



# THIS. IS. MONSTER JAM.

Phase 01: Research & Campaign Strategy





### **In First Gear.**

When we first began this project, we weren't sure what to expect. Some of us knew Monster Jam™, others did not. We had the absolute privilege to dive in head-first at Raymond James Stadium on February 1st, 2020. After an impeccable display of company values and showmanship, the RCAD team became instant fans.

**We were left with one burning question:**

# **What's stopping everyone else from becoming instant fans, too?**

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## Brand Overview.

Monster Jam is the global category leader in motorsports entertainment. A full throttle, adrenaline-charged entertainment sport for the whole family that leaves fans on the edge of their seats and wanting more all year long. It is part of a broad portfolio of live entertainment events under the umbrella of Feld Entertainment, whose long-term goal is to be the foremost brand people think about when they want to see a jaw-dropping show.

After an on-site briefing, we were excited to tackle what's called the

# Client Ask.

- 01.** **Research, explore, and define opportunities for collaboration between Monster Jam™ and future Ringling College Talent.**
- 02.** **Communicate the brand strategy to strengthen and grow the Monster Jam™ audience.**
  - a. Increase enterprise brand value and thus revenue.
  - b. Broaden the appeal.
  - c. Reinforce leadership position as the authentic monster truck brand.
- 03.** **Build on "This. Is. Monster Jam™." across all mediums.**
  - a. Brainstorm a variety of executions across the entire franchise.
  - b. Allow for the inclusion of drivers, crews, families, cause, etc.
  - c. Make an emotional connection with the All-American Families target.
- 04.** **Enhance the strategy by emphasizing story, action, and authenticity.**

Understanding the Audience

## The Roaring Crowd.

We first looked at Monster Jam's audience and realized the brand has the potential to communicate its value much more effectively. One thing we knew for sure: in order to provide sustainable opportunities, we needed to better understand Monster Jam fans.

Problems

## Flat Tires.

Through primary and secondary research, four key business problems emerged, which led to four respective human problems.



# 01

## **Business Problem.**

Lack of 365 touchpoints and digital omnichannel presence.

## **Human Problem.**

Potential ticket purchasers are unaware of Monster Jam's full product portfolio and brand offerings.

## **Insight.**

**Mixed Messages. What is Monster Jam? What is not? There are many stories to tell. Stories behind the drivers and beyond the trucks.**

# Q2

## **Business Problem.**

Cloudy driver personas and backstories.

## **Human Problem.**

Fans lack a personal connection or emotion to drivers.

## **Insight.**

**The loudest voices are the original fans. And many of them appear to have lost trust in the brand.**



# 03

## **Business Problem.**

Not enough variation of content across all owned channels.

## **Human Problem.**

The audience feels no personal connection to Monster Jam.

## **Insight.**

**Consumers support brands with clear values and stories. Monster Jam has untapped potential to shift perspective of the stories depending on the audience.**

# 04

## **Business Problem.**

Pit Party ticket sales are down.

## **Human Problem.**

Ticket purchasers and first timers don't see the value of attending apart from meeting drivers and getting autographs.

## **Insight.**

**The Pit Party is advertised and structured in a way that only appeals to hardcore fans, and excludes the average Monster Jam attendee.**

Next step: understanding the

# Target Audience.

Target Audience & Journey Mapping

## From Couch to Stadium.

Next, we dug deeper into understanding Monster Jam's customer segments. More importantly, we looked at how they interact with their media channels. Using secondary research and interviews, we gathered data about the Customer Journey. We then correlated it to the channels that Monster Jam uses to communicate.

First, let's look at the three target audiences then the Customer Journey Map.





## Primary

# All-American Families.

### Good To Know.

**Two-parent household**

**Ages 30-40; 2-3 kids**

**Income of \$80,000+**

### Get to Know 'Em.

Adam, 45, and his wife Lisa, 43, live in Jacksonville, FL, and have a combined income of \$80,000. Adam works as the manager for a landscaping company with an associate degree from Florida State College. They have two kids: Bryson, 8, and Katie, 6. Adam grew up going to tractor pulls and mud bogging events with his dad and he wants to pass on the tradition to his kids. Lisa is not emotionally connected to Monster Jam but she likes that it's an opportunity for the whole family to do something fun together and that there's something that appeals to everyone.

## Secondary **Ridin' Solo**

### **Good To Know.**

**Single parent household**

**Ages 25-35; 1-2 kids**

**Income of \$50,000+**

### **Get to Know 'Em.**

Hannah, 33, is a single mom living in Raleigh, North Carolina. She has a bachelor's degree in Administration and is an office manager with an annual income of \$60,000. Her son Andrew just turned 9. Since Andrew was a toddler, he was a fan of Grave Digger. He likes to race, play outside with his friends, and watch toy reviews on YouTube. Hannah takes all the opportunities she can to connect with her son and bond over his interests. Whenever a free weekend opens up, she jumps at the opportunity to bring him to a Monster Jam show.





