



Honor the Heroes of the Game, Preserve its History, Promote its Values & Celebrate Excellence EVERYWHERE

Pro Football Hall of Fame Spring/Summer Visitation Campaign Creative Brief

About the campaign

The Pro Football Hall of Fame is launching influencer marketing campaign for families to visit the Hall during the spring/summer months. This campaign should drive awareness about why the Pro Football Hall of Fame is the perfect family-friendly destination for spring break and summer road trips.

Campaign Timing and Details

Influencers and their families will visit between Saturday, March 3, 2018 and Saturday, May 5, 2018. Influencers will receive the following:

- A guided VIP Insider's Museum Tour.
- A complimentary family photo package.
- A Pro Football Hall of Fame swag bag.
- A special code to share with your followers for discounted ticket admission.
- A \$50 Hall of Fame store gift card

Who is the audience for this content?

Families within a reasonable driving distance (up to six hours) of the Pro Football Hall of Fame who enjoy sports, entertainment and travel.

Key Messages

- The Pro Football Hall of Fame is a world-class attraction with a mission to "Honor the Heroes of the Game Preserve its History, Promote its Values and Celebrate Excellence EVERYWHERE."
- Pro Football Hall of Fame is appropriate for all ages and should be on your bucket list.

Campaign Goals and KPIs

Goals:

- To increase foot traffic during the spring and summer months.
- To increase attendance at Pro Football Hall of Fame events.

Key Performance Indicators:

- Traffic to the website (percentage increase).
- Increase in admissions ticket sales.
- Increase in attendance at Pro Football Hall of Fame.
- Increase the number of e-newsletter subscribers.

Campaign Deliverables & Deadlines and Social Media Expectations

COMMITMENT • INTEGRITY • COURAGE • RESPECT • EXCELLENCE

- During the visit, the influencer should share real-time content across social media channels, including but not limited to written posts, photos and videos.
- Create a minimum of one written blog post documenting the visit to Pro Football Hall of Fame. Written content should also include photos and videos, where applicable. Blog posts to be published within two weeks of the influencer's visit.
- Be sure to tag @ProFootballHOF across social media channels and use the hashtag #MyPFHOFVisit.
- Include your custom link in your written content to drive users to the Pro Football Hall of Fame's website.
- Remember to email us with the links to your content afterward so that we can promote on our social media channels (Shantae.rollins@thundertech.com).

Calls-to-Action

Content should include a clear call-to-action to encourage readers/followers to engage with the Pro Football Hall of Fame. CTA examples include:

- Visit the Pro Football Hall of Fame's website for more information about your favorite Hall of Famers.
- Use discount code (unique code will be provided by HOF) for \$5 off your visit to the Pro Football Hall of Fame.
- Become a Pro Football Hall of Fame member for exclusive perks and discounts.

Campaign Resources

[Campaign Toolkit](#)