



Green Bay Packers, Game Changer: You Only Turn 100 Once!

Joan Malcheski

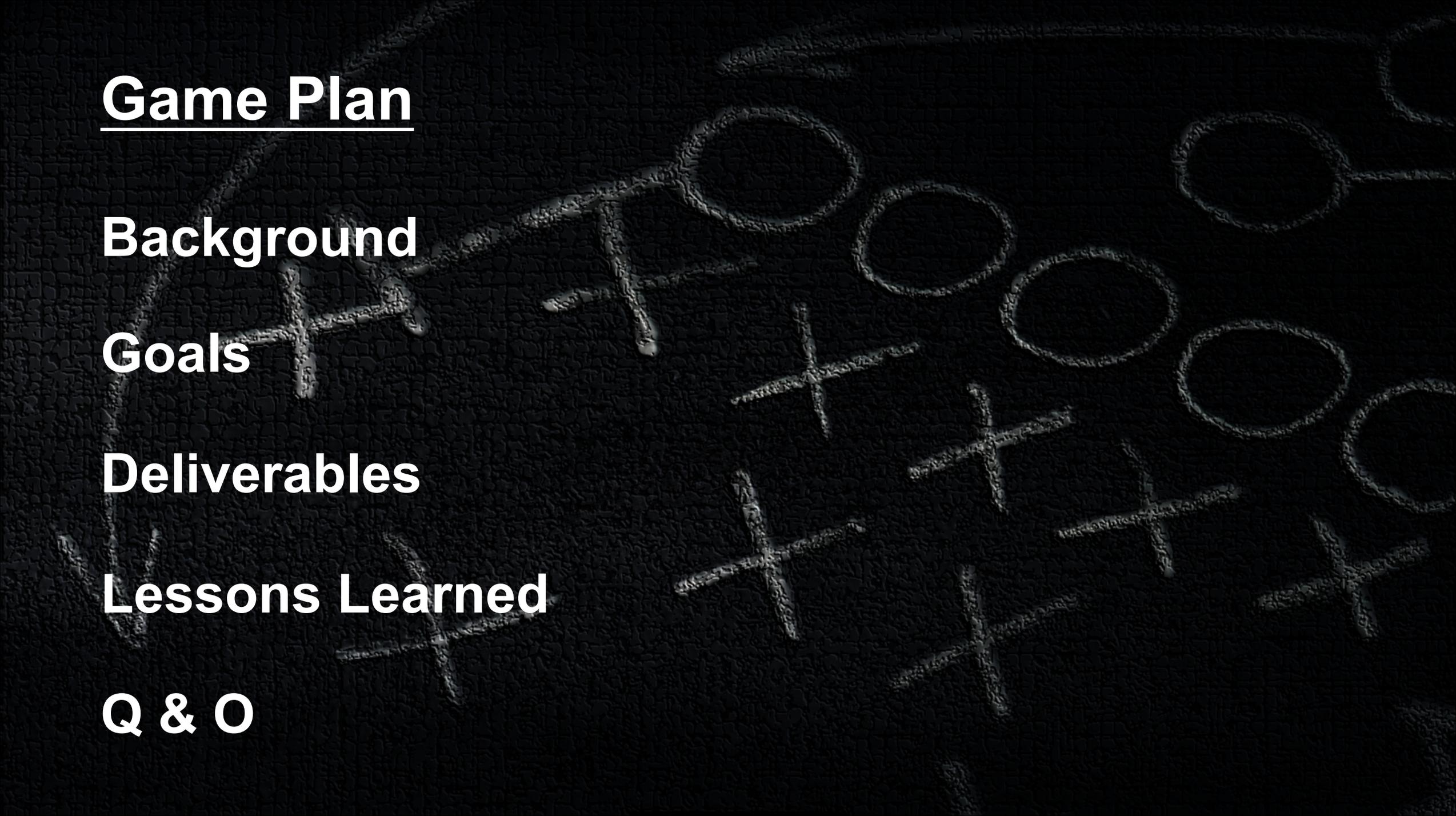
Director, Brand Marketing
Green Bay Packers





Game Changer:
You only turn 100 once

Game Plan



Background

Goals

Deliverables

Lessons Learned

Q & O

FAQs

- How much was your budget?
- Do you get to interact with players?
- What your favorite thing about working at the Packers?

