing. To pass out these surveys, we attended a local soccer game for a Charlotte Soccer Academy Girls under 10 game. When we went there, our group found the majority of our target market, so we proceeded to pass out the surveys. We gave them an envelope, both home addresses and a stamp so they could fill them out and then send it when their kid had finished playing. To conduct our interview with Kim Montgomery, we first had to figure out what wanted to gain from her. Since she played for the National Team, she attended the games and saw who was in the stands, and she also went through the experience of being on the team and playing for America. We figured that when she was at the games, she would have a look in the stands to see who was watching so we asked her who was in the stands. Also, we asked her how much time was spent on promoting the women’s side of the game and how many TV cameras and paparazzi would be at each of their games would be watching. We also asked her what she personally thought could be done to improve the marketing side of the game.

Findings and Conclusions of the Study

For the first research method, we used a survey. We received seventy two of the one hundred that we passed out which is a relatively good feedback return. Out of the seventy two that returned the survey, forty two were women and thirty were men. The mean age range was 43.2 years old, with the extreme being two people that were seventy years and older. The lowest being one person five to ten years old. The next six questions consisted of a serious of dichotomous and scaled response questions. The general consensus of these questions was that most people that were male or over the age of fifty do not like the United States Women’s National Soccer Team. The group of people that enjoyed the United States Women’s National Soccer Team was under the age of fifty, women, and children. We then asked two opened ended questions which asked how, if they could, improve the attendance at the games. Also, we asked how to improve the popularity of the team. A majority of the answers told us that in order to improve attendance at the games; we would have to apply incentives for fans to come to the games. Also, a high percentage of answers said they never saw any advertisements to come out to watch the games so how could they watch them?

For the second research method, we used an interview. We interviewed Kim Montgomery on October 20, 2013 at Starbucks in Blakeney Shopping Plaza in Ballantyne, Charlotte, North Carolina. We met her at 10 AM and concluded the interview at 10:30 AM. We had a series of three questions that asked her about her experiences of playing for the national team. The first question was, “What were the normal demographics at the games?” Her answer, “It varied a lot based on where we played. When we played in big cities on the East Coast, such as New York City, they main demographic was females and Caucasian families. When we played in cities that were more on the West Coast, it was majority of Latino women that came to the games. There weren’t a lot of them in the stadium, but whenever we finished and went to sign autographs outside of the stadium there was a lot of Latino women.” The next question we asked was, “Do you think the United States Women’s National Soccer Team markets nearly enough?” She answered, “No, certainly not. How often do you ever see ads promoting the United States Women’s National Soccer Team? Even as a player I didn’t see a lot of advertisements, and we were good when I played. We won the first Women’s World Cup when I was playing, and we still weren’t advertised as much as the Men’s team is. I guess that’s just how the game works these days, but if you’re ever going to increase the profits from the team you need to advertise a lot more.” The final question we asked was, “If you had to think of a plan to increase attendance at the games, what would it be?” Her answer, “Id first get onto the advertisers and request that they create new and creative ideas that attract the interest of viewers around the country. I’d also implement incentives to attend the games, such as t-Shirt giveaways, raffles, free food, and free merchandise. You have to win the customer over and free items normally do that.” We thanked her for her time and then she left. We gathered a couple of conclusions from her data.

The first secondary source we used was an online source that told us the United States Women’s National Soccer Team attendance records. On this website we found out that the only time the attendance was ever over five thousand people was when they were playing a good team or in a big city. This information told us that unless the team doesn’t play a good team or in a big city they are not going to bring out a large crowd.

The second secondary source we used was an interview that a high school student from New York conducted with Abby Wambach. She is a current player on the national team, and he questioned her thoroughly with information asking about who attended the games. They were much different than the questions we asked Kim Montgomery. A lot of these questions were based on the overall team thoughts instead of just Abby. They hated going to games against small teams, such as Honduras or Bolivia because there was never a crowd there to watch the game so they couldn’t get pumped up to play the game.

**Conclusions**

A solution to the first problem presented (not enough attendance at the games) would include giveaways, raffles, price reductions, etc. A way to improve popularity that was suggested was to advertise a lot more on television. A solution to the problem about not enough advertisements would be to advertise a lot more on a social media (such as Facebook) where the target market is on a majority of the time. This would allow them to see the products a lot more often and then be interested in coming out to watching the games.

A solution to the problems that Kim Montgomery presented would be to implement different marketing strategies on different sides of the country. On the east coast we would have to implement family advertisements that market towards Caucasians. On the west coast, we would have to implement strategies that target Latino women. We also have to implement more giveaways at the games that include raffles and T-Shirt giveaways.

A conclusion that we can make from the online website is that we need the team to play in big cities. If they do not a crowd is not going to show up, then we will not gain any profit. A good team can be classified as being a popular or well-known country, such as Germany or France.

