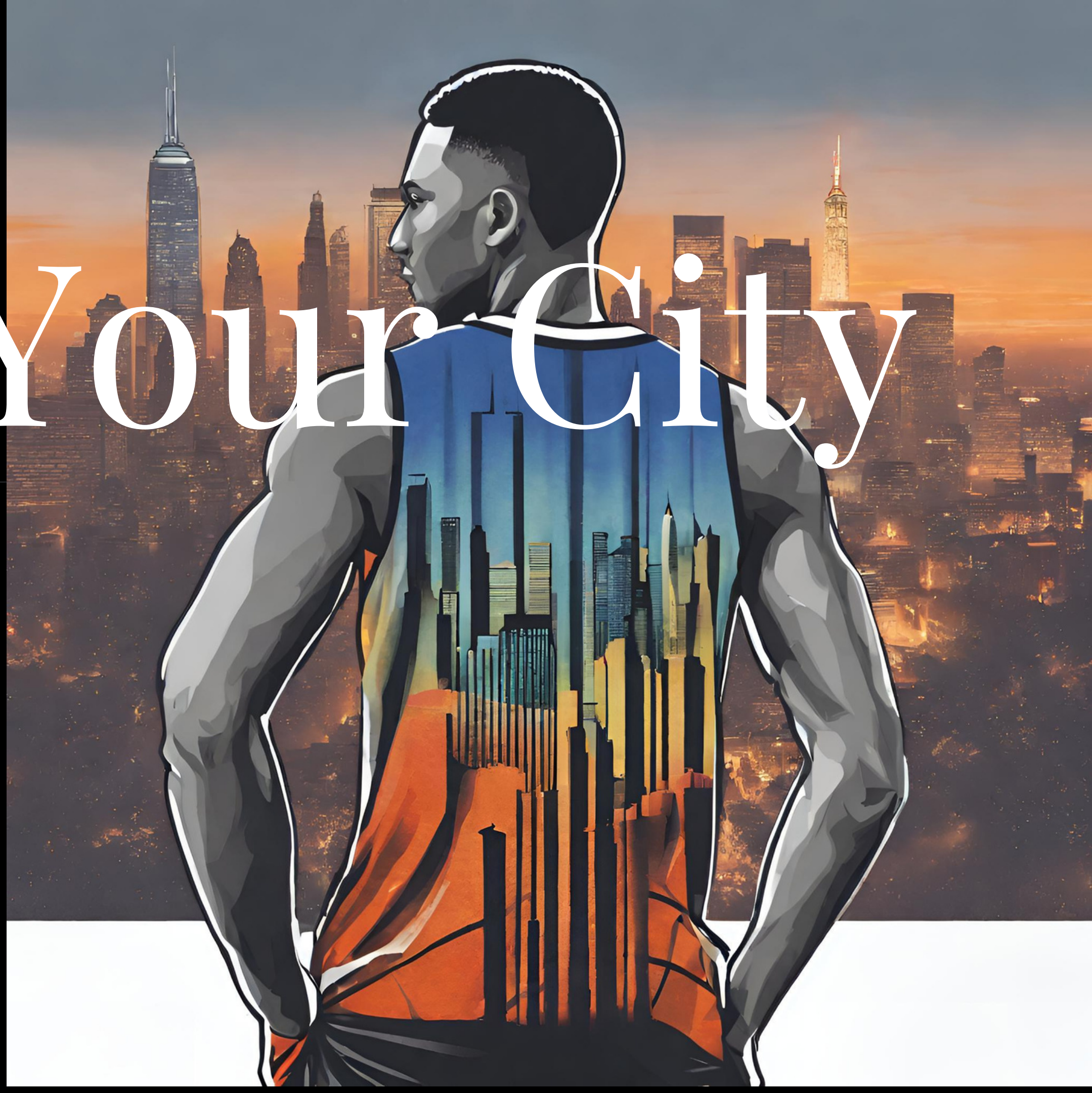


# Remix Your City

NBA CITY EDITION

Michaela, Bennett, Bella, McKenna and Lilli



# AGENDA

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- Overview
  - Core Problem & Campaign Goal
- Market & Reputation Analysis
  - SWOT
- Audience & Market
  - Targeted Publics, Stakeholders
- Implementation
  - Timeline, Social Media, Channels, & Costs
- Evaluation of Results
  - Community Outreach



# Core Problem

Social Media has come to the consensus that this year's NBA team jerseys are very unappealing and will not sell well. Many jerseys this year have been regarded as being lazy and plain. Our campaign gives an opportunity for fans to get involved with the design process.



