

THE POINT GREY TRIATHLON



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UBC Recreation

COMM 468

March 30th

UBC
RECREATION

SAUDER
School of Business

Company Overview
Situational Analysis
Positioning
Goals and Objectives
Implementation

Company Overview

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UBC's
Core
Recreation
Center



100+
Student
Volunteers



18+ annual
events

12 sports
leagues



+ Camps, Workshops, Multiple
Fitness Facilities and more.



Company Overview

Vision

To promote a healthy, active and connected community where each person is at their personal best and proud of their UBC experience

Mission

To engage their community in outstanding sports and recreation experiences, to enable UBC athletes to excel at the highest levels, and to inspire school spirit and person well-being through physical activity, involvement, and fun 😊

Key Success Factors

- ✓ Student Involvement
- ✓ Low Costs
- ✓ Location



THE POINT GREY TRIATHLON

Point Grey Triathlon



7th
Consecutive
Summer



options include:
Sprint, Short, Relay, Duathlon,
and Kids Splash and Dash



key differentiators:
Indoor Pool, TriBC Sanctioned,
Traffic-Free Course, and known
as “Beginners Favourite” 😊



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Situational Analysis



Market Analysis

- Growth Stage
- Seasonality
- High Competition

Porters Five Forces



Suppliers

MODERATE



New Entrants

MODERATE



Buyers

HIGH



Substitutes

HIGH



Competition

HIGH



Situational Analysis

Direct

Triathlons offered in the summer seasons in BC

- ✓ WestShore
- ✓ Wine Capital of Canada Triathlon
- ✓ Tri KiDs Burnaby
- ✓ Victoria Youth Triathlon
- ✓ Triathlon of Compassion
- ✓ Heart of the Rockies Triathlon
- ✓ Squamish Triathlon
- ✓ MEC Triathlon



Competition

Indirect

Includes endurance events high in brand recognition & awareness and is during the summer seasons within the lower mainland

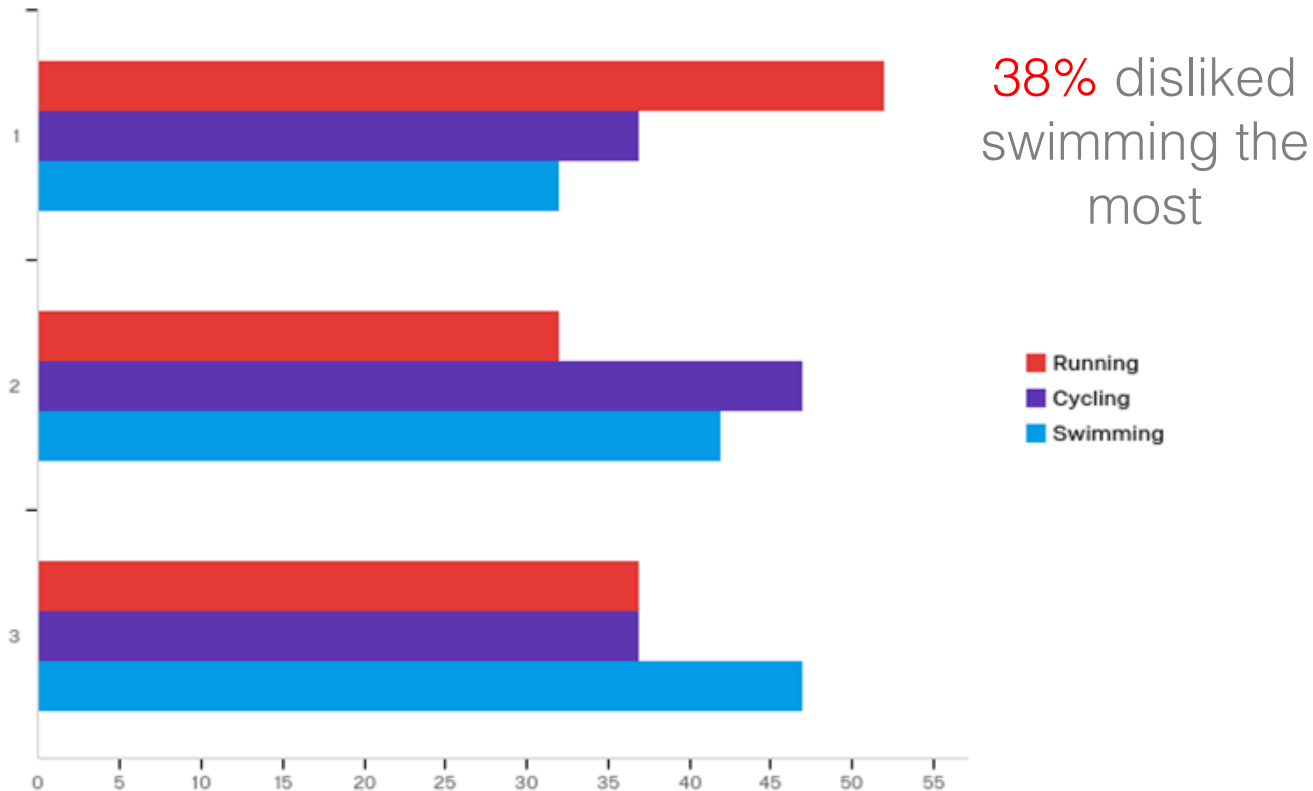
- ✓ Lululemon SeaWheeze
- ✓ BMO Marathon
- ✓ Grand Fondo
- ✓ Whistler Ironman