**Tertiary**

## **OG Monster Jam Fans**

**Good To Know.**

**Primarily male**

**Ages 45-55**

**Income of \$80,000+**

**Get to Know 'Em.**

Tom, 48, has been going to Monster Jam™ shows for as long as he can remember. He posts on Facebook about the events and is the first to reply to show recommendations on a Reddit thread. He feels a sense of nostalgia and strong connection to the trucks and drivers over the years, but he feels Monster Jam™ has changed for the worse. To him, long gone are the days of car crushing and truly adrenaline-packed shows. He feels the brand now prioritizes children so they can make a quick buck off merchandise. While he still considers himself a fan of Monster Jam™, he doesn't plan on attending a show anytime soon.

# MONSTER JAM

## Consumer Experience Journey Map

From the view point of parent (All-American Families) or single parent (Ridin' Solo)



| JOURNEY    | AWARENESS  |  | EVALUATION  |   | PURCHASE   |  | EVENT  |  | POST-EVENT  |   |  |  |
|------------|--|--|---|---|--|--|--|--|---|---|--|--|
| ACTIVITIES | Hear from friends, see online, print ads or on TV/streaming  |  | Compare to other shows, check reviews, ask friends, visit website                 |   | Review seating options, view Pit Party pricing & information, purchase tickets |  | Attend Pit Party and/or main event, record clips on phones, get stadium food, purchase merch, vote   |  | Post clips to social media, hashtag, share reviews on Yelp and Reddit, shop online for toys for kids, |   |  |  |
| USER GOALS | Find fun activity for the whole family within reasonable budget  |  | Evaluate appropriateness for kids, safety, relevant activities, food, merch, etc. |   | Purchase cheapest option that still provides fun & entertainment               |  | Keep kids, spouse and self entertained, provide distraction from home/work life  |  | Connect to the brand for future shows, support kids' hobbies, create a tradition                      |   |  |  |
| CHANNELS   | Word-of-mouth, traditional media, social media (IG, FB)  |  | Word-of-mouth, website, social media (IG, FB)                                     |   | Website, Ticketmaster, order email confirmation                                |  | Primary engagement through phones, as well as TV   |  | Primary post-event engagement through YouTube, IG, FB, & Twitter on mobile                            |   |  |  |
| EXPERIENCE | <p>The experience journey map shows a line representing engagement level across various touchpoints. The touchpoints are: Hear about Monster Jam online or through family member, Visit social media or ask friends about it, Consider attending, Read reviews, Consult spouse or kids about interest in attending, Visit website or Ticketmaster to purchase, Receive email confirmation &amp; "What To Know Before You Go" infographic, Arrange final plans; tailgating, getting a sitter, travel arrangements, Arrive at event, Attend Pit Party and/or main show, Keep kids entertained (food, phone, etc), Pack up things, Exit venue, Talk about show, Find car &amp; exit, Follow MJ social media accounts.</p> |  |   |   |  |  |  |  |   |   |  |  |
| PHASES     | ENTICE   |  |   | ENTER   |  |  | ENGAGE   |  |   | EXIT  |  | EXTEND   |
| INSIGHTS*  | Consumers not exposed to Monster Jam fans are significantly less likely to attend the events.  |  |   | Each target segment seeks content relevant to their interests and needs, and they expect to find it easily, on both the website and social media. |  |  | There is general confusion among VIP offerings and what to expect at the Pit Party. Clarification will increase ticket sales and satisfaction. |  |   | Majority of parental focus is on whether the kid(s) are entertained and engaged. Relieving stress points for parents could greatly increase event satisfaction. |  | Social media engagement and merch purchases spike following the event due to new fans. |

— Engagement Level    ● Touchpoints

The question becomes:

# How can Monster Jam truly connect with such a diverse audience?

## Major Insights

### Bright Headlights.

- 01. Humanizing experiences are on the rise in a tech-driven world.**
- 02. Parents are looking for not just entertainment, but entertainment that brings moral value to their kids.**
- 03. Empowering and authentic storytelling increases brand value**
- 04. Women in sports and sports for women are on the rise.**



## Opportunities

# Start Your Engines.

## 01

### Authentic and Empowering Storytelling

01. Focus on how Monster Jam™ values its target audience.
02. Continually honest and transparent topics.
03. Keep consistent visual style (more naturalistic cinematography, color correction that brings nostalgia, POV, and character-centered shots).

## 02

### Unique Content to Unique Consumers

01. Focus on personalization - different content for the different target segments.
02. Diversify content on each owned media channel.
03. Utilize authentic driver stories to address each segment separately.

Strategy.