Are there any Chicago Bears fans in the audience?

Barstool Sports · 2h · Shots fired

131 replies, 403 retweets, 6,586 likes

NFL on ESPN · 2h · 106.2K Tweets

Tweets Tweets & replies Me

25 replies, 152 retweets, 2,577 likes

NFL on ESPN · 2h · Meanwhile in Green Bay: Pizza hot takes

72 replies, 421 retweets, 2,592 likes

B/R Gridiron @brgridiron

Green Bay really taking shots at Chicago now.

10:15 PM · 11/29/20

Sunday Night Football @SNFonNBC

Discuss

10:12 PM · 11/29/20 · Wildm

snfonnbc 685K followers · View Profile

View More on Instagram

37,207 likes · snfonnbc



The story behind the viral 'Deep Dish Pizza is Overrated' fan sign at the Bears-Packers game

I'm sorry, it was me!





Start with the end in mind.

Initiative: Raise Awareness

Micro Goals:

- Increase media mentions
- Increase international traffic to Packers.com



Initiative: Expand Connections



Micro Goal:

- Increase digital engagements by Packers fans, season ticket holders and waiting list members

Initiative: Increase Pride



Micro Goals:

- Increase the number of positive/neutral Tweets in the Green Bay area and Packers fans (excluding football related news) YOY
- Increase the positive sentiment of Packers staff in the overall organization pre and post 100 Seasons

Initiative: Enhance the Brand

Micro Goal:

- Increase media mentions of the Green Bay Packers (excluding Packers' football related news) YOY



Initiative: Encourage Participation



Micro Goal:

- Increase measured engagement by Packers fans, season ticket holders and waiting list fans in activations for the year

Initiative: Cultivate Future Fans

Micro Goal:

- Increase the number of users that register minors with their Packers Pass for Packers Experience and Training Camp activities YOY



Game Changers



- Ability to rebrand
- Expand connections with all Packers fans
- Everyone in the building had a role

Creating buy-in when there is change.



People will not be
invested if they don't
know what's going on or
articulate WHY
something is being done.



Tell the story.

Involve all stakeholders.

Recite the vision + strategy.

Sound budget.

Over communicate INTERNALLY



Over 150 project.

Staff e-newsletter.

100 Seasons updates fact sheet of happenings.

Intranet information.

Email specific – changing signatures, larger initiatives, etc.

Exit strategy.

Survey pre and post celebration.

Initiative: Increase Pride

Results:

- **The survey results produced an increase year-over-year for positive sentiment in key areas that were driven by 100 Seasons activities.**

The Packers recognize player/alumni accomplishments.

100 Seasons presents the importance of Packers history on the success of the organization.

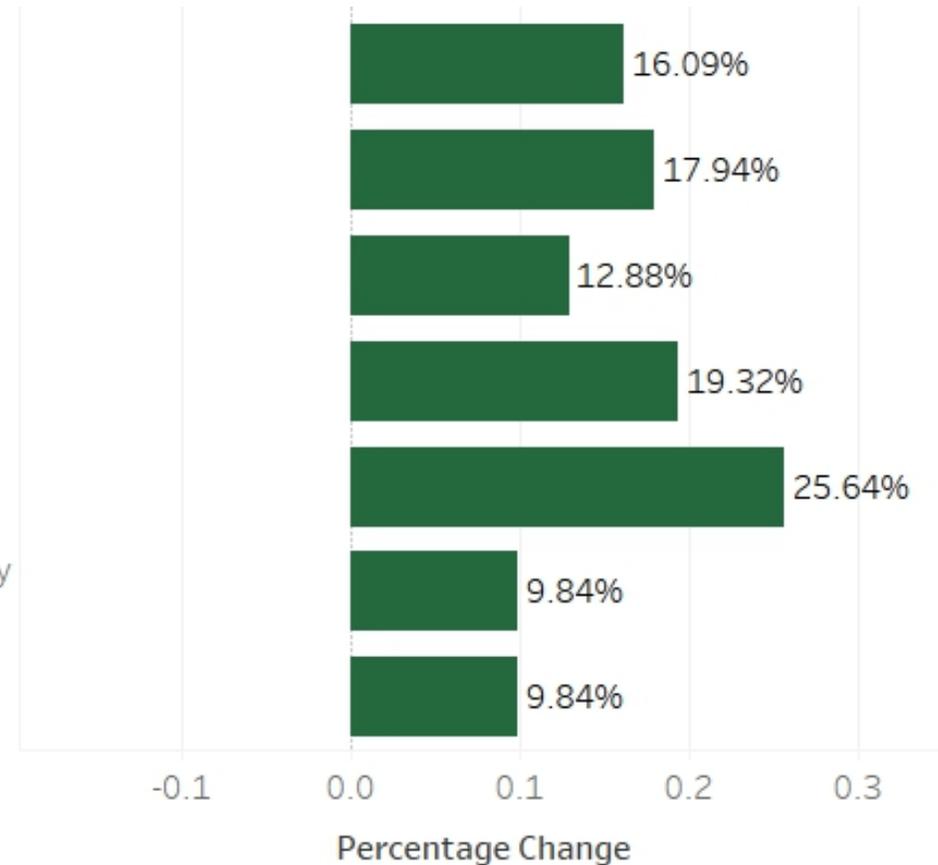
Our alumni play a vital role in maintaining the history of the Packers.