Customer Analysis

Key Findings:

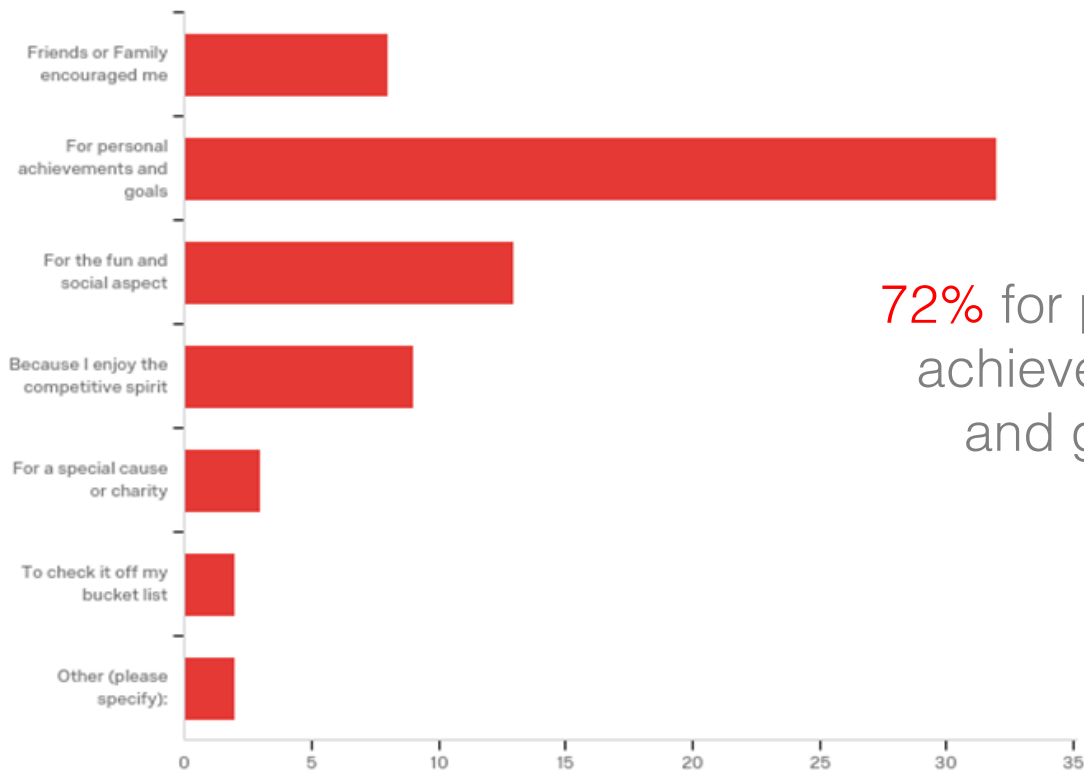
- ✓ Preference for Running and Cycling, vs. Swimming



Customer Analysis

Key Findings:

- ✓ Reasons for participating in a triathlon



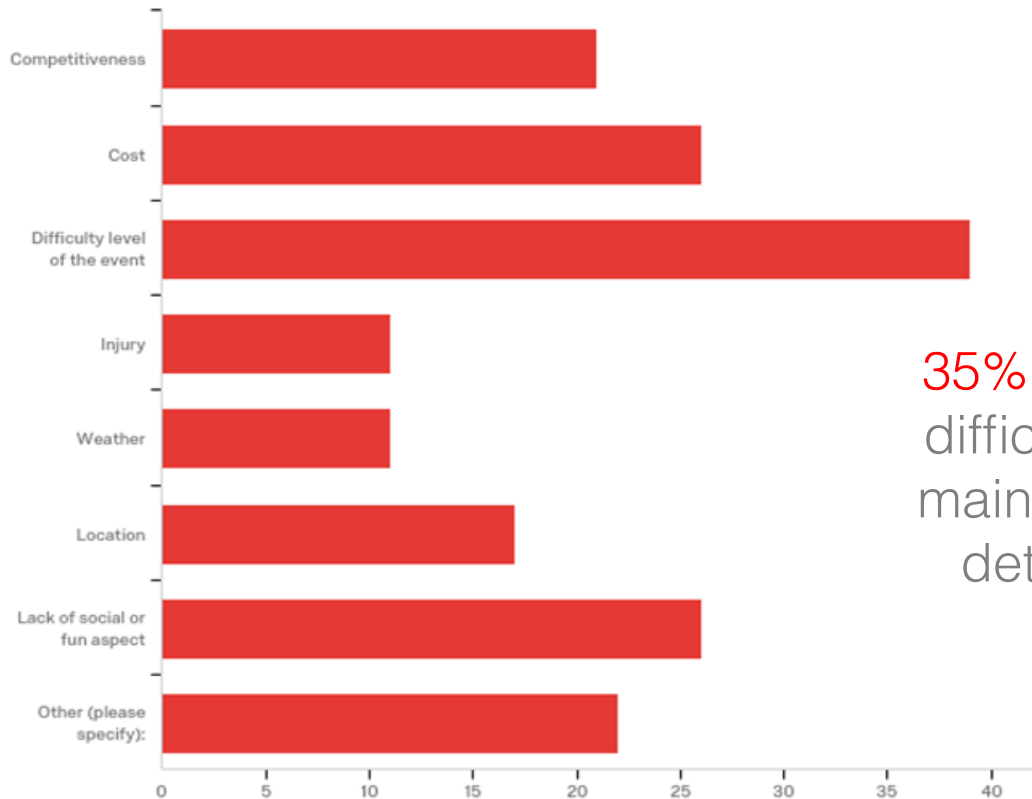
72% for personal achievements and goals



Customer Analysis

Key Findings:

- ✓ Reasons for not participating in a triathlon

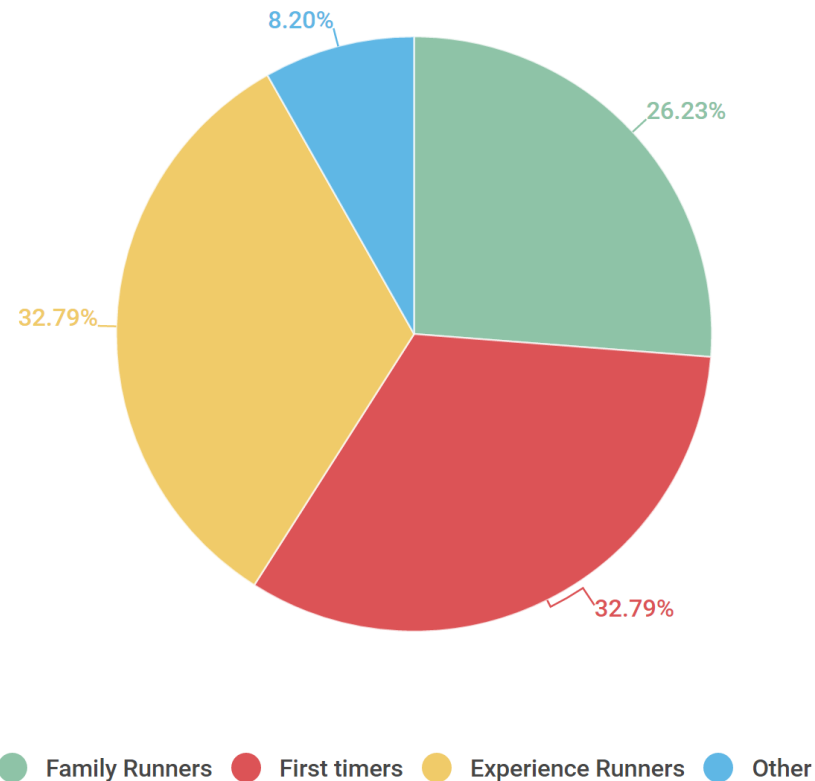


35% perceived difficulty as the main factor that deters them



Customer Segmentation

1. Experienced Runners
2. Family Runners
3. First Timers



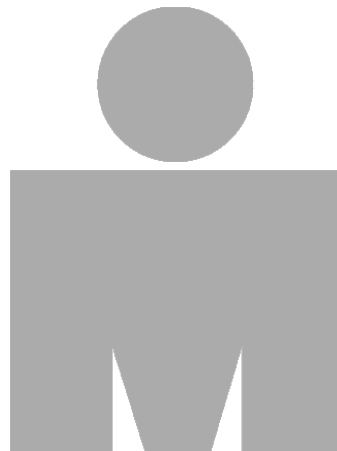
Customer Segmentation

1. Experienced Runners

Individuals who have completed more than 2 endurance events; usually run alone or with a training partner, and are always on the look out for a new challenge.

