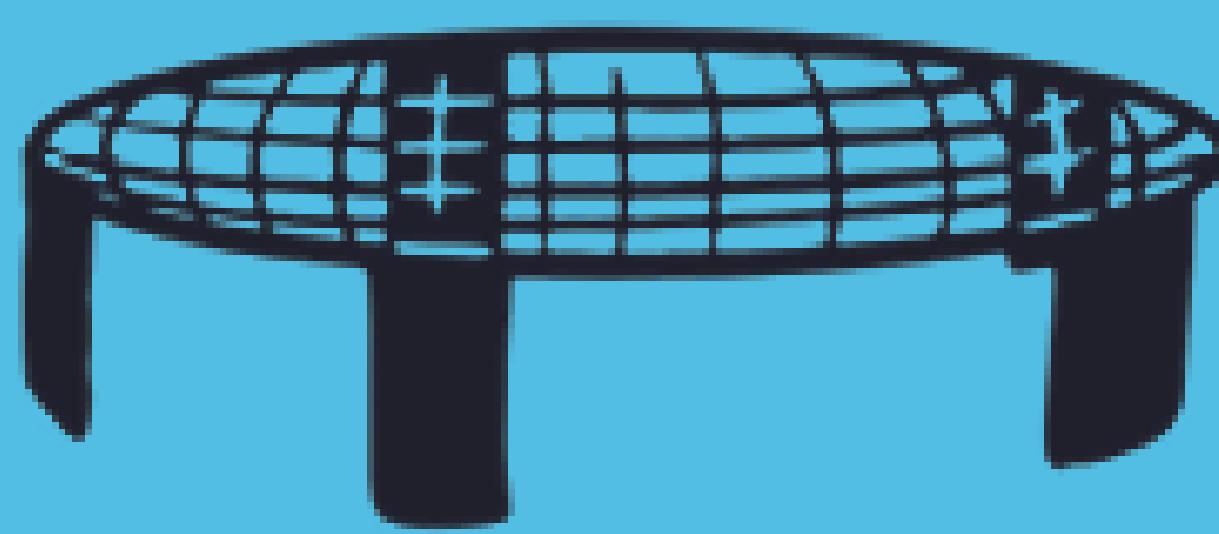


The **Roundnet**



Cleanup

SAWYER COCO

MAR TORRES
FONTES



Spikeball

THE OCEAN
CLEANUP

A Collaboration:

Spikeball & The Ocean Cleanup

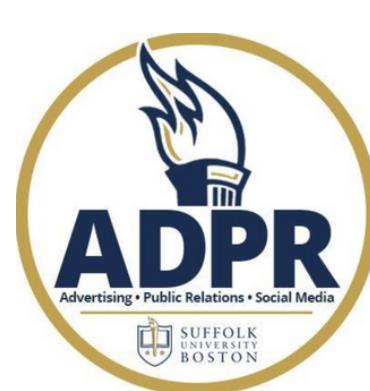
Advertising Campaign

By Sawyer Coco & Mar Torres Fontes

ADPR 717 Branding and Visual Identity
Professor Susan Alessandri
April 29 2024



Spikeball



THE OCEAN
CLEANUP™

Index

EXECUTIVE SUMMARY & BRAND CONTRIBUTIONS	3
SPIKEBALL	4
THE OCEAN CLEANUP	5
INTRO TO BRAND IDENTITY	6
SITUATION ANALYSIS	7-8
GENERAL MARKETING	8
OVERALL PLAN OBJECTIVES	9-10
CREATIVE BRIEF	11
TOUCHPOINTS	12-14
ADVERTISING CONCEPTS / STORYBOARD	15
SAMPLE PRESS RELEASE	16
ADVERTISING MEDIA	17-18
ANNOTATED BIBLIOGRAPHY	19

Executive Summary

The resurgence of spikeball over the past ten years has been impressive, revolutionizing the sport thanks to updated research and marketing tactics. However, the CEO intends to continue building the brand without using paid advertising. When Chris Ruder founded the company, he intended for Spikeball to become a beach game. The company has foregone conventional advertising methods and avoided mass campaigns. Although this marketing plan includes paid advertising, it respects the fundamentals of the brand and remains consistent with its identity.

The goal of this marketing strategy is to increase the success of the organization and create new tactics to expand the brand. Minimal advertising allows for long-term strategies to increase brand awareness in sports media. The organization can use Brandwatch social monitoring to develop strategies that connect with its target audience. To strengthen the brand, this campaign will use paid advertising without neglecting storytelling and community building.

Brand Contributions



Spikeball will contribute to The Ocean Cleanup's by promoting their initiatives and raising awareness about the importance of ocean conservation through their marketing campaigns and social media channels.

Spikeball will also organize fundraising events and donation drives to support The Ocean Cleanup's efforts financially. Additionally, Spikeball will collaborate on co-branded merchandise and limited-edition products, with a portion (50%) of the proceeds going towards The Ocean Cleanup.

Exclusive touch-points will be produced and sold at fundraising events and tournaments. Content produced and all media vehicles will feature each organization in their joint collaboration "The Roundnet Cleanup"

By leveraging their brand influence and resources, the company can help amplify The Ocean Cleanup's message, attract more support, and contribute to the cleanup of our oceans.



Spikeball™

Spikeball

Spikeball is played in two teams of two. Each team has up to 3 touches (think bump, set, spike) to hit the ball back on the net! There are no sides or boundaries and you can play anywhere

Mission Statement

Bring people together through competition and fun

Statement of Purpose:

The purpose of Spikeball's mission statement is to clearly define the company's core objectives and values. By stating their mission to bring people together through the sport of roundnet (commonly known as Spikeball), they emphasize their commitment to fostering community, camaraderie, and fun through physical activity.



The Ocean Cleanup

The Ocean Cleanup is an international non-profit project developing and scaling technologies to rid the oceans of plastic. To achieve this goal, we employ a dual strategy: intercepting in rivers to tackle the sources of ocean plastic pollution, and cleaning up what has already accumulated in the ocean and will not go away by itself.

Mission Statement

The mission of The Ocean Cleanup is to develop advanced technologies to rid the world's oceans of plastic. They aim to achieve this by deploying a fleet of cleanup systems that can passively remove plastic debris from the ocean's surface, preventing it from breaking down into harmful microplastics and reducing the overall impact of plastic pollution on marine ecosystems. Their ultimate goal is to clean up 90% of ocean plastic pollution by the year 2040.

Statement of Purpose

The purpose of The Ocean Cleanup's mission statement is to clearly articulate their primary goal and overarching purpose as an organization.

Introduction of New Brand Identity

The Roundnet Cleanup

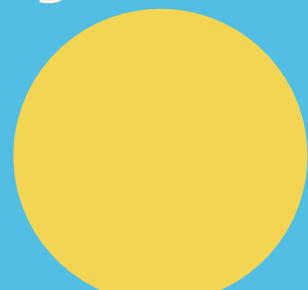
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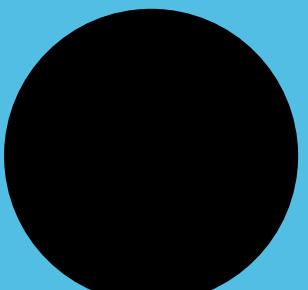
Spikeball

Gather your pals, family, grandma, dog: Spikeball is played in two teams of two. Each team has up to 3 touches (think bump, set, spike) to hit the ball back on the net! There are no sides or boundaries and you can play anywhere

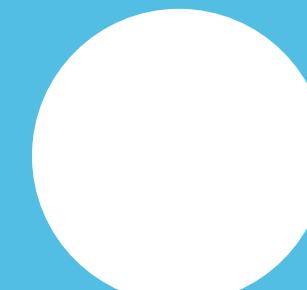
Style Guide



#F2D553



#000000



#FFFFFF

Trademarked Logos (DO NOT USE):



Spikeball™

Spikeball™



Permitted Graphics:

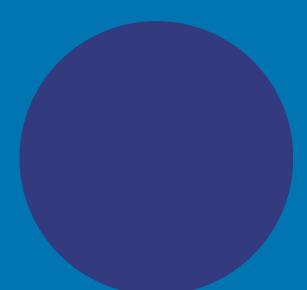


The Ocean Cleanup

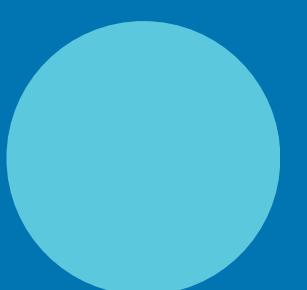
Understand. The Ocean Cleanup is an international non-profit project developing and scaling technologies to rid the oceans of plastic.