We Graded More AWFUL 2024 NBA City Jerseys

YouTube · The Deep 3  
3 days ago

We Graded The TERRIBLE 2024 NBA City Jerseys - YouTube



Today we grade the newest NBA **City Jerseys**! Watch the full episode this is from: [https://youtu.be/46gs\\_10kGH0?si=CZoRi1G-FzFHWX-9](https://youtu.be/46gs_10kGH0?si=CZoRi1G-FzFHWX-9) Check out ...



# Campaign

## Remix Your City:

Our campaign asks fans to submit their own design for their team's city jerseys. The best jersey for each team will be announced at the In-Season Tournament Championship Game and be worn for a home game in December. Jerseys will be available for sale and proceeds will go to the development of art programs in local high schools.

The goal of our campaign is to work with the team's community to create future "City Edition" jerseys that represent the cities culture. Along with attracting fans who are passionate about design and want to flex their creative muscle.

# Campaign Goal

**Goal:** Develop a relationship with team's local community

## **Objectives:**

- Reach out to 5 local high schools about the opportunity to design NBA Remix jerseys
- Have team representative share ideas to high school art programs
- Cultivate relationship with these high schools to encourage community involvement
- High social media engagement and use of #REMIXYOURCITY

# Market and Reputation Analysis

The NBA introduced the “City Edition” jerseys for the 2017-2018 season. The uniforms are designed to capture the elements of each team’s city culture, events or landmarks. It is typical that the jerseys are revealed yearly.

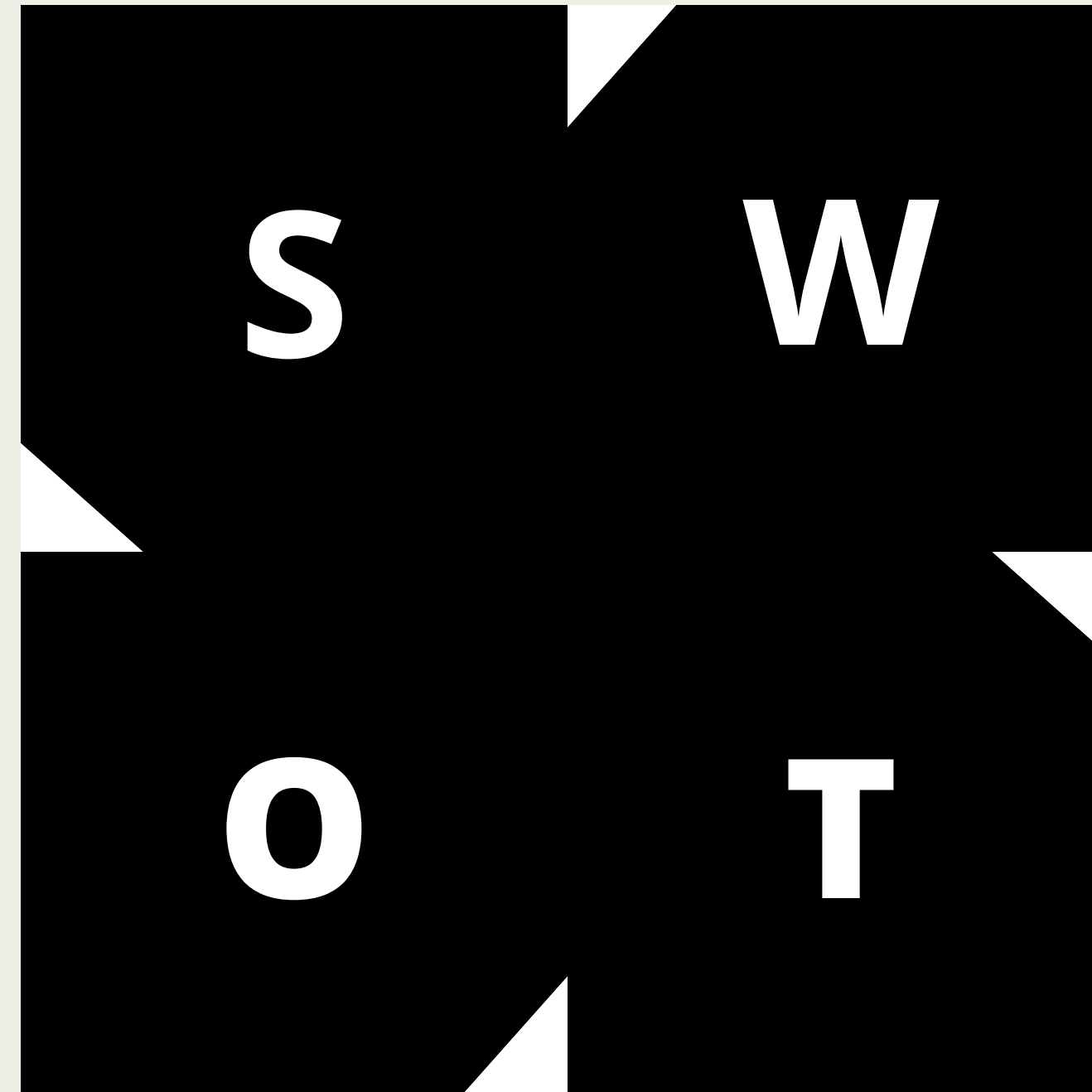
The NBA remains a powerhouse in global sports, with multiple revenue streams and a strong digital presence. Since the NBA has a wide global audience there has been a leverage for the NBA to be apart of emerging trends such as engagement with younger dynamics and community engagement.