How much do you appreciate our organization's history?

Our organization stays true to brand values.

Our day-to-day roles help maintain the organization's history and legacy.

The Packers organization provides enough opportunities for staff to engage and connect with fans and the community.



Plan the work.
Work the plan.



PLANNING

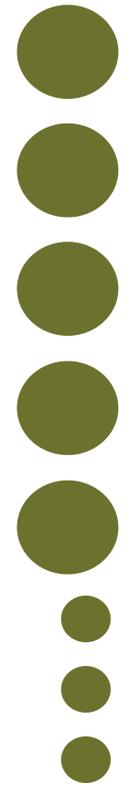
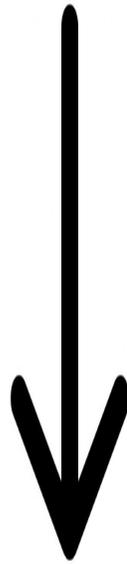
AUDIENCE





PLANNING

IDEAS

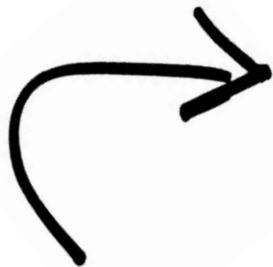


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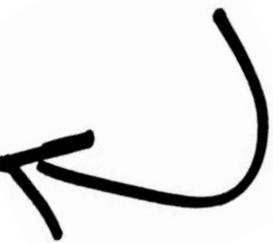




PLANNING



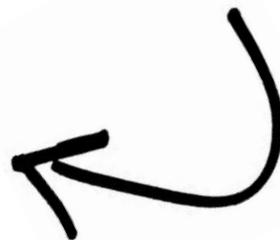
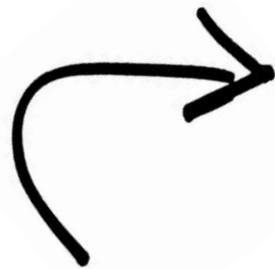
GOALS



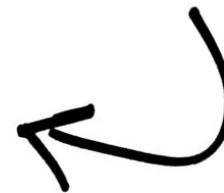
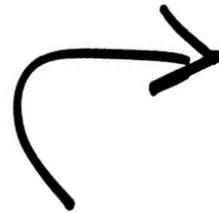
	Ticket Holders	General Fans	Community	Staff	Alumni	...
Gift	●	✕		✕		
HOF Exhibit	●	✕	✕		✕	
Documentary	●	✕	✕			
Concert	●	✕	✕	✕	✕	
Microsite	●	✕	✕	✕	✕	
...	●					●



PLANNING



GOALS



	Ticket Holders	General Fans	Community	Staff	Alumni	...
Gift	●	×		×		
HOF Exhibit	●	×	×		×	
Documentary	●	×	×			
Concert	●	×	×	×	×	
Microsite	●	×	×	×	×	
...	●					