**This is Monster Jam's story.  
But it's nothing without yours.**

What makes Monster Jam so special are the deep stories and lives of those in the seats. As discussed in our initial brief and confirmed through our own research, the Monster Jam audience is diverse in every way; multi-generational and representational of all walks of life. Therein lies our challenge, and the common thread that connects the identified brand objectives. Monster Jam is accessible, unforgettable, and inspirational. But these words resonate in many different ways for different people. What leaves mom on the edge of her seat is very different from dad, sister, and brother. It's up to Monster Jam to tap into the experiential thrill that, no matter the person, continuously fills those stadium seats all over the world.

Campaign.

# Challenges.

## 01.

Emphasize Monster Jam's values through owned channels that each target segment is most exposed.

## 02.

Utilize owned channels to the fullest to present a cohesive product portfolio and diversified content.

## 03.

Focus on unified design and high production quality to appeal to kids 7-12.



Sub Briefs.

# Spare Tires.

01.

**Branded Entertainment Spot**

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02.

**"This. Is. Monster Jam."  
Media Campaign**

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03.

**Pit Party Tune-Up**

# 01 This. Is. Monster Jam.

## Branded Entertainment Spot

### Background.

Drivers are an essential part of what makes Monster Jam so special, yet with male drivers dominating the industry, women drivers and fans are often left in the back seat. This heavily affects brand perception and fan connection. According to recent studies by Deloitte, consumers continue to respond positively to brands that focus on women's empowerment and breaking down gender stereotypes in sports<sup>1</sup>. Additionally, more than one-third of consumers say they like brands more when its marketing rallies against gender stereotypes, and 25% say they would be more likely to purchase from those brands<sup>2</sup>. Monster Jam has the opportunity to jump ahead of its competitors by celebrating female drivers and highlighting the unique challenges they face in and out of the stadium.

### Challenge.

Write and produce a branded entertainment spot(s) to be aired on television, mobile and streaming platforms that taps into Monster Jam's aspirational message and drives home the big idea: women drivers are just as badass as men and often do it juggling lives as working moms, students, and businesswomen.

**Think Big.** Think emotional, think holding back tears, think never been done before. The specifics are up to you, but the spot(s) needs to grasp an audience of all ages, races, and genders, and get them talking about Monster Jam's female drivers. If your idea feels like the stuff of a gripping *Nike* campaign, then you're on the right track.

### Audience.

#### Ridin' Solo. (Primary)

Single parents 25-35, 1-2 kids, income of \$50,000+

#### All-American Families. (Secondary)

Two-parent household, 30-40, 2-3 kids, income of \$80,000+

### What to Consider.

Though ticket sales show a nearly even ratio of male to female attendees<sup>3</sup> (F: 49%, M: 51%), our research shows women often attend to support a husband's passion or entertain their kid. The spot(s) should make all women feel seen, appreciated, and like they now own a part of Monster Jam for themselves.

Utilize a **multi-platform distribution strategy**. Traditional TV ads no longer make the cut. Figure out what connects with this audience and you'll drive it all the way home.

### Strategy.

## She. Is. Monster Jam.

### Deliverables.

A singular spot, or series of spots, that fall under Monster Jam's "This. Is. Monster Jam." campaign across all relevant channels. Must feature Monster Jam trucks, female drivers and land the key point of differentiation: these talented women have their own lives outside the driver's seat.

### Tone.

#### Heartwarming.

Don't hold back. Deliver an emotional, tear-jerking statement.

#### Aspirational.

Prove to women of all ages that any dream is achievable.

#### Humorous.

Try and squeeze in a laugh to relieve those teary-eyed moments.

# 02 This. Is. Monster Jam.

## Media Campaign

### Background.

Monster Jam is engaging and unforgettable. It considers its fans to be an essential part of the brand family. The website, Instagram, and Facebook pages have become primary pit stops for engagement and evaluation of the brand. These media outlets directly connect consumer and brand, and also foster community where individuals can find related topics that interest them (i.e. truck videos, *Monster Jam Steel Titans*, toys or merch). Unconventional and personalized social media campaigns drive consumer engagement, as 90% of U.S. consumers find marketing personalization appealing<sup>1</sup>. But personalization is simply not enough. In our tech-driven world, more people value humanizing experiences, even in online spaces<sup>2</sup>. After all, what's better than the authentic and true experiences of the die-hard fans to drive home Monster Jam's story?

### Challenge.

**Create** a year-round social media campaign to be rolled out on Monster Jam's owned channels. **Establish** a deeper connection between Monster Jam and its fans through online experiences tailored to each consumer segment. **Utilize** fan-generated content to broaden the brand appeal and connect with potential fans through Monster Jam's Website, Instagram, Facebook, and Twitter.