The conclusions we gathered from the interview with Abby Wambach was the fact that no one comes to any games if they play a small opponent, such as a Latino country. Even if a lot of the supporters are from the countries that they play, they do not come out to the games. To fix this problem we have to schedule more games that are on a higher profile level.

From our interview, we were able to find strengths and weaknesses that we could target to better promote the Women’s National Team. In general, being able to ask a person who has experience being on the time was helpful because it gave us firsthand knowledge and insight we couldn’t get from a third party’s perspective.

Based off the research we conducted; we concluded that the following issues existed:

• Attendance at the Women’s National Team’s games was low. To offset this finding we felt that providing lower priced ticket packages that included discounts for quantity of seats purchased would enhance sales. We also felt like making the games more entertaining through giveaways and raffles would add interest and increase sales as well.

• Advertising of the Women’s National Team is poor. Therefore, increasing television exposure through commercials would add credibility and attention to the team. As would increasing promotions done through social media (such as Facebook, Twitter, & Instagram) where the target market is on a majority of the time. This would allow viewers to gain interest in the team and its players and encourage fans to come out and support those they suddenly see more often.

• Target Markets vary throughout the country so promotional strategies should too. Attendance on the east coast consisted of a much different demographic than those that attended on the west coast; with Caucasians making up the majority of east coast attendees and Hispanics making up a large percentage of west coast supporters. In general females were more likely to support the Women’s National Team by attending games than men; however, race seemed to play a part in determining who went as well. Implementing different marketing strategies on different sides of the country that appealed to younger, Hispanic females would be beneficial in targeting a group that is interested in soccer yet lacks financial or perhaps family support to attend. On the east coast using family advertisements marketed towards Caucasians would be more beneficial because it is common to see families in attendance and using the event as a method of family entertainment.

• The Women’s National Team needs to play in larger cities or bigger venues. Attendance and interest in the National Team is strongest in larger regions & in foreign countries. In general, women’s soccer has almost a cult-like following with those interested in soccer; really interested and those not interested in soccer; almost completely disinterested. As a result, being in a bigger city is important because it is a sport that is polarizing amongst citizens. Smaller cities will not have enough total fans to make games notable events. This makes marketing an expensive and inefficient task in certain areas because it’s ineffective. It’s one thing to persuade a fan to attend a game; it’s another to persuade someone to not only start to like soccer but spend money on supporting it so soon into their acceptance. In general, we believe that minimizing the amount of games the Women’s National Team plays in smaller areas will allow us to reach a stronger audience of interested fans and give us time to build interest in areas where it currently doesn’t exist. If we make the team into a product that is interesting and successful; we feel that in time we can make market it more widely as an affordable, fun way to spend time with family.

**Proposed Rebranding Plans**

A. Objectives and rationale of the proposed rebranding plan

Our group ultimately found four reasons why the United States Women’s National Soccer Team is not promoted as much as United States Men’s National Soccer Team. These reasons include low attendance, poor advertisements, different geographic market, and limited opportunities for the women’s team to play in large cities and bigger venues. In order to fix these problems, we came up with rebranding plans which will certainly help out the United States Women’s National Soccer Team. Our ultimate goal is to increase interest and attendance at the United States Women’s National Soccer Team’s matches. Players on the National team have admitted that attendance is a problem amongst the women’s game and that steps need to be taken to offset this trend so that the sport continues to grow.

One of the reasons why the United States Women’s National Soccer Team has low attendance at the games is due to poor advertising; a majority of people are not aware of the location and time that the United States Women’s National Soccer Team’s games are played. In addition to games not being advertised effectively, the cost of attending a game is seen as relatively expensive. The high cost to attend a women’s match is a leading contributor to why some people are unable to experience games firsthand. To address these issues, we came up with several solutions. In order to increase attendance at games, we thought that lowering the price of tickets was a reasonable idea because it would allow almost all socio-economic groups to attend matches. The United States National team has a loyal following of Hispanic females in the southwest and traditionally attracts families in the Midwest and east coast portions of the country. These two markets value low priced ticketing and by lowering the entry fee to games we can eliminate a growing concern some of our main customers have. Current ticket prices range from $28.00 to $250.00. While $28.00 isn’t overly expensive in comparison to other entertainment options; the reality is its too expensive for the crowd we hope to attract.

In addition to lowering prices, we will increase in game incentives. A majority of fans tend to enjoy the games more if incentives are given during the games. Therefore, we will start doing t-shirts giveaways, raffles, and other promotions. We will also use celebrity appearances to add value to the in-game experience because it too offers an incentive that can only be utilized via ticket purchases. This plan will help out especially in games where opponents are viewed as somewhat inferior. According to Abby Wambach “not many people are willing to watch small games because they think those games are worthless.” However, if we can make the games more than just a soccer match we can hopefully increase attendance and interest in what American Women’s Soccer offers.