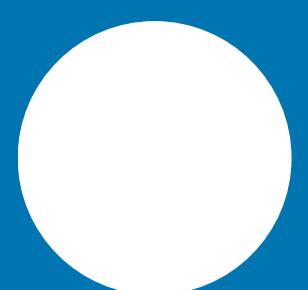
Style Guide:



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THE OCEAN CLEANUP®

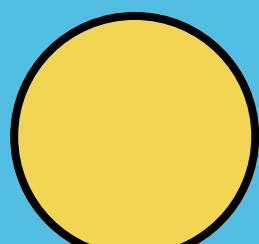
To achieve this goal, the company employs a dual strategy: intercepting in rivers to tackle the sources of ocean plastic pollution, and cleaning up what has already accumulated in the ocean and will not go away by itself.

The Roundnet Cleanup

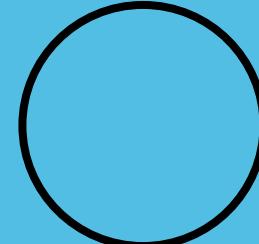
Tagline:

- One Ocean at a Time

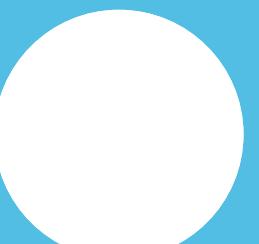
Color Palette:



#F2D553



#52BEE4



#FFFFFF

Brand Persona:

- Fun
- Social
- Inspiring

Tone:

- Humble
- Warm
- Playful
- Encouraging



Situation Analysis

Target Audience

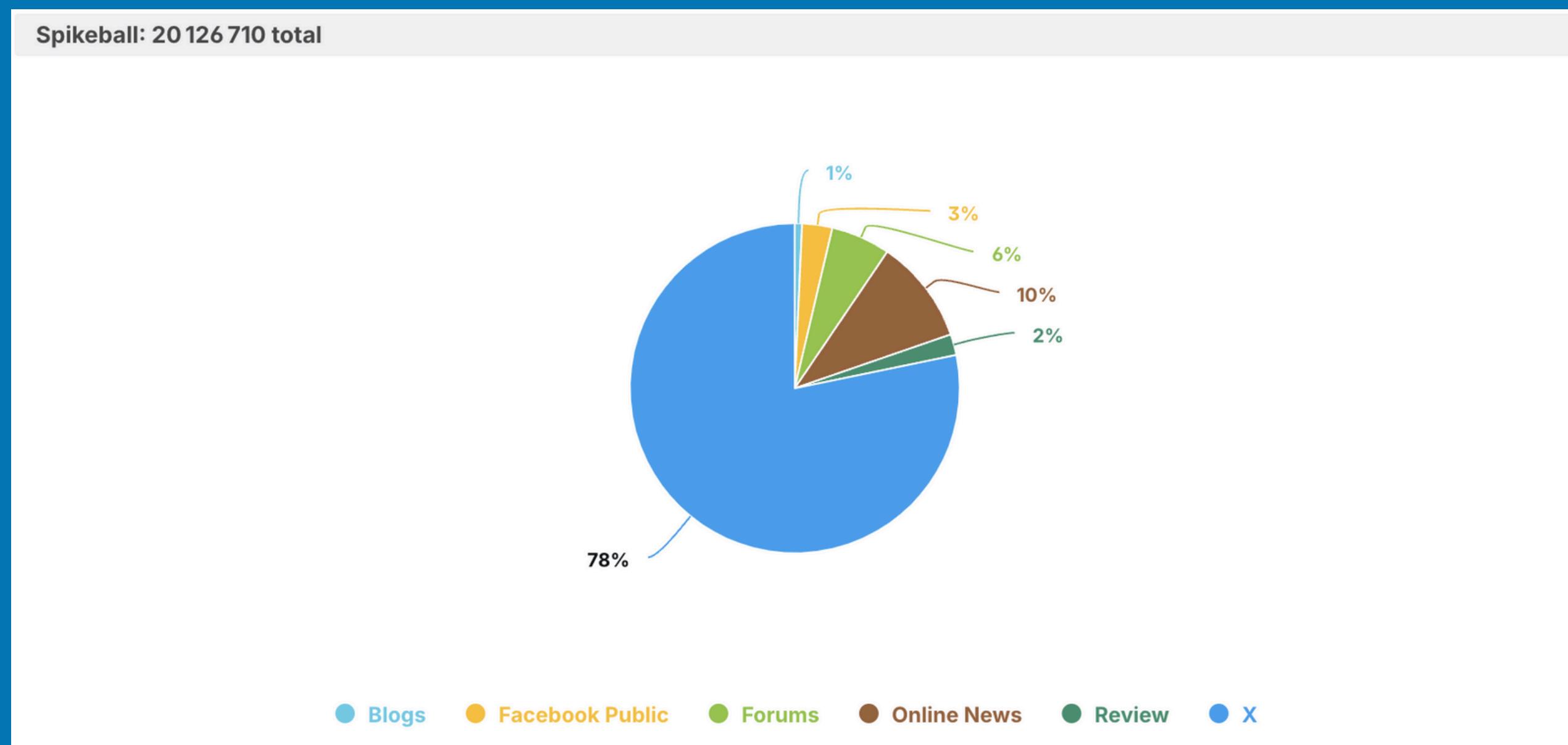
HHI: \$110,000 annual salary [Based on Top Professions]

Spikeball's target market is active, outdoorsy people who are anywhere between 14 and 35 years old. The game is popular among men and women, but specifically on college campuses. It is marketed and it is even an official club at some universities. Spikeball has grown in popularity among millennials and Generation Z, so this campaign will focus on social media because it's been a crucial factor in increasing the sport's popularity

- What does the target audience currently think?
 - Spikeball has maintained a good reputation and audiences have a positive sentiment towards the brand
- What would we like the target audience to think?
 - We would like audiences to be aware of the accessibility of the sport while supporting environmental sustainability.
- Why should they believe it?
 - Audiences should be open to these concepts because they are consistent with the foundation of the brand: (Beach-centric sport/ fun and accessible

Platform Breakdown

- Twitter (X)
- Online News
- Forums
- Facebook Public
- Review
- Blogs



THE BIG IDEA

Spikeball's positioning and branding can be described as dynamic, inclusive and exciting. The game is positioned as a modern and fast-paced alternative to traditional sports, appealing to a wide range of players looking for a fun and active experience. Spikeball's branding focuses on the energetic and social aspects of the game, emphasizing the thrill of competitive play and the camaraderie it fosters. The brand promotes Spikeball as a game that can be enjoyed by people of all ages and skill levels, reinforcing its inclusive nature. Through various marketing channels, Spikeball showcases the game's unique design and encourages the community to engage by highlighting the success stories of other players. The positioning and branding strategy help differentiate Spikeball from other sports and create a strong identity that resonates with its target audience.

Situation Analysis

Competitive Landscape:

What Similar Brand Relationships Exists?

- The Ocean Cleanup has collaborated with Kia in 2022. Spikeball has not collaborated with any other brands and only has one primary competitor. Similar brand relationships with Spikeball include Cornhole and Volleyball because they offer games that are also fun to play with friends or family.

How Much Is Spent On Marketing / Media?

- According to marketingbrew.com, Spikeball spends the majority of its advertising on Amazon, with some ads on Google, but does not allocate much to social campaigns and traditional advertising. The company spends between \$50-\$1,000 on occasional test campaigns.

What Are The Results?

- This collaboration will be the first campaign that promotes the brand/sport while raising awareness for the Ocean Cleanup

Where Does Our Partnership Fit?

- This partnership creates a space for both organizations to promote a good cause and increase brand awareness.

General Marketing:

Social Media: Influencer Collaborations:

- Matt Lyons is a comedian and influencer with 473k followers based in Boston, MA. His style and content are family friendly and positive.
- Natacha Alt is a Pro Spikeball player who participated in the Mallorca Coed 2023 Pro Spikeball tournament in France. “She is one of the most defensive minded and athletic women’s players out there,” a sports announcer stated during the event. She has also collaborated with a content producer on YouTube to promote the sport.

Sales Promotion [Touchpoints]

- Exclusive merchandise featuring the collaboration between Spikeball & The Ocean Cleanup will be sold at events.
- This includes
 - Exclusive Spikeball sets with The Roundnet Cleanup Logos on the bag, balls and net.

Public Relations

- Content Marketing Strategies like podcasts and posts to promote awareness for ocean preservation. This aims to increase brand reputation.
- This packaging of merchandise will enhance the collaboration.

Direct Marketing & Event Marketing

- Through promotional events scheduled in the flowchart, we aim to directly engage with consumers. Other direct marketing tactics include utilizing email subscriptions to keep consumers up-to-date. Sending newsletters, product updates and exclusive offers help build customer loyalty.