2. Family Runners

3. First Timers



Customer Segmentation

1. Experienced Runners

2. Family Runners

These are runners under the age of 20, or who have children under the age of 20. They value spending time with their families and enjoy the challenges from training with their families.

3. First Timers



Customer Segmentation

1. Experienced Runners
2. Family Runners
3. First Timers
 - Chinese International Students

These are individuals who have never done a triathlon, but have shown an interest and are highly influenced by their peers.



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Positioning Statement

To provide a challenging, fun and welcoming triathlon experience for individuals of all ages, body types and fitness levels. The Point Grey Triathlon will be known as the “triathlon for all” and cater to individuals in the Lower Mainland. In comparison to the West Shore Triathlon, the Point Grey Triathlon will be seen as a less intimidating, and more community engaging event.

Key Goal

Surpass 450 participants in 2018 and continue to increase participation by 15% in years to follow

OBJECTIVES

Objective 1:

Increase the number of 1st time participants by 15% in the 2018 PGT, vs. the 2017 PGT





Objective 1

Increase the number of 1st time participants by 15% in the 2018 PGT, vs. the 2017 PGT



Strategy 1

Improve the Accessibility

- ✓ Improved bike rental services
- ✓ Additional training workshops
- ✓ Group discounts
- ✓ Aquatic centre sponsor





Objective 1

Increase the number of 1st time participants by 15% in the 2018 PGT, vs. the 2017 PGT

Strategy 1

Improve the Accessibility

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Strategy 2

Increase Brand Awareness amongst UBC Students

- ✓ Collaboration with RA's
- ✓ WeChat and Weibo
- ✓ Snapchat Geo-filters





Objective 2:

Generate 5,000 Buzz Points by the end of the 1st year of the marketing campaign



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Generate 5,000 Buzz Points by the end of the 1st year of the marketing campaign



Strategy 1

Reallocate marketing funds to online initiatives

- ✓ Facebook and Instagram native ads
- ✓ Leverage Hootsuite





Objective 2:

Generate 5,000 Buzz Points by the end of the 1st year of the marketing campaign



Strategy 1

Reallocate marketing funds to online initiatives

- ✓ Targeted Facebook and Instagram Ad's
- ✓ Leverage Hootsuite



Strategy 2

Improve PR through creative storytelling

- ✓ #WhyIRun, #WhyISwim, #WhyICycle social media campaign
- ✓ Recap and Highlight Video



Objective 3:

Achieve a brand association of “an event for everybody” by 50% of the respondents by the end of the 2018 PGT



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Strategy 1

Integrated Campaign Focusing on Diversity

- ✓ Personalized Campaign
- ✓ YouTube Promotional Video





Objective 3:

Achieve a brand association of “an event for everybody” by 50% of the respondents by the end of the 2018 PGT

Strategy 1

Integrated Campaign Focusing on Diversity

- ✓ Personalized Campaign
- ✓ YouTube Video



Strategy 2

Splash & Dash Promotion

- ✓ Lower Mainland Schools
- ✓ Spring Camps
- ✓ Community and Youth Centres





Objective 1:

Increase the number of 1st time participants by 15% in the 2018 PGT, vs. the 2017 PGT



Objective 2:

Generate 5,000 Buzz Points by the end of the 1st year of the marketing campaign



Objective 3:

Achieve a brand association of “an event for everybody” by 50% of the respondents by the end of the 2018 PGT

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Phase 1 (Current – June 2017)

YouTube Promotional Video

Phase 2 (July 2017 – March 2018)

Re-cap Video
RA Meetings

Phase 3 (April 2018 – June 2018)

Spring camps
Snapchat Geofilters



Key Performance Indicators

Objective 1:

Registration data

Objective 2:

Hootsuite Analytics

Objective 3:

Post-race survey



An aerial photograph of a university campus during the golden hour. The scene is dominated by a tall, slender clock tower with a white clock face, standing prominently in the center-right. To its left is a large, multi-story building with a grid of windows. In the foreground, there are lush green trees and a red-tiled courtyard. The background shows a city skyline and distant mountains under a clear, warm sky. The overall atmosphere is peaceful and scenic.

THANK YOU!

Questions?