REVISE



REVISE



REVISE

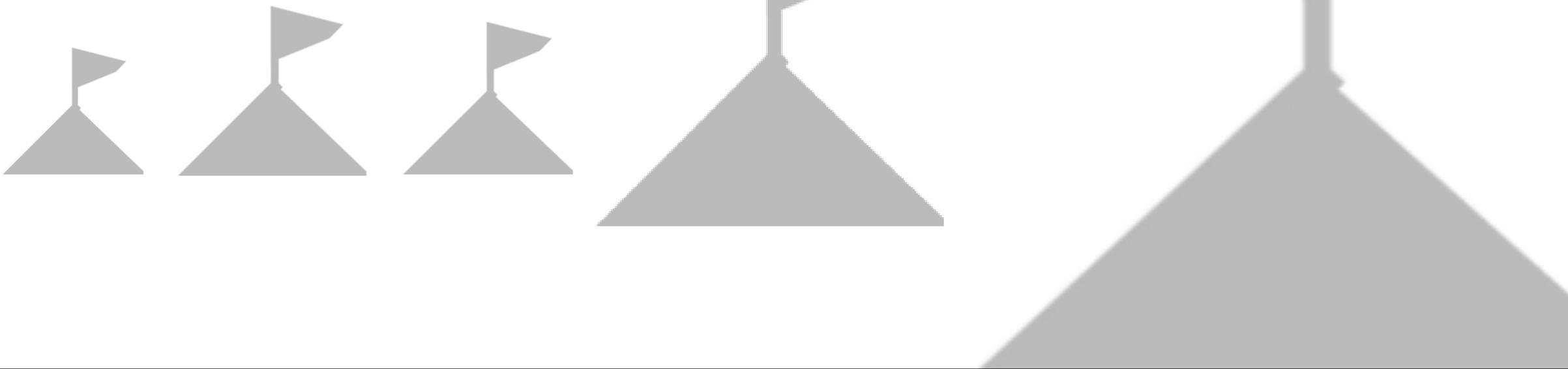


PLANNING

Business Cards
Large Banners
Letterhead
Bus Wraps
Parking Lot Banners
Backdrops, receipts,
letterhead, tickets,
envelopes...

Microsite
Fan Contesting
Fan Give-aways
HOF Exhibit...

Lambeau Field Live
Packers Experience
Celebration Weekend
Documentary
Book





Tent Pole Events



Took a mini-Lambeau Field on tour at 5 major WI festivals over two years. “Lambeau Live”



Lambeau Field Live







ACTIVATE

Packers
Experience

**A FOOTBALL
FRENZY IS COMING
TO TRAINING CAMP.**



PACKERS EXPERIENCE

4 DAYS OF FREE FOOTBALL FUN!

THURSDAY, JULY 26
9 a.m. – 6 p.m.

FRIDAY, JULY 27
9 a.m. – 8 p.m.

SATURDAY, JULY 28
9 a.m. – 8 p.m.

SUNDAY, JULY 29
9 a.m. – 6 p.m.



**PACKERS
EXPERIENCE**





**PACKERS
EXPERIENCE**



LIVE FROM LAMBEAU 

NFL  LIVE





Kickoff weekend – Free concert
in the Lambeau Field Parking Lot

100 SEASONS

CELEBRATION WEEKEND

PRESENTED BY:

Culver's ((SiriusXM))

ticketmaster®

STEVE MILLER BAND

SEPT 8, AT 7:30PM
FREE CONCERT

[LEARN MORE](#)





CELEBRATION
EVENT





If the idea is great, more money may appear.



CELEBRATE WITH THE PACKERS

AUGUST 11, 2019 • LAMBEAU FIELD

FREE LAMBEAU FIELD GRASS SEED • DOCUMENTARY LAUNCH • PRIZES • CUPCAKES



Metrics/Results



Reached all metric goals from increases 4% - 240+%



Other Learnings



You can never start too early.

Internal buy-in, every level.

Plan the work, work the plan. It stops the 'random'.

Committee format worked for us. The committee lead chose the committee members.