Mission Statement

**WE WANT TO DEMONSTRATE THAT
KEEPING THE OCEAN CLEAN IS FUN.**

Statement of Purpose:

**WE WANT TO BRING FRIENDS AND FAMILY TOGETHER
FOR A GOOD CAUSE AND A GOOD TIME.**

Overall Plan Objectives

Goal Statement

**THE OBJECTIVE OF THIS MARKETING CAMPAIGN IS TO
INCREASE BRAND AWARENESS BY 20%
AND ENGAGE WITH THE SPIKEBALL COMMUNITY
THROUGH SPONSORSHIPS AND EVENTS.**

Budget: \$8 Million

Social Media: \$3,500,000

- Youtube Advertisements
- Instagram Advertisements
 - Posts, Stories and Reels
- TikTok Advertisements
- Facebook Advertisements
- Influencer Posts.

Cable Channels: \$1,000,000

- National Geographic
- ESPN

Events: \$300,000

- Beach Cleanup Event
 - Collaboration with The Ocean Cleanup
- Spikeball Tournament
 - “Spike It!”

Print Media: \$2,000,000

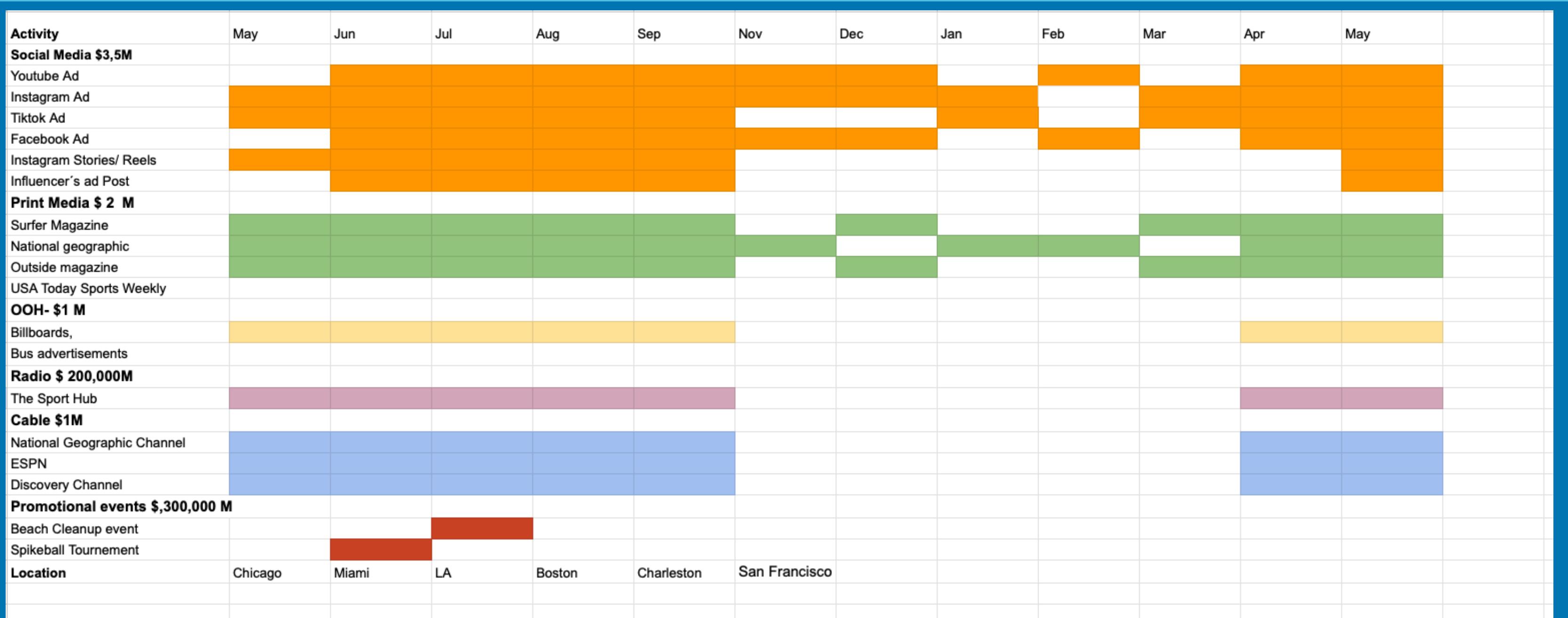
- Surfer Magazine
 - Surf News, Photos, Video & Forecasting
- National Geographic
- Outside Magazine
 - Travel, Sports, Gear & Fitness
 - Personalities, the environment, style & culture
- USA Today Sports Weekly

OOH [Out-of-Home]: \$1M

- Billboards
- Bus Advertisements

Radio: \$200,000

- The Sports Hub 98.5



General Marketing

Location: [Spikeball- Based in Chicago, IL]

- Miami, FL
 - Southeast Coast, Beach Centric
 - Location of Spikeball tournament
- Los Angeles, CA
 - Southwest Coast, Beach Centric
 - Location of Beach Cleanup Event
- Charleston, SC
 - Park/Beach Centric City
 - Southern US Region
- San Francisco, CA
 - Park/Beach Centric City
 - Northwest US Region
- Boston, MA
 - University/Park Centric City
 - Northeast US Region

Spikeball has avoided traditional advertising in the past. This campaign will fill a void in the market for the product. Social Media advertising will be primarily utilized to reach younger audiences and increase brand engagement. This is why it is the primary focus when allocating our budget. Out-of-Home advertising will be conducted in the locations listed above. Promotional events are scheduled accordingly to focus on engaging with the Spikeball community.

Other Owned Media:

- Webinar w/ the Ocean Cleanup
 - Spread Environmental Awareness
- Content Marketing: Podcast for Events
 - Promotional Reach
- Customer and Employee Feature Stories
 - Consumer Engagement & Insight
- Search Engine Optimization
 - Keywords like “spike” and “ball”
- Email Subscription for news on Website

Creative Brief

Clients: Spikeball & The Ocean Cleanup

Advertising Objectives

The objective of The Roundnet Campaign is to increase brand awareness for Spikeball by 20% and promote ocean cleanup. It demonstrates the brand identity's desire for environmental stability while promoting the sport. This campaign aims to persuade new audiences to participate in ocean cleanup through the brands Spikeball and the Ocean Cleanup.

Competitors & Competitive Landscape:

Primary

Spikeball is one of the first organizations to compete in the roundnet market. Therefore, **Slammo** is its primary competitor

The Ocean Cleanup faces three primary competitors:

- Plastic I
- SEADS Sea Defence Solutions
- Ichthion

Secondary

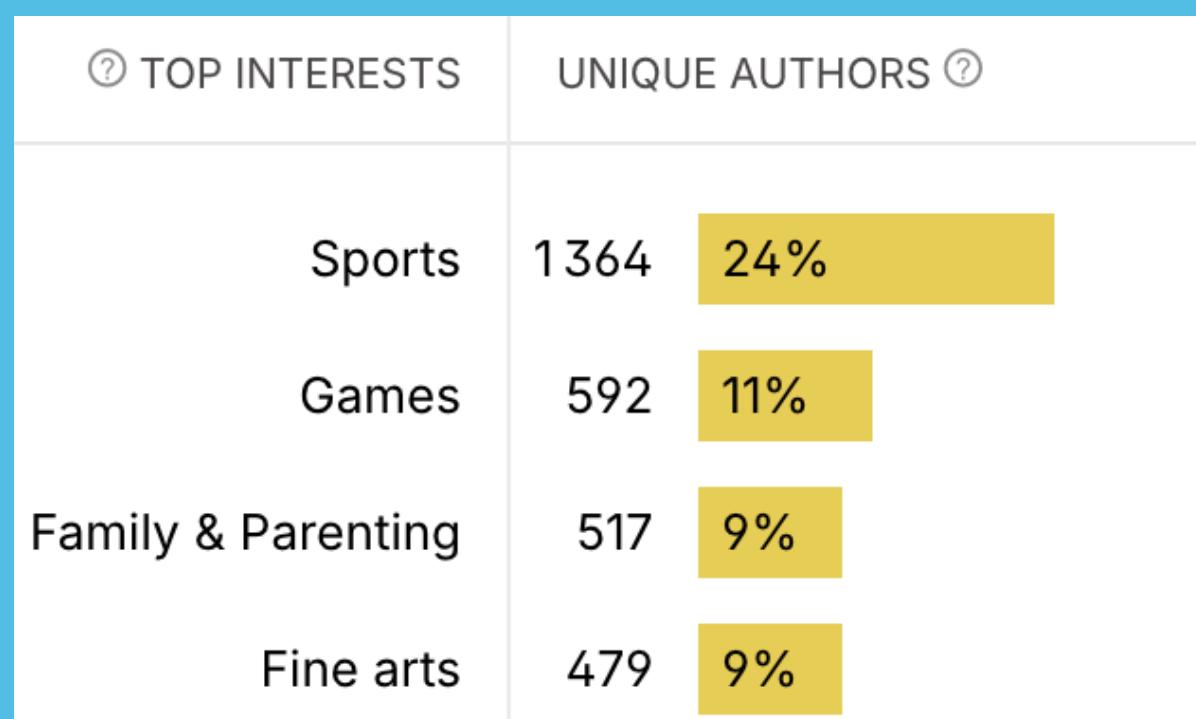
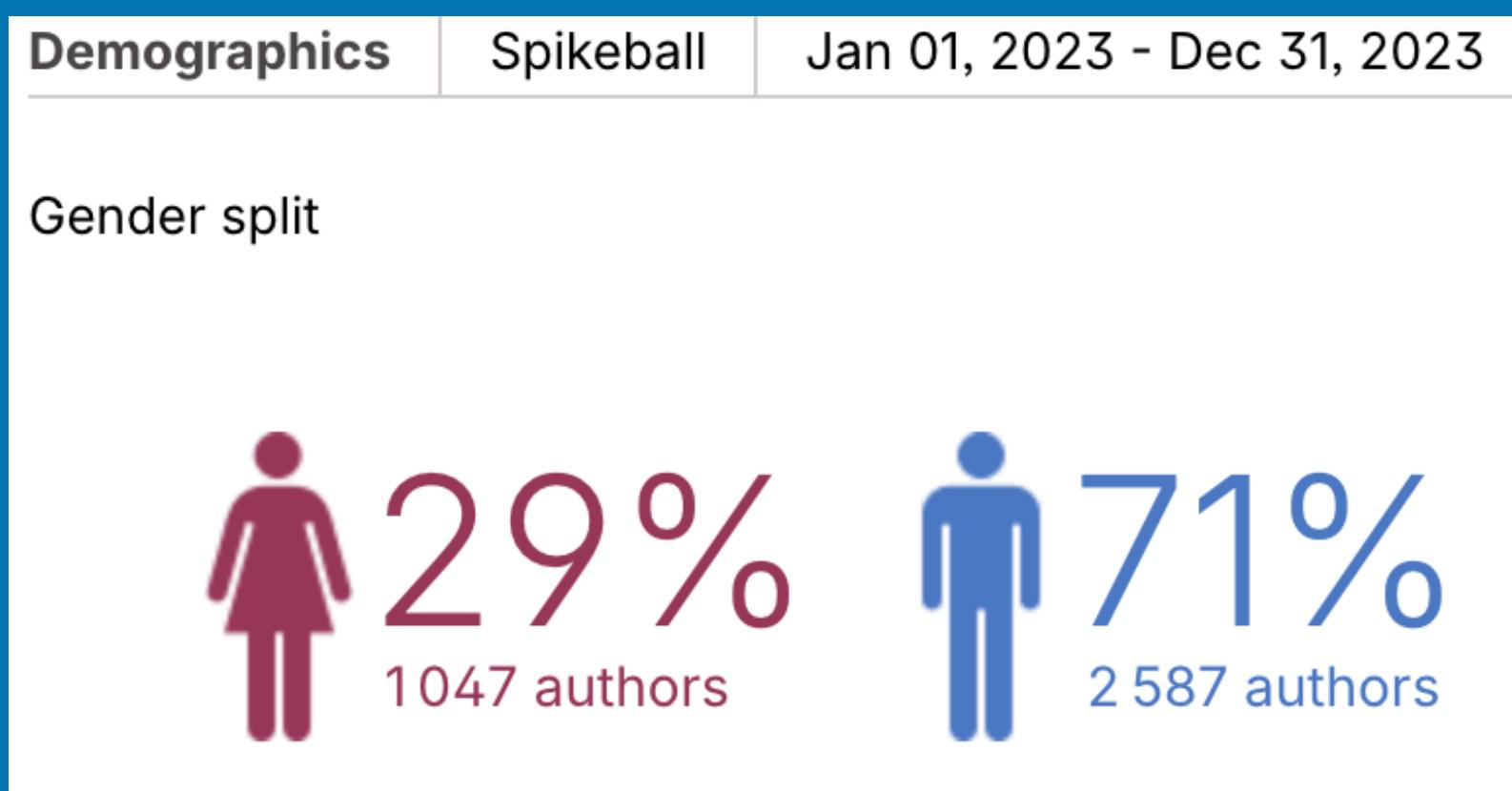
The secondary competitors of Spikeball are essential for this campaign due to it being such a prominent force in the roundnet industry.

These include beach-themed games such as:

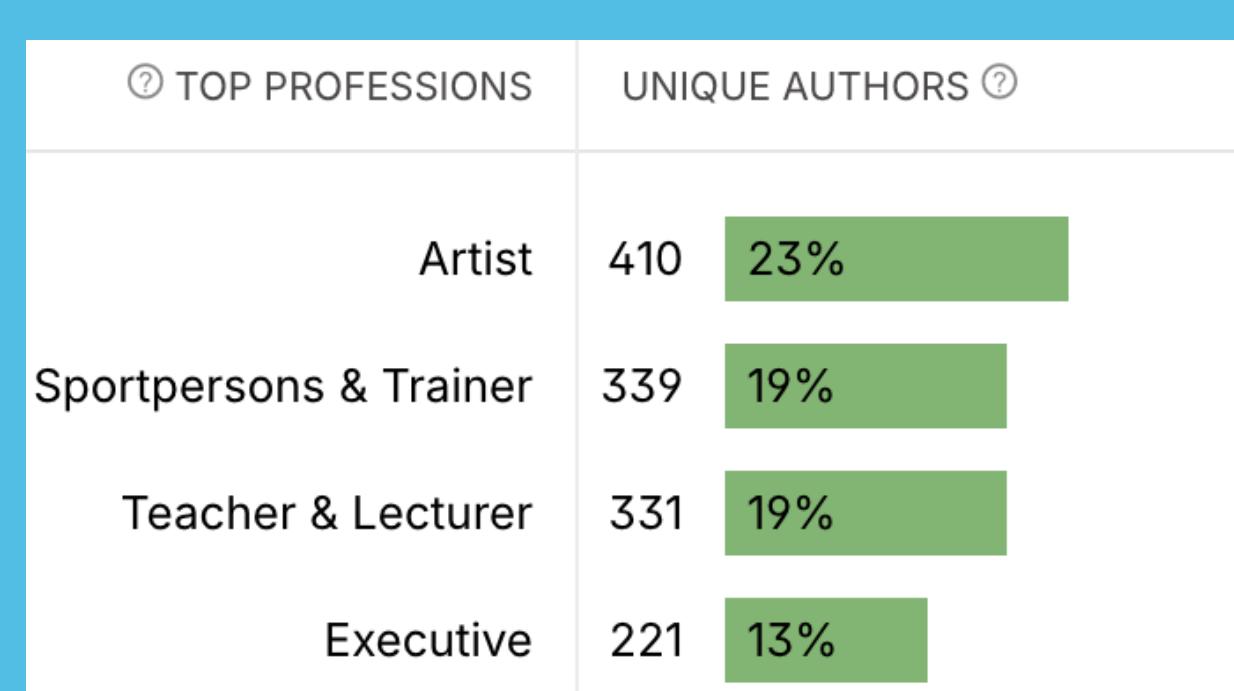
- Volleyball
 - Wilson OPTX AVP
 - Mikasa VLS300
- Cornhole and Horseshoes

Target Audience

Using the social listening tool Brandwatch, the demographics displayed show a majority of male audience (71%).



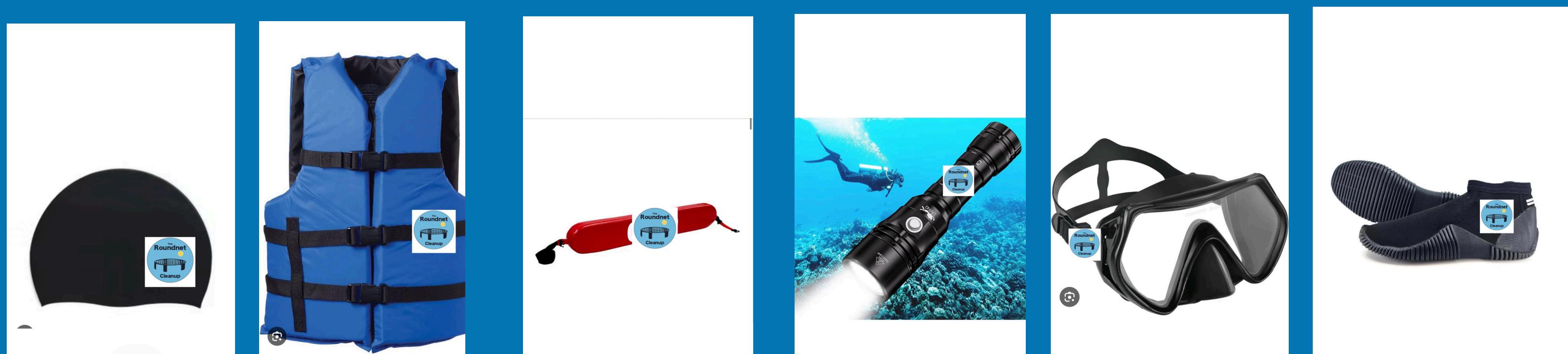
The majority of users have interest in sports and games, while a smaller portions has an interest in family, parenting and fine arts.



