



BOSTON BRUINS

2024-25 PRESENTATION

New Play-by-Play Announcer
Marketing Plan



Objectives

1. Introduce PxP Announcer to NESN Audience & Build Fan Affinity for them (Nurture Existing Fans)
2. Maximize PxP Announcement to build hype for Bruins Season
3. Attract New and Lapsed Bruins Audiences



A Phased Approach

Phase 1 Announcement	Phase 2 August / September	Phase 3 Season Kick-Off	Phase 4 Season-Long
Maximize buzz and positive sentiment <ul style="list-style-type: none">- Press Release- Media availability- Social "selfie" video- Social graphics- *if local availability*, video concepts on detailed on slide 7- Vodcast interview content	Maintain momentum and introduce new face to the fans <ul style="list-style-type: none">- "Getting to know you" content- Fan Fest introduction August 23, 24, 25- NESN / Bruins Media Day- Guest appearance at a Red Sox game	Build hype for season start & first game(s) on NESN <ul style="list-style-type: none">- "First day of school" content- Brick + new PxP prepping / chemistry- Meet & greet w/ Marchy	Continue to tell PxP's story and familiarize fanbase <ul style="list-style-type: none">- Build a social plan to introduce fans over the entire season- Integrate into pre/post game show- Regular vodcast interviews



Phase 1: The Announcement



Announcement Timeline

- **9:30 AM** - Internal groups receive press release, templates, photos, etc. for preparations to announce
- **10:00 AM** - Press release announcement goes out
- **1:00 PM:** NESN internal media availability (NESN.com, Social, Vodcasts, etc.) + Bruins content/social team (in person @ Garden)
 - Will need clarity on which teams need 1x1 time vs. group availability
- **2:00 PM:** External media availability
- **6 / 7:00 PM:** Red Sox Game studio and/or booth appearance
 - Depends if local / virtual



Announcement Executions

**Goal to maximize buzz and positive sentiment*

Public Relations

- NESN Press Release
- Boston Globe Exclusive Story
- Internal Media Availability for NESN teams (interviews, vodcast content, etc.)
- Bruins Collaboration to Promote Announcement (social, email, press)
- External Media Availability
- Join broadcast during Sox game
- Feature in BGT segment
- Video executions detailed on slide 7

NESN.com

- Article to mirror Press Release
- 1x1 Interview with the new announcer to build out a broader content plan for the season
- New announcer's name & photo featured in multiple articles on the day of the announcement

Social

- Social graphics to welcome the new announcer to NESN (requires photo of the person)
- Selfie-Style video from the new announcer to build an early connection with fans (collab with NESN)
- 60-second Life Story shot on phone from new announcer
- Conversation card to gather questions for the new PxP from fans (#NewVoiceofNESN)

Vodcasts

- Interview clips during internal media availability to feature across: BHETC, Bruins Podcast, etc.
- Re-air clips in The Rundown

CRM

- Announce PXP in 'The Lead' and 'What's New on NESN' with Photos and Videos
- Push/ In-App Notifications on NESN 360



Announcement Video Executions

**Pending Local Availability*

	Teaser	Q&A	Meeting Brick
Concept	<p>Hype-style introduction to new PxP announcer with minimal VO and dramatic music in background; we watch the new person enter the Garden 'for the first time' and step into the booth, put their headset on and at the end, we finally see their face - the new face & voice of the Boston Bruins.</p>	<p>In a Vogue '73-Questions' style video, a one-shot camera follows the new PxP announcer through the Garden as they answer rapid-fire questions to introduce themselves to fans. Fans will feel connected to the person via relatable questions and on-the-spot answers. *Hopefully Brick is host/VO</p>	<p>As their first official interview together, the new PxP announcer will sit down with Brick and give fans an inside look into the chemistry and excitement of NESN's new dynamic duo. The two will chat about the upcoming season and the moments they're looking forward to.</p>



