



The Quest

Professional PenPal - Jessica Cashin



PHILADELPHIA EAGLES ORGANIZATION

Jessica Cashin

Jessica plays a unique role in the marketing department for the Philadelphia Eagles. She specializes in B2C advertising and is experienced in metrics-oriented marketing strategies. Her daily responsibilities include game week preparation, marketing campaigns, advertising media for the movements, and advertising media around the city and within sponsored brands.

The Philadelphia Eagles have found their niche with restaurants local to the city. Any sponsorships are connected to the game day experience by having them local to the stadium and advertising the team spirit throughout the restaurants. A few main sponsors are Wawa, Dunkin Doughnuts, and Chickies & Petes.

Specifically, the marketing team works closely with Wawa and their Hoagiefest special. Marketing is responsible for the media produced around the sponsorship, including the Eagles logo on the hoagie wrap, Eagles in-store advertisements, and creative videos of player interaction with hoagies. The video includes a “Truth or Bite” when answering questions and eating their favorite hoagie. The hoagie is a “Philly thing,” just like the Philly pretzel!



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Proposal

The next biggest game day partnership is with the Philly Pretzel Factory! What a better brand to represent the team of brotherly love than the very own food that represents the city. The Philly pretzel factory was brought to life in the city of Philadelphia and helped create the culture the city is known for to this day. With the Philadelphia Eagles constantly developing their fan tailgate experience, the pretzel factory has the recipe for an unforgettable gameday experience.

Philadelphia Eagles

Mission:

“To inspire and serve the greatest football city in America.”



Mission:

“Together we inspire and create to experience better and win together.”



Philly Pretzel Factory

Mission:

“Better is how we measure ourselves. At Philly Pretzel Factory, we dedicate every day to the craft, the creation, and the experience of better.”



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Proposal

Pre Game:

The Philly Pretzel Factory will give 20% off discounts for any tailgate party with representation of their game ticket on the day of the game. Pretzel trays will also include decorated pretzels to enhance the Eagles spirit for their tailgate.



In Game:

The Philly Pretzel factory will have advertisements for their brand logo within and around the stadium. Their logo is green which already gives the advantage of representing the team.

Post Game:

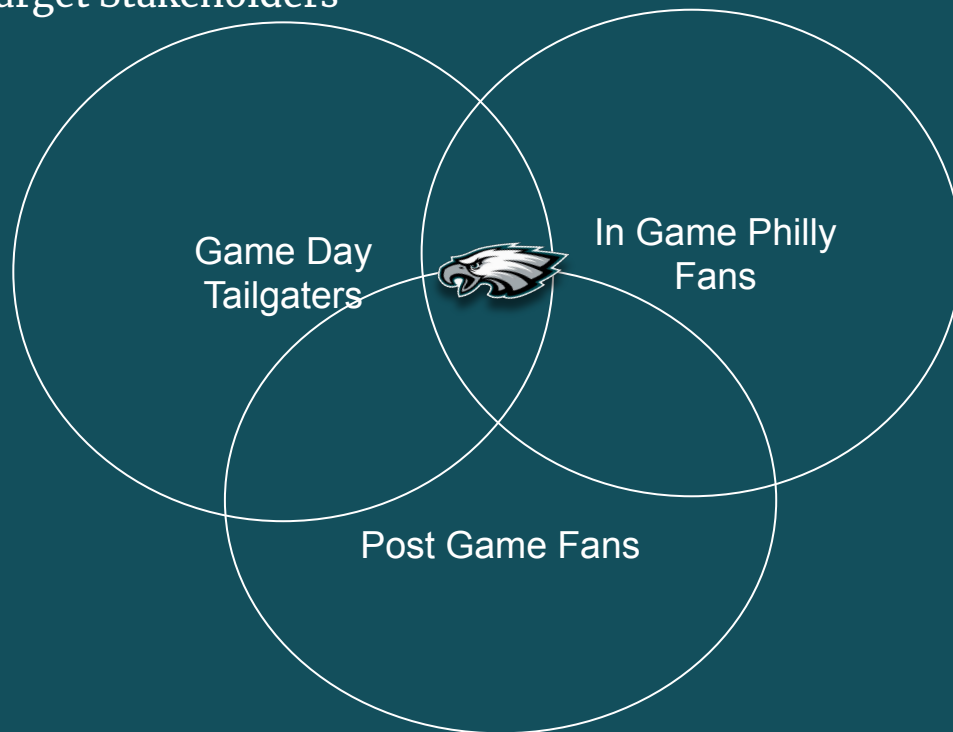
With every sack that Fletcher Cox makes during an Eagles home game, fans who attended the game can go to their local Philly Pretzel Factory and redeem their 9 free bite size pretzel nuggets with their game ticket.





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Target Stakeholders



Goals

1. Increase fan tailgate experience with Philly culture
2. Increase brand image with Philly Pretzel Factory and build brand loyalty between companies
3. Increase fan engagement post game by staying excited and engaged with the team even after gameday



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Tactics

Product :

- Partnership to enhance gameday experience through Philly pretzel

Price:

- 20% off tailgate coupon
- Free 9 nugget pretzel day after game when Fletcher Cox makes a sack

Place:

- Lincoln Financial Field stadium
- Tailgating lots
- Philly Pretzel Factory

Promotion:

- Using ticket as a coupon
- Billboards, big screens during game, tailgate lot advertising
- Branding pretzel packaging
- Producing media with Fletcher Cox promoting his love for the Philly Pretzel

People:

- Eagles fans
- Avid tailgates and season ticket holders

Process:

- Bringing together the two notorious products the city takes pride in
- Bringing unity to the two companies creates the culture of the event

Physical Evidence:

- Coupon with ticket
- Stadium Advertisements
- Eagles logo on pretzel packaging
- Experiencing in game sack to give even more of a thrill because of fan benefit



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Unique Selling Proposition

Reaching very specific stakeholders.

- Reaching stakeholders with the same goal in mind (Tailgating, Winning, and experiencing Philly culture)
- Both organizations have a history in the city of Philadelphia
- Develops a powerful relationship between the two brands

Key Consumer Benefit

Enhancing their gameday experience.

- The perfect tailgating snack is not available for discounted prices
- Excitement during the game is channeled to consumer reward- Free pretzels if Fletcher gets a sack
- Promotions reach Pre game, In game and Post game fans



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Inspiration

I was inspired to propose this idea to the Philadelphia Eagles Organization because of Jessica's involvement with Wawa, Dunkin', and Chickie's and Pete's promotions. I wanted to build on that with another popular Philadelphia favorite. Learning more about her position has led me to recognize the details that she includes in her projects make such an impact in the city.

They do a great job connecting the stakeholders to the team and the food places. If you are from somewhere other than Philadelphia, you might not be familiar with Wawa or Chickies and Petes. Still, these are easily the most popular places to eat in Philadelphia. Promoting these brands, like the Philly Pretzel factory, only builds on the city's culture. Not only this, but Jessica also worked for the Philadelphia seventy-Sixers at a time in her career, and they are known to do a famous partnership with Chick-Fil-A. The fans get a free five-piece nugget entree when a player on the opposing team misses two consecutive free throws. The odds of a free meal increase when an opponent misses two free throws in a row again; it goes up to an eight-piece. And a third, fans will get a 12-count with the showing of their game ticket in Chick-Fil-A the next day. The fans LOVE it. I desired to create the same energy in the stadium when the Eagles got a sack.