The top professions of users are broad. Sportpersons and trainers dominate our market with artists. Along with teachers, lecturers, and executives.

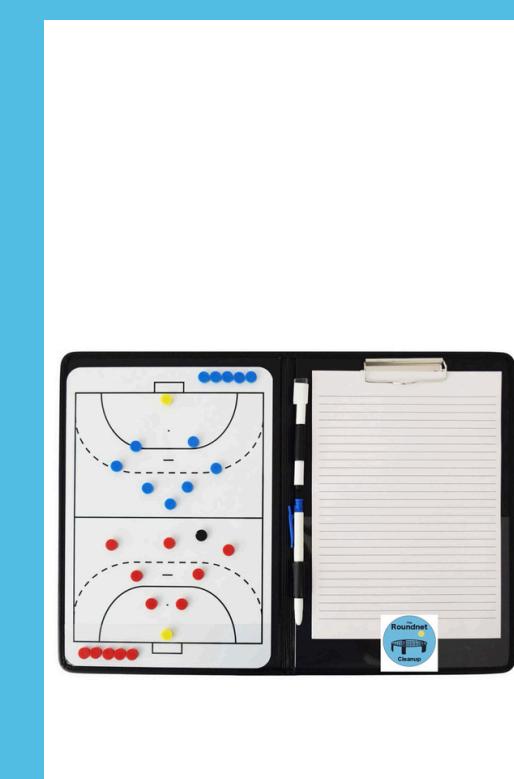
General Marketing // Touchpoints

Water Sport

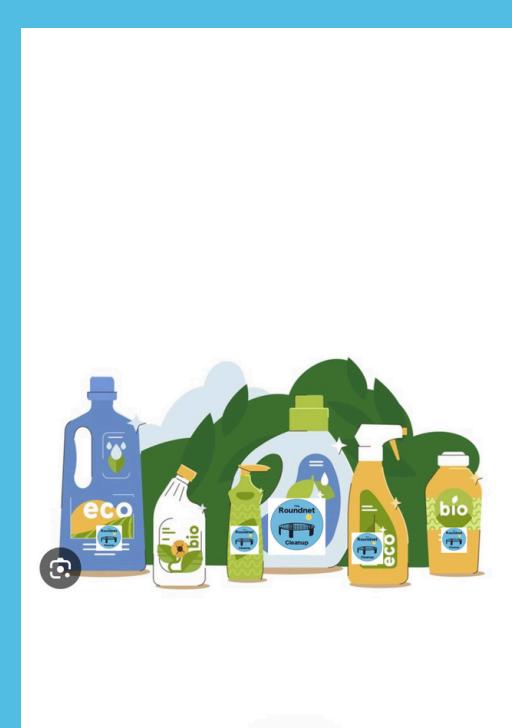
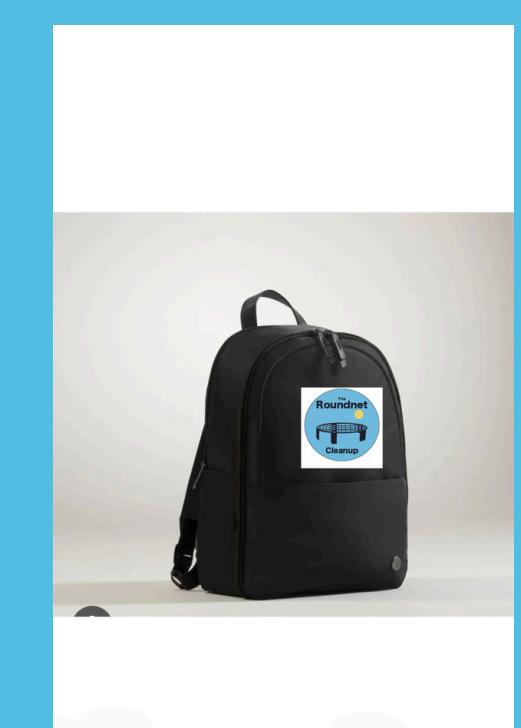
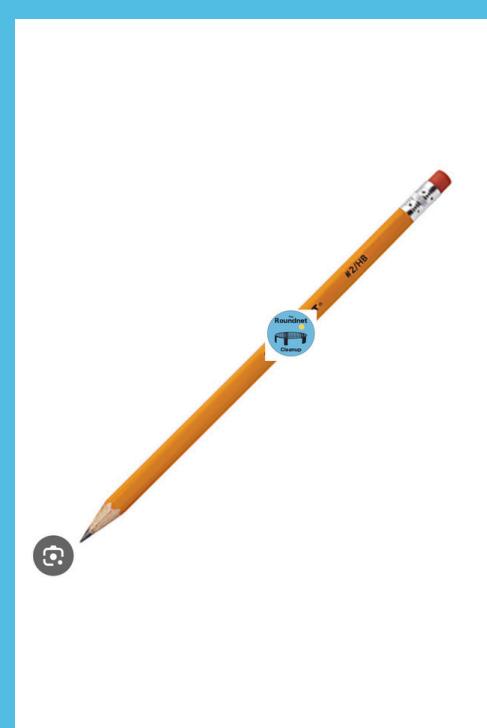
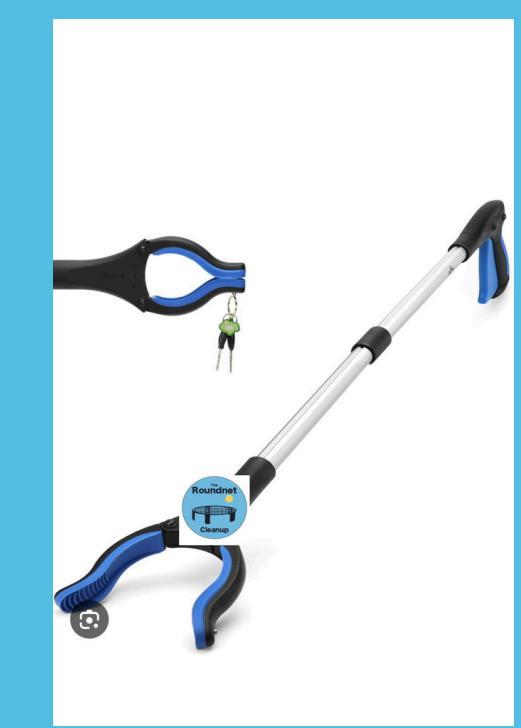