Our last initiative is to increase advertising of the Women’s National Team. According to former player Kim Montgomery, it is rare to see advertisements promoting the United States Women’s National Soccer Team regardless of how well they do. By increasing the amount of advertising we do; we can start to raise brand awareness for the quality of play the United States Women Team provides.

**B. Proposed activities and timelines**

Our plan to lower ticket prices is simple; offer group discounts, family plans, and single-ticket specials. Depending on the venue in which the American team is playing, certain price promotions will be implemented to attract the largest crowd possible. In our interview with former United States player Kim Montgomery; it was evident that differing demographics were attracted to the sport depending on location of events. For instance, the east coast tended to attract Caucasian females and families; while the West Coast tended to bring in larger crowds of Hispanic youths and their families. These demographics are somewhat reflective of the population percentages that live in the United States but it is important to target these groups accurately so that we can take advantage of their interest and build upon it through ticket sales.

In our opinion, the best way to increase sales is to use different promotional strategies based on each target market and geographical location. For example, although there are many Hispanic females who are interested in soccer, a lot of them lack financial support. Therefore, we will try to lower the price of tickets through half off single ticket sales and family plans. Family plans will basically consist of a ticket, t-shirt, & $5.00 voucher for the concession stand for $25.00/each. Those who wish to take advantage of this price promotion must purchase at least 4 tickets resulting in a total sale of a $100.00 or more. Customers will be able to purchase ticket packages online starting on December, 2nd, 2013.

East Coast cities will have similar family plan options but a more concerted effort will be placed on specials for youth leagues, school teams, and other group oriented sales opportunities. These specials will not only include in game options such as ticket discounts but also provide chances to meet players personally and see pre-game activity at an up close and personal level that is usually impossible for the individual fan to experience on their own. Those people also can start purchasing their tickets starting on December 2nd, 2013.

Our goal of added in-game incentives is done in an effort to increase interest and motivate fans to physically attend games. Most fans can watch large market games on television or get updates online automatically. Their ability to follow teams closely through third party sites eliminates the need to travel to a game and pay ticket prices. To motivate customers we will conduct in-game contests, giveaways, and promotions that encourage fans to go from simply following the team to seeing them firsthand. Our group will purchase 10,000 t-shirts to be distributed randomly as prizes throughout the season. In addition to t-shirt giveaways; we will conduct raffles where those in attendance can win an official Brazuca soccer ball. Our group will order Brazuca soccer balls from suppliers on December, 20th 2013. We will order the shirts on December, 17th 2013 and begin distributing them before the game starts. Our first raffle will take place before the kickoff and will include such items as soccer balls (December, 28, 2013.).

In addition to giving away items at random during the game, we will also bring a famous artist such as Kate Perry for the pre- game shows. Our group will contact the artists’ manager on December 12th, 2013and see if they are available to perform on February 18th, 2014 for a $40,000 appearance fee. We chose this date because that is the day the Americans plays the German Women’s National Soccer Team. This match is important because Germany Women’s National Soccer Team has an outstanding record, and they are United States Women’s National Soccer Team’s all-time rival. Since our target market consists of girls who typically like mainstream musicians similar to the artist we are attempting to attract we feel it will be a good way to increase sales.

We will kick start our plan for United States Women’s National Soccer Team on January 31, 2014(Against Canada Women’s National Soccer Team). We will be implementing a pricing strategy that accords to the New Year. Since the New Year would be 2014 we would include pricing at $14 for the cheapest seats, $214 for the most expensive tickets.

The United States Women’s National Soccer Team deserves added awareness and attention. Therefore, we have developed a plan that involves a partnership with Fox Sports and commercials/promotions that not only increase awareness of games but bring people to the Fox Sports network during the game. Promotions will start a month prior to matches and will begin in early January promoting the United States versus Canada matchup. Promotions will take place numerous times throughout the day with one being aired between 7:00 am – 8:00 am, 12:00 pm – 1:00 pm, 4:00 pm – 5:00 pm, and 8:00 pm – 9:00 pm. These four time slots were chosen because they are the busiest viewing times on the network and should lead to the largest increase in team awareness. We will request the Fox Sports channel air our commercials beginning on November, 31st, 2013

Our next plan is to give out coupons. Since the demographic is different based on geographic, we will send out different types of coupons. There is a loyal following of Hispanic females in the southwest, we will give out a single-ticket package deal. It will cost $165 for four games with a Midfield Seat. These seats usually cost $50. Also, they are given $5.00 voucher for the concession stand during each game.

