

# Note on Hiring

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## Ontario Hockey League Marketing plan

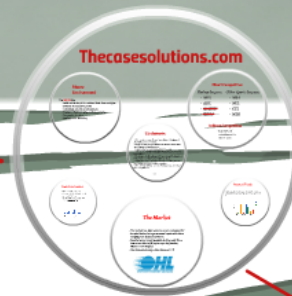
### Agenda

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

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### SWOT Analysis



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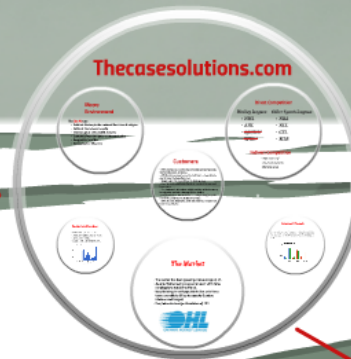
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## Macro Environment

### 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

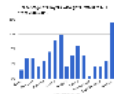
- Any source of entertainment in Ontario area

## 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.

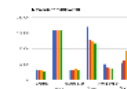
## Product and Services

- 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 revenue are London, Ottawa and Windsor
- The sports stadiums are built in Ontario, which supports the revenue growth from the local coverage



## 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, Kitchner 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
- Rising ticket prices could impact the league negatively, more revenue but fewer attendance

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## Distribution Channels (Direct and Indirect Channels)

- The marketing manager is not the only person making decisions on ticket prices. They are also influenced by the club's financial situation and the demand of fans.
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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 doing 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/ Marketing Directors within the DFL League in order to establish a best practices strategy for the success of the entire league.

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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 to:
  - Develop, organize, and implement a range of marketing 2019 pricing, distribution, promotion, and product development for each of the teams in the DFL and strategies regarding ticket sales.
  - Developing and maintaining relationships with companies within their areas as well as individuals to sell sponsorships and advertising.
  - Teams establishing the local media household income in order to come up with a clear marketing strategies. (DHLA 2019)

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### **Distribution Channels (Direct and Indirect Channels)**

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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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## Evaluation of Marketing Initiatives

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