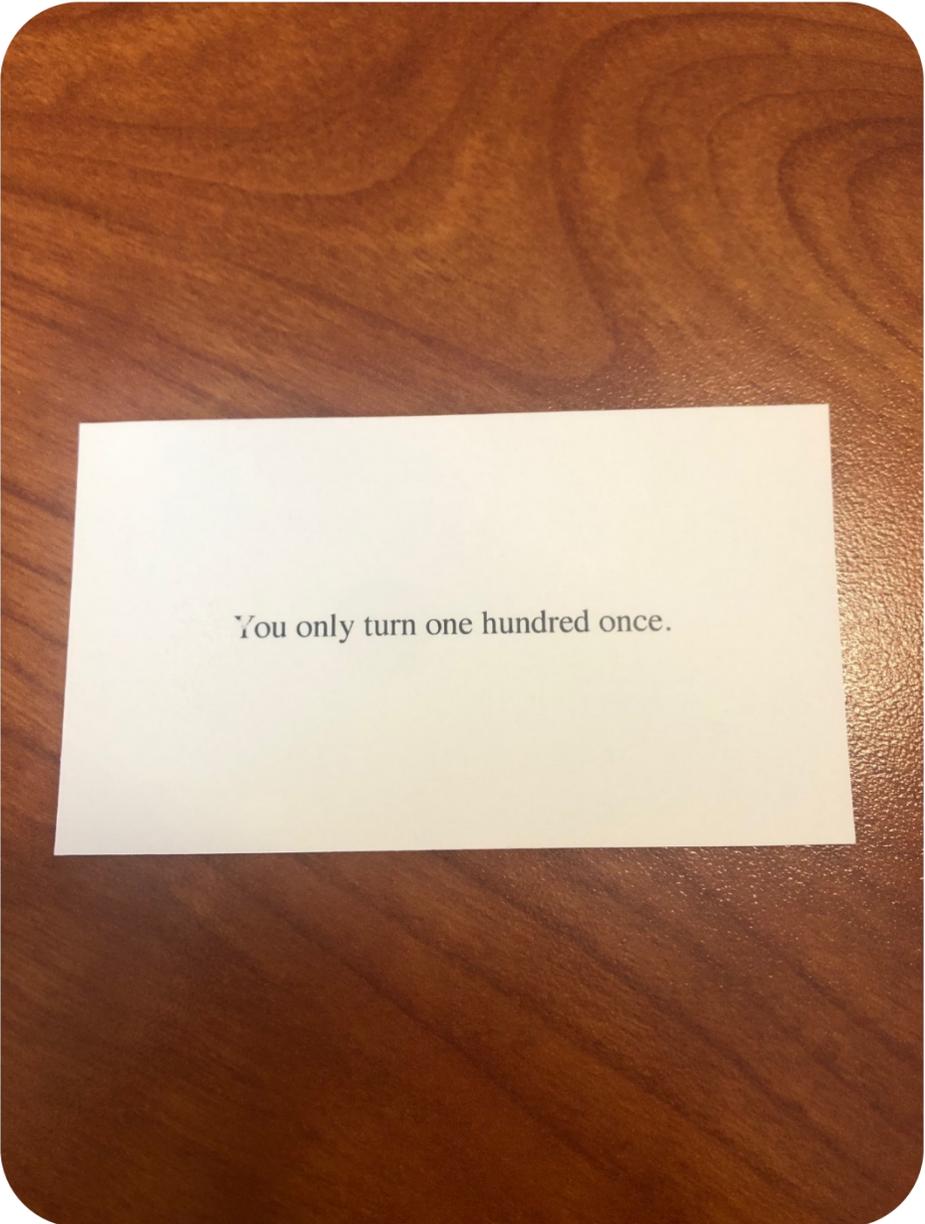
Quarterly budget meetings with finance to show you are on pace.

Somethings may surprise you...

#YOTOHO

Make an emotional connection.

You
Only
Turn
One
Hundred
Once
#YOTOHO



A note about our budget.



30

20



APPROVALS

Tell the story.

Involve all
stakeholders.

Recite the vision
+ strategy.

Sound budget.



Whoopsies

USDA

Postage stamp

Google Doodle

Book

Taxes

FAQs

- How much was your budget?
- Do you get to interact with players?
- What your favorite thing about working at the Packers?









Questions + Opinions