## STRENGTHS

Fan Engagement  
Promotes Creativity  
Charitable Component

## OPPORTUNITIES

Brand Image Boost  
Future Collaborations  
Market Expansion



## WEAKNESSES

Quality Control  
Logistics  
Time Constraints

## THREATS

Negative Feedback  
Operational Challenges  
Displeasure from Designers

## **POLITICAL**

Regulations and Compliance  
Endorsements  
Trade Relations

## **SOCIAL**

Fan Engagement  
Cultural Relevance  
Public Perception  
Educational Impact



## **ECONOMICAL**

Economic Climate  
Supply Chain Cost  
Competition

## **TECHNOLOGICAL**

Platform for Submission  
Digital Marketing  
E-Commerce  
VR/AR



# Targeted Publics



Local High Schools



NBA/Basketball fans



Local Community



Artistic/Creative  
people

# Stakeholders

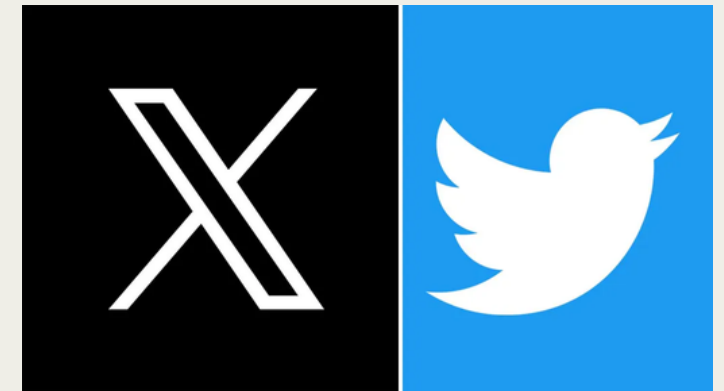
1. NBA League
2. NBA Teams & players
3. Team owners & staff
4. Team sponsors/advertisers
5. Nike
6. Media partners: ESPN, TNT, NBA TV,
7. NBA fans
8. Graphic designers/creative team
9. Jersey Manufacturers
10. Retailers
11. Social media - Instagram, Twitter/X, Facebook and TikTok

# Timeline

- Contest begins November 10 and ends November 30
- Press release on November 10, 2023
- Social Media (Instagram, TikTok, Twitter and Facebook) posts on November 10, 2023. Social Ads weekly until the end of November.
- Winning jersey designs will be announced at halftime during the In-Season Tournament Championship Game December 9, 2023.
  - Social Media posts announcing the winning jerseys (Instagram, Facebook, Twitter)
- Teams wear City Remix design for a home game in December
- City Remix Jerseys available for pre-order online December 9, 2023
  - Shipment by Christmas day, December 25, 2023