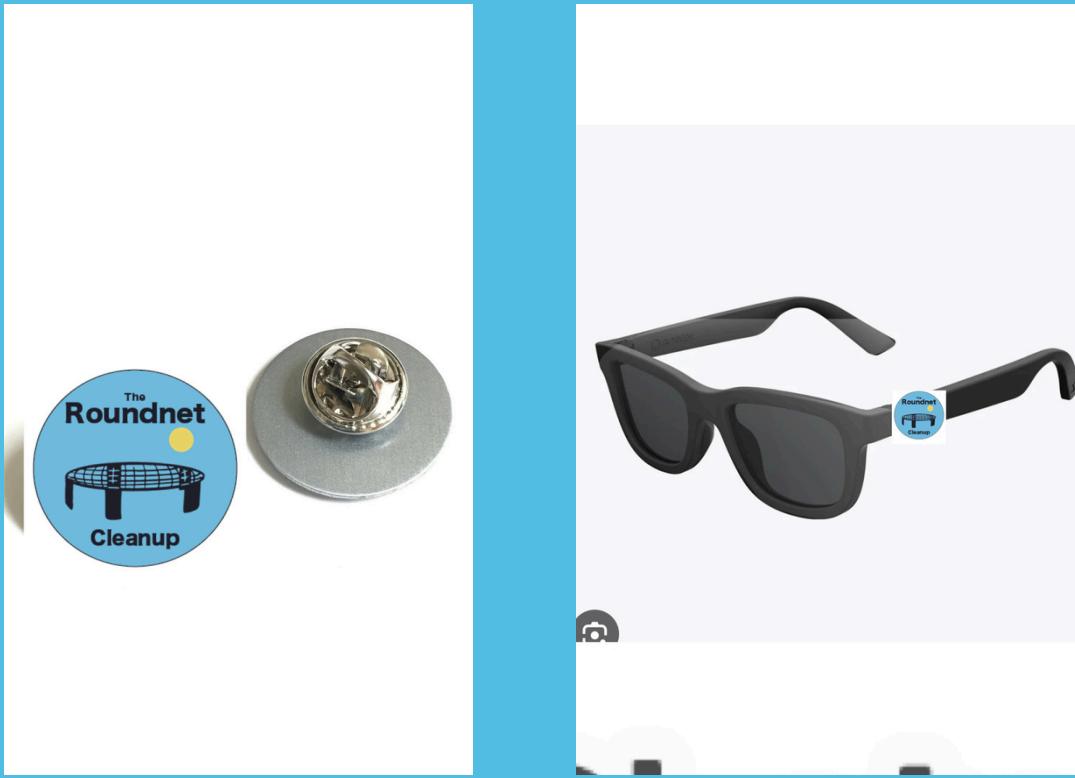
Beach // Sport





Others





Sample Instagram/TikTok Advertisements:



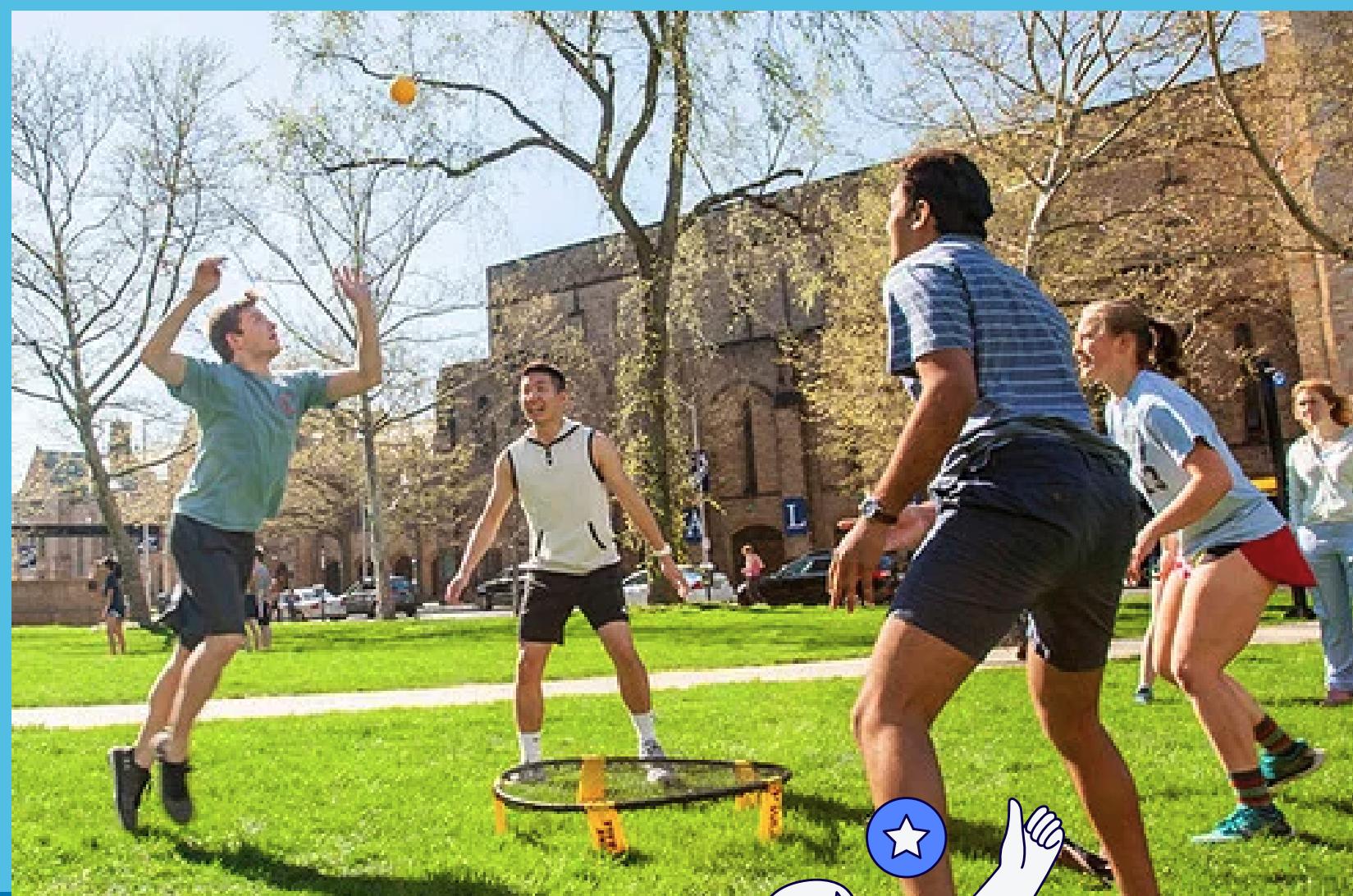
Advertising Concepts / Storyboard

CONCEPT 1: [60-SECOND ADVERTISEMENT]

Spikeball at University

The story begins with four friends playing four-square in elementary school. As the bell rings for class, the scene transitions to the group graduating high school. Each walking across the stage to receive their diploma, then shots of them receiving acceptance letters to different colleges.

The story continues as one of the friends is participating in their new university's orientation. He is presented as lonely as he thinks about his old friends. When orientation ends, he walks outside to an open space for field games on his campus. A group of 3 invite him to play spikeball.



This story aims to show how Spikeball can be a great way to make new friends and is easily accessible to college students.



EL TEXTO DEL PÁRRAFO

CONCEPT 2: [30-SECOND ADVERTISEMENT]

Family Fun with Spikeball

A short story about how Spikeball can be fun and accessible to families everywhere.



This short story begins with a family of 4 on a beach during their vacation. The mother relaxes on a beach chair reading a book while the father sleeps under an umbrella. The youngest child appears building a sand castle nearby as her brother stomps on it, destroying it. The commotion wakes the father and the mother tells them to stop fighting. The father glances around confused after waking, and looks around to see a black tent with yellow letters that say: Spikeball.

The father takes the kids and walks with them towards the tent. A Spikeball representative explains their promotion of the Roundnet Cleanup, and offers a Spikeball set for 50% off. The father loves the idea and pays the low price of \$34.99 +tax. The employee demonstrates how to set up the game and they bring the product back to their wife, who has just finished her book. They play a round until two other kids ask to play, and the kids begin to play as the parents sit back down and watch their children enjoy the game.

Sample Press Release

Spikeball

Have Fun.

2045 W Grand Ave. Ste B
#59022, Chicago, IL 60612-1577
+1 (855) 875-9294
helpme@spikeball.com



FOR IMMEDIATE RELEASE

SPIKE IT - Spikeball Tournament

**SOUTH POINTE BEACH, MIAMI FL
JUNE 1ST, 2025**

Spikeball

MIAMI, FLORIDA (MAY 1ST, 2025) - SPIKEBALL, the creators of the roundnet sport, announce the promotional Spikeball Event "SPIKE IT!" Find our CEO, Chris Ruder, who will be assisting in event production.

The Event will be held on June 1st, 2025 on the South Pointe Beach in Miami Florida. Lookout for a black tent that says "SPIKEBALL" in yellow letters.

At the event, there will be Spikeball nets for you and your friends or family to enjoy! The event is catered by Bubba Gump Shrimp Company, free of cost. There will be a bar that sells seltzers and beer for 21 year olds and up. Food will be served at 1pm.

Signups for the Spikeball Tournament will commence at noon, so feel free to play a round after signing up.

The Spikeball Tournament will begin at 3pm and last until 5pm. The event will feature merchandise for The Ocean Cleanup and Spikeball's collaboration project: The Roundnet Cleanup

Exclusive merchandise will be sold at a discounted price, with all proceeds going to support The Ocean Cleanup's mission.

Event coordinators might ask participants interview questions, but feel free to decline. Also, Keep an eye out for representatives from each organization taking photos and videos. You might be featured on our website!

