



PITTSBURGH PENGUINS CHALLENGE

Take the Penguins to Work

THE CHALLENGE

One of the Penguins' big challenges right now is how to keep fans engaged with the organization. Especially season ticket holders, who haven't seen a game at PPG Paints Arena since March 8th and won't see another until January at the earliest. Season ticket holders represent the largest revenue stream and it is very important to retain as many of them as possible.

Knight, Sarah

Point Park Digital Sports Internship 2020

TAKE THE PENGUINS TO WORK

BY SARAH KNIGHT

There is no question that 2020 has presented challenges for Penguins fans around the world. As the world adapted, so did the Penguins and their fans – by taking to online media, watching games happening remotely, and having a few more cups of coffee brewed at home instead of from their favorite shop on the corner. Keeping fans engaged while also keeping them safe means we need to bring our team to where they are – in their homes, on their zoom calls, and in their own digital workplace.

“Take the Penguins to Work” is a promotion which creates numerous opportunities for key partners of the organization, as well as for fans. First, we select a limited number of Penguins Black & Gold Premier members to receive Partner branded prize packs that are focused around supporting members still working hard from home. Then, we will create a series of webinars exclusively for Black & Gold Premier members with a selection of behind-the-scenes employees for the Penguins that are branded with our participating partners. Finally, we will create a social media package showing off the successes of the promotion, encouraging enrollment into the Black & Gold Premier packages and allowing for more opportunities to share the participating partners with the Penguins social media followers.

Our Partners for the “Take the Penguins to Work” will be Keurig Dr. Pepper, Dick’s Sporting Goods and Dunkin’ Donuts. The goal is to create a series of prize packs with work-from-home in mind. In 2020 Penguins fans have been working out from home, brewing coffee instead of grabbing an extra-large from their local Dunkin’ Donuts on the way to work, and

snacking without the benefit of their break-room favorites. To support these fans this promotion selects Black & Gold Premier members to win the following prize packs:

- ▽ 10 winners – Workout-from-Home supplies from Dick’s Sporting Goods to go along with our workout webinars. Simple, easy to use weights, resistance bands and other supplies for a fast lunchtime workout.
- ▽ 20 winners – Black & Gold Keurig Coffee Machines and a month supply of Keurig Dr. Pepper brand K-Cups to make brewing a quick cup of coffee between meetings a snap.
- ▽ 30 winners – Bring your Dunkin’ to the home office prize packs, with coupons for a half dozen donuts and two large coffees. Our work-from-home fans may no longer have conference-room donuts to share with all their co-workers, but they can have a bit of joy to share with their work-from-home co-inhabitants, whether roommates or significant others.

The “Take the Penguins to Work” webinars will focus on ways the Penguins can allow fans to feel as though they are a part of the team whenever they load up Zoom. Penguins fans are the hard workers who will decorate their cubicle with game day memorabilia, will wear their jerseys to work on gamedays, and will grab a co-worker or friend to head to a game whenever they can. Having the Penguins join them in their home office will help keep them engaged. Webinars can be hosted with Penguins employees to show how the team has adapted to their own work-from-home status – these can either be filmed and released via text to Black & Gold Premier members, or could be live with 15-20 lucky Black & Gold Premier members

being a part of action in a Zoom Q&A style meeting. Topics can include how home office staff is adjusting to Zoom (with tips and tricks they have learned to avoid pesky technical issues, or how to distract young children while you take the most important calls) to workout-from-home ideas from the Penguins training staff that focus on easy, low impact moves that any worker can manage between calls. The Penguins Team is far larger and more impressive than just the stars on the ice – and fans will relate to the struggles that every member of the team has faced. Partnership opportunities abound with these webinars – from showing staff grabbing a quick cup of coffee from their Keurig, workouts with equipment that can be purchased at Dick’s Sporting Goods, or simply having a Dunkin’ Donuts travel mug as the beverage cup of choice for our speakers. Recorded versions of the webinars can feature branded title cards and transitions.

Finally, a major goal of “Take the Penguins to Work” is to promote the advantages of being a Black & Gold Premier member. We will utilize our social media platforms to share the stories of the members who have won the prize packs, to share spoiler clips of the webinars, and to offer small ways our fans can bring their team to work at home. Each of these posts provides further opportunities to share Penguins partners with their fans and continue the conversation about the team while fans wait for the next gameday.

The biggest strength of the Pittsburgh Penguins is how they connect with their fans and make every fan feel like a part of the Penguins family. “Take the Penguins to Work” just lets the team extend this connection to their members where they are – stuck at home waiting to return to their favorite home-ice experience.

WORKS CITED

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