# Social Media

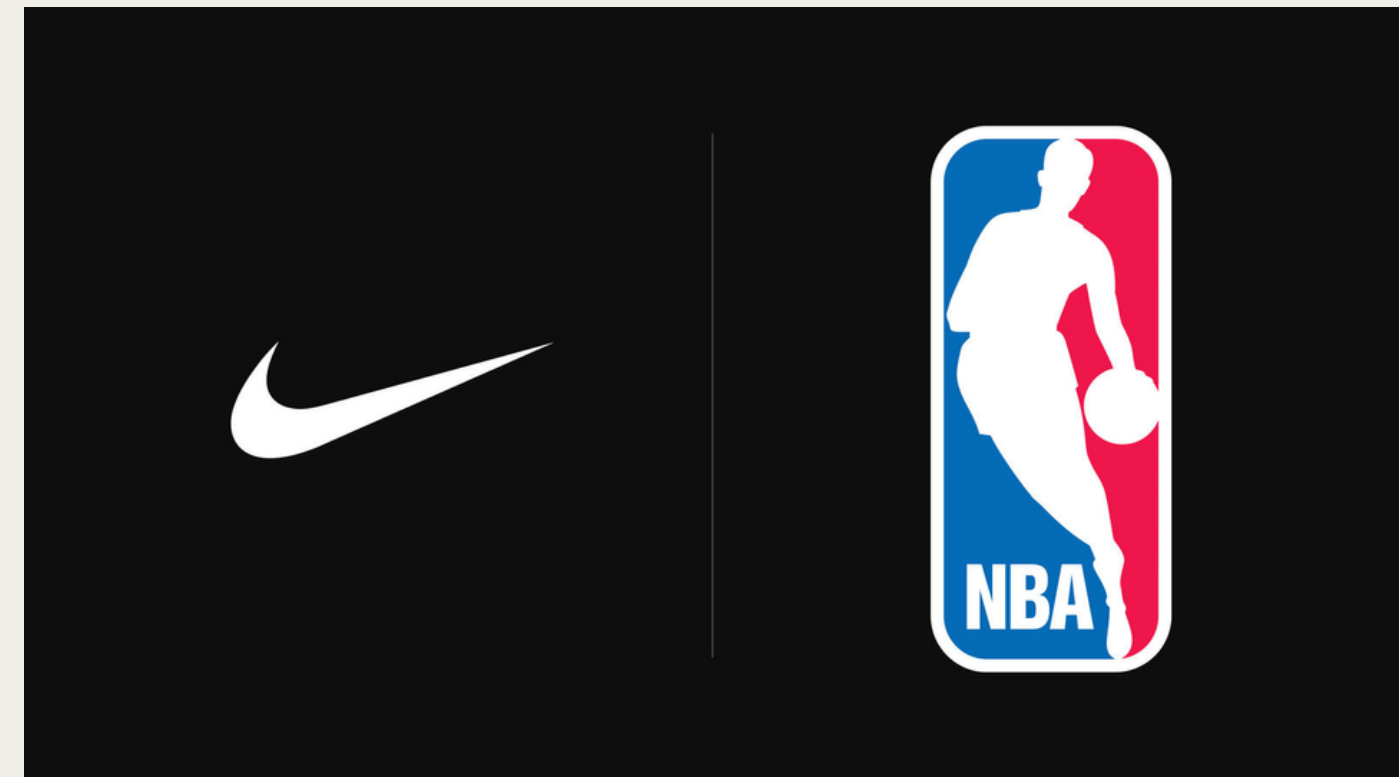
- Encourage fans to get involved
- Utilize the NBA and NBA teams social media accounts
  - (Instagram @NBA has 83.7M followers)
  - #REMIXYOURCITY
- Emphasize that the team is part of the city's community





# Channels

- NBA League
  - Social media
  - Press release
  - Sponsors
- NBA Teams
  - Social media
  - Creative/graphic design team
  - Jersey Sponsors
- Apparel partnership with Nike
- Local High School involvement & visits
- Local newspapers and news broadcasts

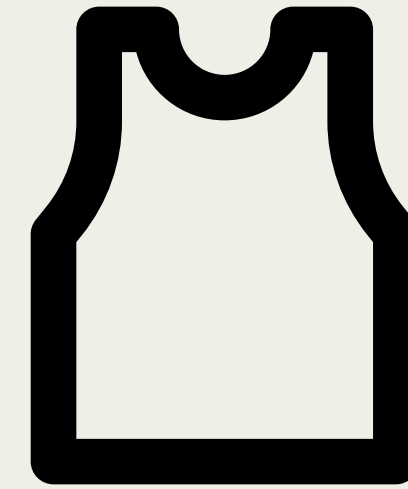


# Costs

Marketing and Promotion

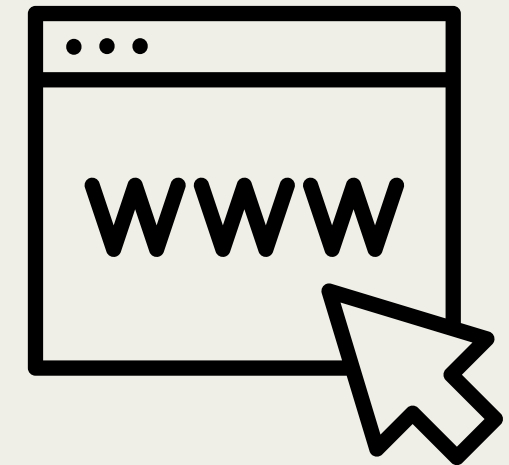


Community Outreach



Jersey Production

Online Submission Platform



# Community Outreach

- Local School Districts
  - High School Art Programs
  - Colleges and Universities
- Local Art Museums
- News Stations
- Art Festivals
- Social Media



# Evaluation of Results

We would measure success through jersey submissions, social media engagement, donations back to local high school art programs, and seeing an overall narrative change on the city edition jerseys in the NBA.





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