About the Cause

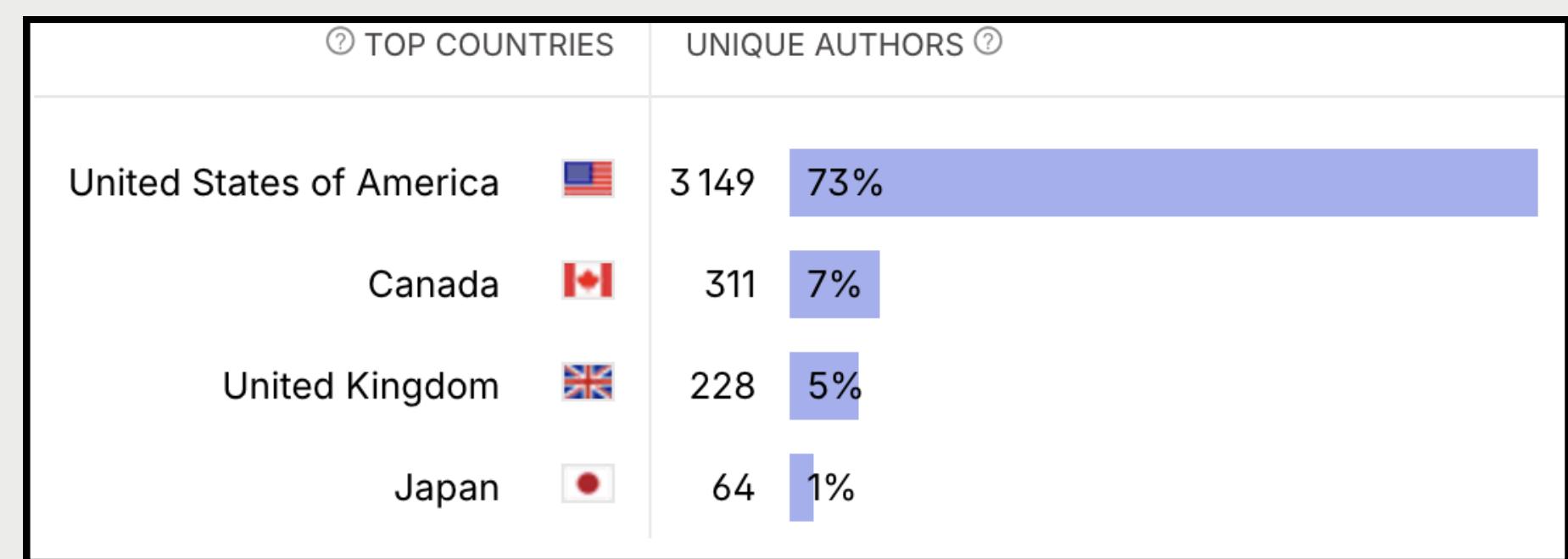
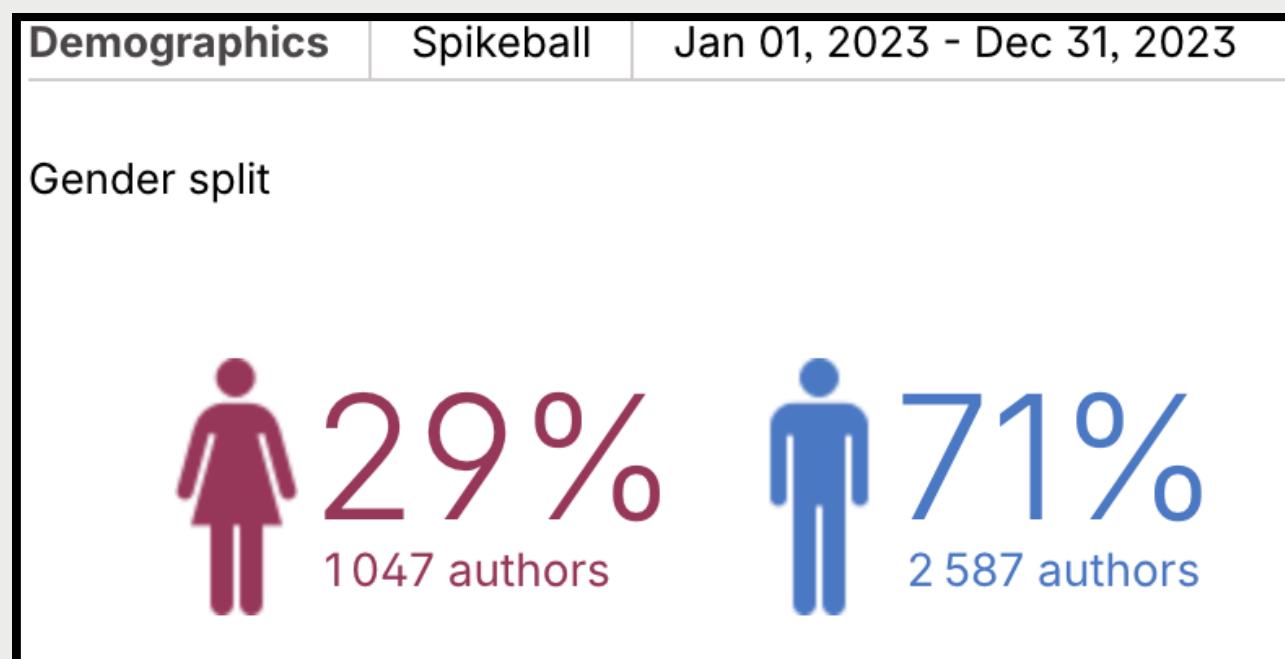
The Roundnet Cleanup is a collaboration between Spikeball and The Ocean Cleanup.

Our goal is to demonstrate that keeping the ocean clean is fun. We want to bring friends and family together for a good cause and a good time.

Advertising Media

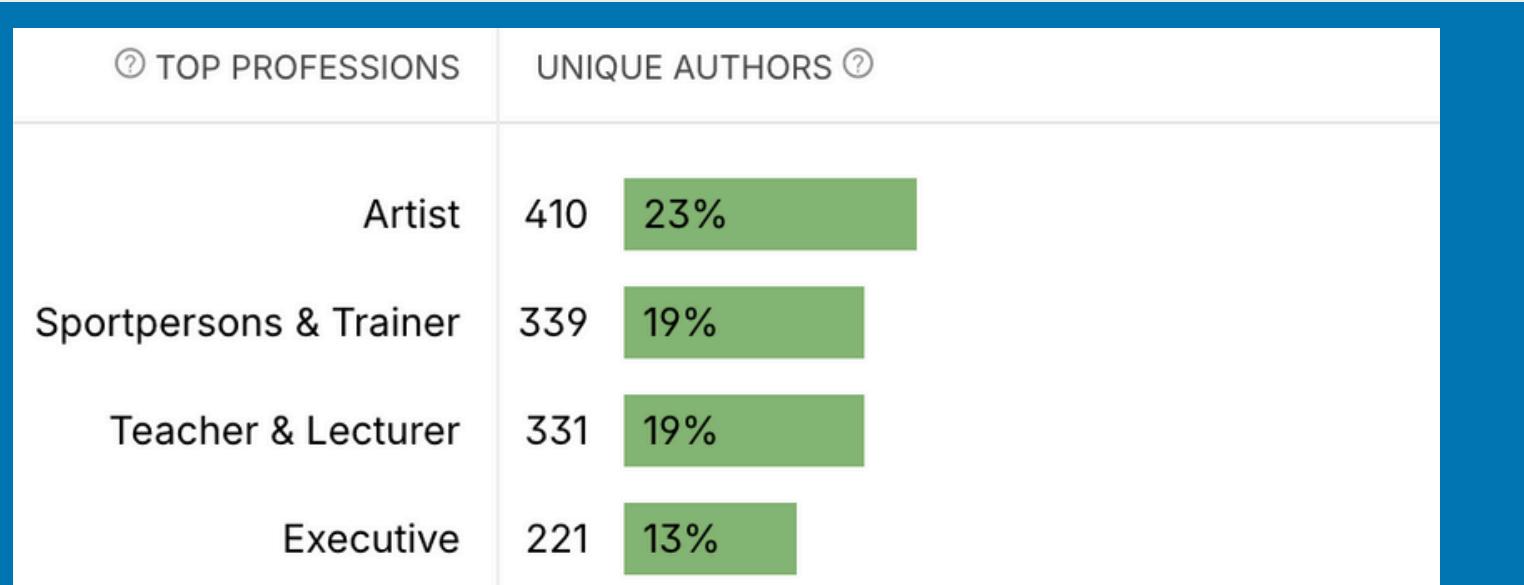
OBJECTIVE:

The objective of this marketing campaign is to increase brand awareness by 20% by reaching younger generations, families and university students. In addition, we want people to know and be aware of the problem that exists in the oceans. We want to encourage others to make a change.

