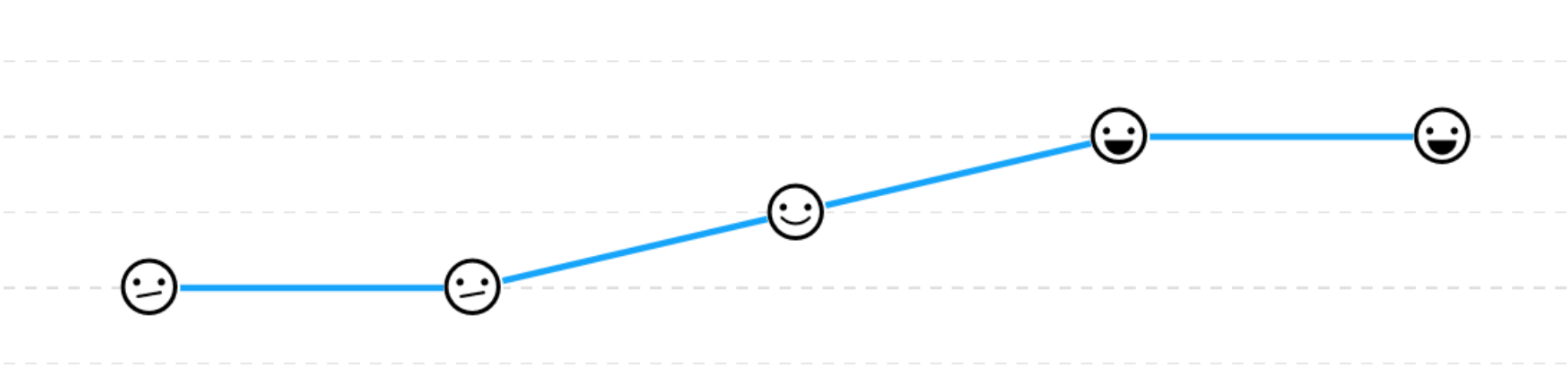


Spectators Customer Journey		Awareness	Liking	Preference	Trial	Re-Purchase
	Touchpoints	<i>TV, Radio, Social Media</i>	<i>Billboards, Bus Stops</i>	<i>Website, EDMs, Google AdWords</i>	<i>App, and Snapchat Geo-Location Filters</i>	<i>Website, Social Media</i>
	Process	<ul style="list-style-type: none">• Watch the TV advertisements during prime time at night• Spectators will then hear radio advertisements during their commute to and from work.• Spectators will see sponsored content and ads during lunch breaks (when checking social media) and after work.	<ul style="list-style-type: none">• Spectators will see billboards and bus stops during their commute to and from work.• Bus stops will be repeated in October.• Billboards will be repeated for 2 months, October and December.	<ul style="list-style-type: none">• Spectators will then go online in search of information about WBBL• Google AdWords will direct spectators to the website• The website will offer an email sign up to receive EDM's	<ul style="list-style-type: none">• Spectators at a live WBBL game can play the game, explore the app and use the snapchat geo-location filters to ensure they are entertained during the game.	<ul style="list-style-type: none">• Spectators will go back to the website to find out more information or to purchase tickets to upcoming games.
	Experience					

	Rationale	<ul style="list-style-type: none"> • TVC and radio advertisements will be engaging to get spectators interested in WBBL. • Radio advertisements will highlight the fun and social aspect of attending games • Increase spectators' awareness of WBBL. 	<ul style="list-style-type: none"> • Billboards and bus stops will build on existing awareness of WBBL. • Progress spectators to preference of WBBL as entertainment on the weekend. • 'Never too early' message will encourage spectators to attend games or watch the game from home 	<ul style="list-style-type: none"> • Google AdWords, the Website, and EDM will provide necessary information to progress spectators to the purchase decision through reminders and coupons. 	<ul style="list-style-type: none"> • The App and Snapchat Geo-filters will be an engaging way to encourage spectators to share their experience with their friends. 	<ul style="list-style-type: none"> • The app and Snapchat geo location filters will ensure that spectators had fun and was a social activity to share with their friends, prompting them to purchase tickets to future games. • Social media will provide interactive posts to further solidifying that WBBL is fun entertainment on the weekend
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