

Pricing of players in the Indian Premier League

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Ontario Hockey League Marketing plan

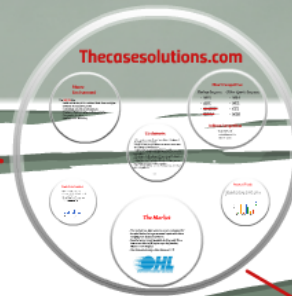
Agenda

- Overview of Situation Analysis
- Marketing plan
 - Objectives
 - Strategies
 - Tactics
 - The Four P's
- Conclusion

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SWOT Analysis



Distribution
Channels &
Evaluation of
Marketing
Initiatives



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Macro Environment

The BIG Picture

- Political: Hockey is the national Past time & religion
- Cultural: Hometown Loyalty
- Technological: OHL vs NHL viewers
- Economic: Premium price vs Discount price
- Geographic: location
- Demographic: Diversity

Direct Competition

Hockey leagues: Other Sports leagues:

- | | |
|----------|-------|
| • NHL | • NBA |
| • AHL | • NLL |
| • QMJHL? | • CFL |
| • WHL? | • MLB |

Indirect Competition

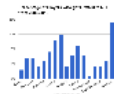
- Any source of entertainment in Ontario area

Customers

- OHL's customers are all come from different backgrounds and varying levels of income.
- OHL franchises were located in small town across Ontario and in larger metropolitan area.
- Target market is every citizens in Ontario area.
- Family discretionary limited by their household income and house price.
- The customer's attendance might consider as the impact of immigration and other demographic variables.
- People who born in Canada were mostly Hockey fans, the new immigrants are the visible minorities.
- OHL's average ticket price related to how long a team had been in a particular.

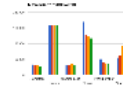
Product and Services

- What exactly do you sell?
- Amateur Hockey entertainment
- Local Communities
- Opportunities to go to the NHL



Internal Trends

- The top five cities in terms of attendance: London, Ottawa and Windsor
- The sports stadiums are built in Ontario, which supports the growth of the league's revenue



The Market

- The market has been growing at an average of 4%.
- despite Hockey being a seasonal sport with dates ranging from October to March.
- Despite being in well populated cities only three teams are able to fill up to capacity (London, Kitchener and Niagara)
- they have an average attendance of 77%



Distribution Channels & Evaluation of Marketing Initiatives

Distribution Channels (Direct and Indirect Channels)

- Changing ticket prices
- Focus on all locations Bigger Vs smaller cities and teams
- Raising the ticket prices often leads to a decrease on demand of tickets.
- Risk of losing fans with higher prices
- Correlation between fan base and ticket prices
- Raising ticket prices could impact the league negatively, more revenue but fewer attendance

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Evaluation of Marketing Initiatives

- The Marketing Directors for any of the DFL's hockey team had a central role in the financial accomplishments of the team.
- Empowering Marketing Directors with duties such as:
 - Maintaining a link with the business community and driving program sales. They were also entitled to coordinate special events that include corporate rights and negotiating long term packages of sponsorship.
 - Maintaining a relationship with other teams'

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Evaluation of Marketing Initiatives cont..

- Marketing managers were also a key component to the success of the DFL.
- Marketing managers were also:
 - Sales, signage, and implement a range of marketing efforts for each of the teams in the DFL, and strategies requiring ticket sales.
 - Developing and maintaining relationships with companies within their areas as well as individuals to sell sponsorships and advertising.
 - Teams establishing the local region household income in order to come up with sales marketing strategies. (KHA, 2014)

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Distribution Channels (Direct and Indirect Channels) cont.

- The marketing teams in the DFL, began collaborating with other more profitable sports and other DFL hockey teams. They also began to offer a range of corporate packages and other services to fans and sponsors.
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Evaluation of Marketing Initiatives cont.

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- The technology company to test, target, capture, and develop would have more profitable gains that they could have using their SaaS functions after they had a complete conversion with the attendance of 20-25 million
- Another household income considered - with a higher income, they were more likely to be looking for a new product
- "Community" - The idea of building, creating, and growing a community around the product

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- Empowering Marketing Directors with duties such as:
 - o Maintaining a link with the business community and driving program sales. They were also entitled to coordinating special events that include corporate nights and negotiating long term packages of sponsorship.
 - o To maintain a relationship with other teams' Marketing Directors within the OHL League in order to establish a best practices strategy for the success of the entire league.

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- Marketing strategies were also a key component to the success of the GHI.
- Marketing managers were to:
 - Develop, organize, and implement a range of marketing 27 | The pricing, distribution, promotion, and product development for each of the teams in the GHI, and strategies regarding ticket sales.
 - Create and maintain relationships with companies within their areas as well as individuals to sell sponsorships and advertising.
 - Teams establishing the local median household income in order to come up with clear marketing strategies. (GHI 2014)

- **Evaluation of financing initiatives**
 - ILO's *Employment* was the focus of a new category of entry, including neighbouring communities a stimulus of reducing unemployment.
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Distribution Channels (Direct and Indirect Channels) cont...

- The building capacity to hold fans. Larger capacity building would be more profitable given that they could hold more fans
- NHL franchises often had a negative correlation with the attendance of OHL matches
- Median Household income Considered - With a higher income, there is more discretionary buying power
- Market growth – If a city is thriving, people often migrate to the city, increasing the population growth.

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