Phase 2: Bruins Off Season



Earned Channels Strategy

**Goal to maintain momentum and introduce new face to the fans*

Channel	Strategy
Linear / Broadcast	<ul style="list-style-type: none">• Regular appearances in Red Sox Broadcast to get visibility in Pro Product• Guest in Alt-Cast (Co-host or Guest appearance via Zoom)• Run Spots in Red Sox introducing PxP where Traffic allows
NESN.com/ Social	<ul style="list-style-type: none">• Cover PxP at events like Media Day, Fan Fest and more• Content plan to build connection with PxP (mailbag, guest column, etc.)• 'Get to Know You' graphics across social (60-second Life Story, etc.)
Content	<ul style="list-style-type: none">• Interviews and guest appearances across vodcasts (BHETC) and re-air on The Rundown• Short-form original content highlighting PxP announcer to build connection with fans
Sales	<ul style="list-style-type: none">• Video of PxP announcer thanking clients for their business & getting them excited for the season
CRM	<ul style="list-style-type: none">• Highlight vodcast interviews, The Rundown, Alt Cast appearances, etc. in This Week on NESN and The Lead• Push notifications to drive fans to tune-in to Sox broadcast & Alt Cast appearances



Events & Appearances

**Goal to maintain momentum and introduce new face to the fans*

Fan Fest Weekend

Details:

- Dates & Locations:
 - 8/23 - Lewiston, ME
 - 8/24 - Lowell, MA
 - 8/25 - Plymouth, MA

Approach:

- Introduce PxP to fans in-person
- PxP to interact with fans at NESN Play by Play booth, sign autographs for fans, etc.
- Social:
 - Promote attendance to event & announce that PxP will attend via social collabs
 - Capture PxP engaging with fans
 - Post highlights of event

Media Day

Details:

- Date: 9/18 - Boston, MA

Approach:

- New PxP to participate in Media Day to provide:
 - Still Photos for use in promotional materials, Headshots, Personality Shots
 - Marketing Lines to promote NESN 360
 - Fun video concepts to showcase personality
 - Run through Content circuit (3 different stations)

Sales Meet & Greet

Details:

- Date: Late September

Approach:

- Live event for NESN clients to meet PxP in-person ahead of a Bruins pre-season game.
- PxP to engage with clients, thank them for their business and share excitement for the upcoming season
- PxP to sign thank-you cards / merch for clients in attendance



Phase 3: Season Kick-Off



Opening Week Creative Executions

**Goal to build hype for season start & first games on NESN*

First Day of School Content	Meet & Greet w/ Marchy	Getting to Know Brick	Talent UGC Content	NESN 360 Promo Offer
<ul style="list-style-type: none">- "First Day Board"- Inside Look into how the new PxP preps for 1st game	<ul style="list-style-type: none">- Meeting Brad Marchand for the first time- Marchy welcomes new PxP to the organization- Both share excitement for a new chapter	<ul style="list-style-type: none">- Behind the scenes content of new PxP working with Brick- Duo gets to know one another, capture chemistry	<ul style="list-style-type: none">- Selfie-Style Videos from new PxP to interact with fans on social- Drive tune-in for pre-season via paid media	<ul style="list-style-type: none">- Testing out new creative formats highlighting new PxP- Lock in fans for the season to experience a new chapter of NESN & Bruins



Phase 4: Season-Long Strategy



Season Long Opportunities

**Goal to continue to tell PxP's story and familiarize fanbase*

	OCT	NOV	DEC	JAN	FEB	MAR	APR
Linear	Run PxP Intro spot (:30s and :15s)						
Social	Always-on approach to introduce personality to fanbase						
	“Get to know you content” (Repost video executions)				Season 1 Recap and Highlights		
CRM	Features in The Lead, This Week on NESN, and more						
Original Content (NESN.com, Vodcasts, etc.)	Appearances and/or discussion from hosts on BHETC & Bruins vodcast						
	NESN.com Content Plan (mailbag, guest column) to feature PxP regularly						
PR	Bruins 100th Anniversary				BHM	WHM	
NESN 360 Promotions	Season Start Promotion (creative to feature PxP)			New Year Promo, Mid-Season Hype			