**Be unconventional, yet personal.** Produce an unexpected and interactive campaign that visualizes the other side of the brand: the Fans. Whether that's a "What Monster Jam truck driver are you?" BuzzFeed quiz or a sponsored video on TikTok with the biggest influencer of the month, the point is generating community among drivers, OG fans and potential fans.

### Audience.

#### OG Monster Jam Fans. (Primary)

Primarily male, 45-55, income of \$80,000+

#### All-American Families. (Secondary)

Two-parent household, 30-40, 2-3 kids, income of \$80,000+

### What to Consider.

#### Go full throttle, but keep your audience in mind.

OG fans on Reddit advising newcomers about the best shows are not the same as moms tweeting pictures of their son meeting Adam Anderson for the first time. Monster Jam™ must be strategic in its approach to connect and engage with these diverse segments of its broader audience. Keep in mind that most consumer pain points occur during the **awareness** and **evaluation** stages of the consumer journey, so make a good first impression. Campaign assets should vary across channels (for example, short form content performs better on Instagram, while show highlights are better suited for YouTube.)

### Strategy.

## We. Are. Monster Jam.

### Deliverables.

A sustainable social media campaign across all of Monster Jam's owned media channels (Website, Instagram, Facebook & Twitter). The Campaign should feature more than just trucks and drivers, it should utilize authentic storytelling and customization to engage both OG and potential fans through trendy, engaging, and relevant digital advertising on a whole new level.

### Tone.

#### Unexpected.

Don't be afraid to create something bold and unconventional.

#### Inclusive.

Accessible to all types of families and welcoming to new fans.

#### Humanizing.

Be unscripted; emphasize raw emotions and real characters.

# 03 This. Is. Monster Jam.

## Pit Party Tune-Up

### Background.

The Pit Party is directly correlated with attendees' satisfaction with the main show. Currently, ticket sales are down and there are a number of unresolved consumer pain points. While not necessarily failing, there is room to improve to attract more people to this hands-on pre-show event.

### Event Objectives.

01. Increase Monster Jam show revenue.
02. Boost attendee satisfaction.
03. Create an inviting atmosphere for families.
04. Build genuine driver-fan interaction.
05. Sell merchandise.

### Challenge.

#### Communication.

The Pit Party has the potential to attract more people who are already committed to attending the show. Omnichannel messaging about what the Pit Party is, what the experience will be like, why fans should attend, and how broad the appeal will further entice customers to purchase tickets.

#### Merchandise.

The Pit Party is a great place to get original merch and autographs. Make this process more inviting to attendees who will walk out with a keepsake which will boost margins.

#### Technology.

Emerging trends in sports entertainment all point to the use of technology to enhance the consumer experience. Leveraging and advertising potential tech-based solutions will increase VP and attract the primary audience.

### Audience.

#### All-American Families. (Primary)

Two-parent household, 30-40, 2-3 kids, income of \$80,000+

#### Ridin' Solo. (Secondary)

Single parents 25-35, 1-2 kids, income of \$50,000+

### Strategy.

#### Renovate & Communicate.

Modify the traditional Pit Party experience using current trends in technology and analogous live events. Design the experience to engage All-American Families through a variety of activities included in the ticket price.

### The EDGE.

**Explain** the value of attending to each segment.

**Demonstrate** through authentic storytelling.

**Guide** families to the Pit Party event.

**Enable** families to spend quality time together teaching their kids valuable lessons and creating long-lasting memories.

### Deliverables.

- 01 Clear, concise, branded, and visible signage for the event that keeps budget and flexibility in mind.
- 02 Website campaign and omnichannel informational ads.
- 03 Bold and unforgettable brand activations targeted to All-American Families that features sponsors and drivers; designed to be an interaction that creates a new connection to the brand, especially newcomers.

### Tone.

#### Inviting.

Welcoming but not suffocating. Exciting, yet grounded.

#### Genuine.

Clear and straightforward. Show, don't sell. Guide, don't corral.

#### Passionate.

Instill values. Accentuate real driver stories. Create pride.



## Recap.

The Monster Jam brand was built from the dirt up, literally. The only thing more exciting than the show is its potential for even more growth. Key points revolve around new-and-improved communication channels and content. The three target audiences can be much more aware of Monster Jam's value proposition through mediums that are part of their everyday lives. Through authentic storytelling and consistent touchpoints, Monster Jam has the opportunity to strengthen its already prominent positioning in the hearts and minds of All-American Families, Single Parents, and OG Fans. Humanizing experiences, strong and obvious brand values, and women in sports are launch ramps for application of the strategy, "This is Monster Jam's story, but it's nothing without yours."

**A branded entertainment spot, social media campaign, and revamp of the Pit Party are supplementary briefs that complete the potential "This. Is. Monster Jam." campaign rollout. Rev your engines, because Monster Jam is about to get even more real.**



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