In the Midwest, there are lots of families who attend the games versus those that go on their own or in smaller groups. Therefore, we will propose family plans for them. The deal will consist of a ticket and $5.00 voucher for the concession stand as well. It will cost $180 for four members of a family (Midfield Seat). A plethora of people would attend the game if they are aware that they have an opportunity to attend the game cheaper. .

**VI. Proposed Budget**

1. **Costs associated with all proposed rebranding strategies**

Our rebranding strategies for the Women’s National Soccer Team will begin on January 31, 2014 (Against Canada Women’s National Soccer Team). The game will be held at Toyota Stadium which is located in Frisco, Texas. The capacity of Toyota Stadium is 21,200 which is a big venue for Women’s National Soccer Team. Our group will try to increase the attendance as much as we can for this match. The match starts at 8:00 pm and it will be broadcasted on Fox Sports 1. As a 2014 discount, we will offer promotions that end in 14. For this particular match, end line seats (cheapest) cost $14, loge table (most expensive individual seat) costs $314, and a suite for the game will cost a spectator $1,400 and people can make monthly payments for 14 months with no interest to pay it off. This plan is effective because not only have we made tickets more affordable, we are also celebrating the 2014 year in a more meaningful way. With this plan, the attendance would increase because all socio- economic groups have better chances to purchase a tickets for the Women’s National Soccer Team.

Our plans also consist of adding in-game incentives. We will give out a raffle ticket to every person who attends the match. We will call out ten winners once the game is over. The winners of raffle will get an official Brazuca soccer ball (World Cup Ball) that is signed by every players on Women’s National Soccer Team. We will order twenty Adidas Brazuca 2014 FIFA World Cup Match Balls straight from the supplier for $20 each. Since each ball costs $20, our overall costs will be $400. Another plan is to do t-shirts giveaways to everyone who attends the game. Our group will produce 21,200 long- sleeve shirts from Caliber in El Centro, California. Caliber allows us to purchase a long sleeve each shirt with a two-color print for $4.00/shirt. It will cost us $84,800 to produce 21,200 shirts but we are hoping the increase in ticket sales will offset of this expense.

For the celebrity appearance, our group decided to pay Kate Perry for $40,000 to perform two hours before the game starts. In order to get a ticket to the concert you have to purchase a ticket to the soccer game. This will increase profit substantially because then people purchase tickets to the concert in order to go and then they need to buy the ticket to the game to get into the concert, the cheapest tickets would cost $50, which is a reasonable price. This price is going to be higher than any of our other prices because we will be incorporating the price of Katy Perry and the price of the soccer game all into one.

Lastly, our group will advertise Women’s National Soccer Team on television. Based on our research, it costs at about $36,415 to advertise one :30 second commercial on Fox Sports. Our advertisement will attract lots of sports fans who are interested in watching Women’s National Soccer Team’s games.

Figure 1.1 details the expenses we encountered. The left column gives the activity that led to an expense and the right side lists the costs associated with action given.

**Figure 1.1**

|  |  |
| --- | --- |
| **Activity** | **Expense** |
| Brazuca Soccer Balls | $400 |
| T-shirts (Long Sleeves) | $84,800 |
| Celebritiy Appearance | $40,000 |
| Advertisement | $36,415/commercial |
| Total | $125,200 + $36,415 per commercial |

1. **Costs metric(s) to measure Return on Investment**

It is estimated that the total cost of this project will be $396060. To measure the success of the ideas we are implementing we will use cost metric to account for each activity. Our first initiative is to lower ticket prices so that they are more affordable and lead to higher quantity purchases. The chart below compares our current price model to our future one and lists the amount of tickets we must sell in order to see a return.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Ticket Location** | **Original Ticket Price** | **Current Tickets Sold at Original Price** | **Total Sales from former price model** | **Promotional Price** | **Break Even Point on new Price** |
| End Seat | $22.00 | 7234 | $159148 | $14.00 | 11367 |
| Midfield Seats | $50 | 3138 | $156900 | $44 | 3659 |
| Loge Table | $365.00 | 1219 | $444935 | $314 | 1417 |
| Game Suits | $1650 | 18 | $27900 | $1,400.00 | 20 |

Most of our tactics can be measured by overall sales. If we compare our current attendance overall revenue from sales we can see how our new price model impacted the changes we made. Once we look at total sales and subtract the promotional expenses we encountered we can see whether or not our rebranding strategies were effective.

We can also measure our success somewhat through brand perception. If the team starts to gain notoriety outside of just World Cup events; we are being successful in building the brand of the soccer team. Ultimately the stronger the brand is the more profitable they become. We can look at social media to see if they are gaining a stronger fan base. We can look at team merchandise sales to see if they are getting more loyal fans who are investing and excited about the team.