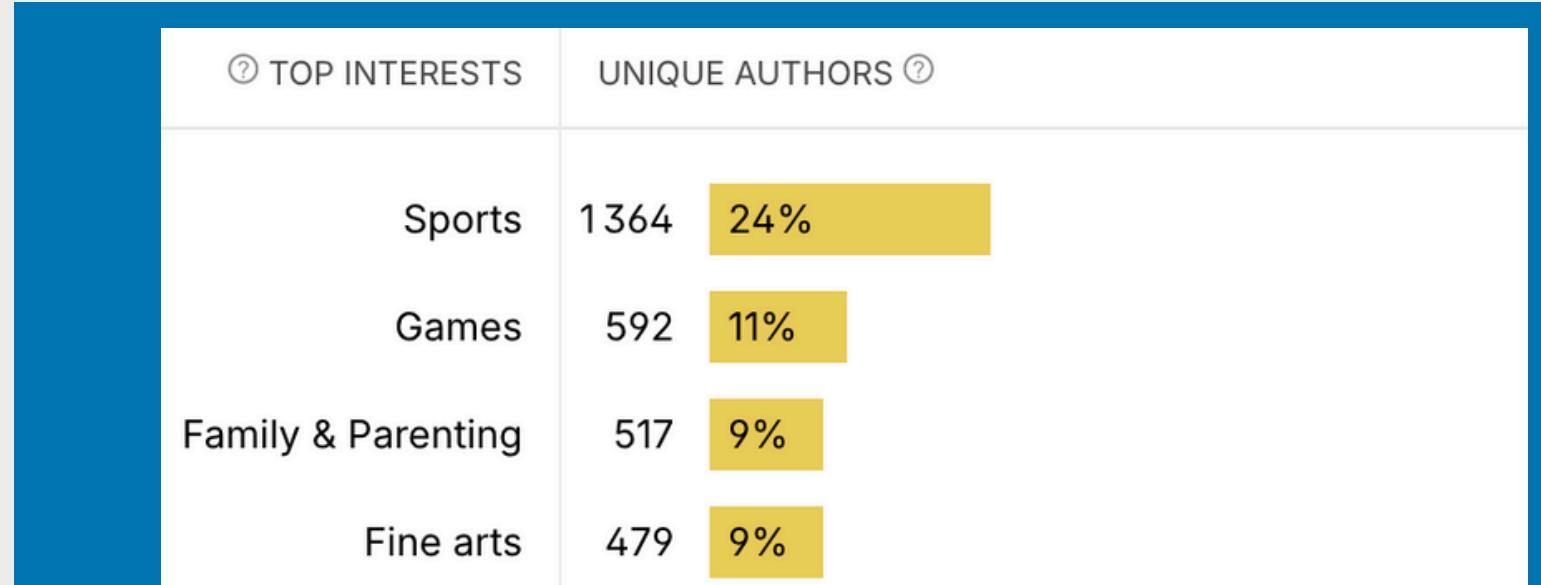


Based on information from Brandwatch, 29% are female while 71% are male.

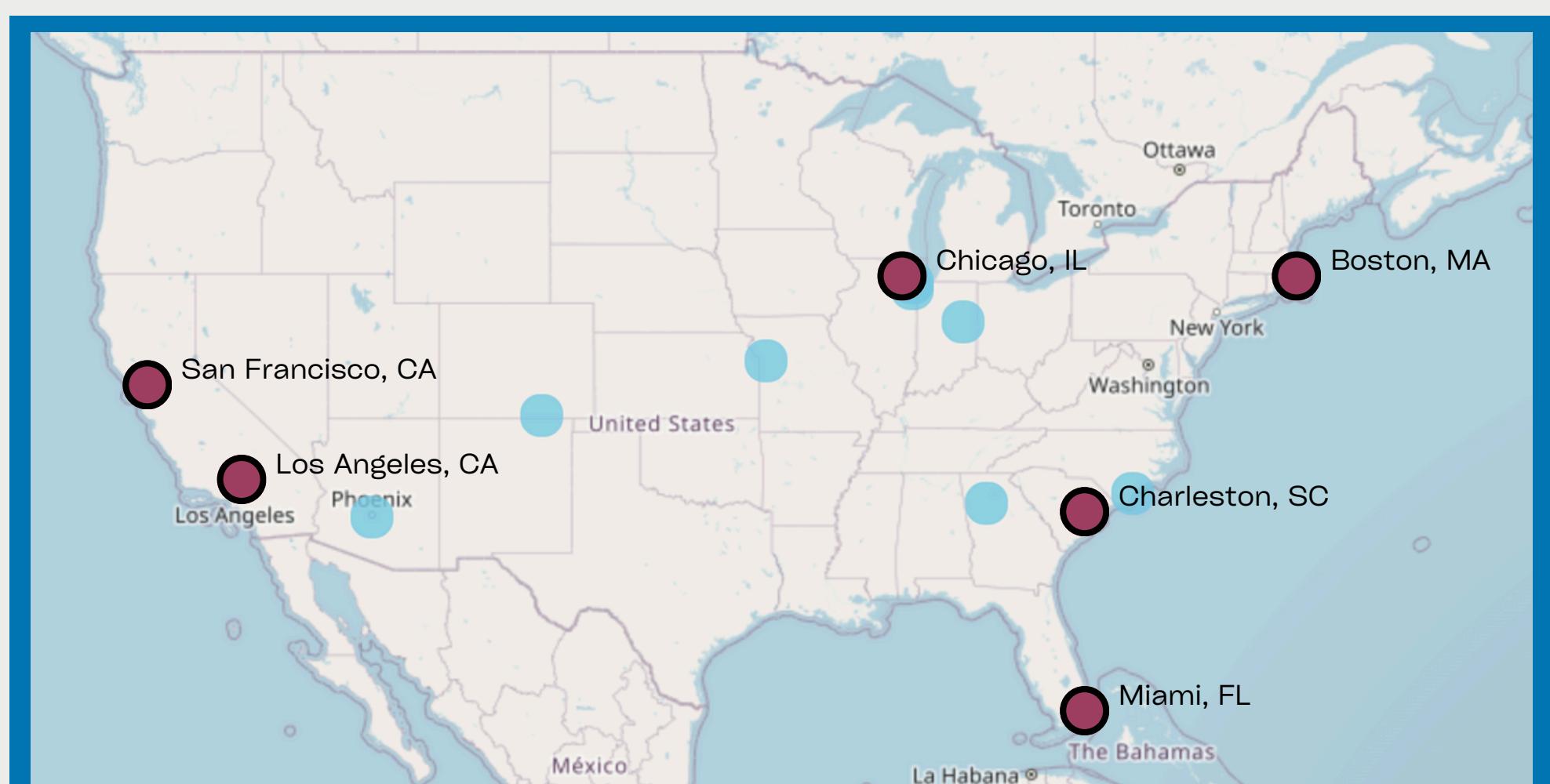
Spikeball is most prominent in America at 73%. Canada follows with 7%, while the United Kingdom only consists of 5%.



The majority of consumer's professions consists of Artist, Personal trainers and Teachers. These salaries average below \$100,000 yearly, while Executives average \$200,000 yearly.



Top interest of consumers consists of Sports, Games, and the Fine Arts. Noteable, Family and Parenting are top interests which aligns with the target audience of this campaign.



STRATEGY:

- Top Mentions Online
- Prominent Consumer Locations
 - San Francisco, CA
 - Los Angeles, CA
 - Chicago, IL
 - Boston, MA
 - Charleston, SC
 - Miami, FL

Advertising Media

STRATEGY

Our campaign is focused on promotion from May to September with a continuous scheduling strategy. For the months of November to March in OOH, radio and cable we will pause the campaign completely. but in the case of social media and printing media we will use a pulsing media. In April and May we will have the campaign continuously again. Two of our events will take place in Miami and LA in June and July.

Geographically, we will focus on Chicago, Miami, Los Angeles, Boston, Charleston and San Francisco. With these locations, we will be able to cover both the Atlantic and Pacific Oceans.

MEDIA CLASSES & MEDIA VEHICLES

Television commercials, radio ads, print advertisements in magazines, online banner ads, social media promotions and outdoor billboards. This will play across television networks, radio stations, news papers, magazines, websites, and social media platforms including Facebook and Instagram.

EVALUATION

- Measuring Key Performance Indicators
 - Analyze the data collected throughout the campaign to determine if it effectively increased brand awareness by 20%
 - This is accomplished by determining the ROI by analyzing influencer collaborations, audience engagement, and events.
 - Active social listening will be used with Brandwatch, which informs clients of real-time data from all platforms. This form of instant feedback will be used to measure:
 - Email-Subscription Data
 - Website Traffic
 - Influencer Impact
 - Social Media Reach
 - Conversion Rate
 - Overall Engagement
 - Consumer Surveys
 - These feedback elements are used to measure the marketing plan's overall impact.

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