

With a focus on a love of family, animals and burgeoning technology skills, this marketing plan focuses on creating Pittsburgh's new favorite "Sid the Kid".

Siddhartha 'Sid' Finch Marketing Plan

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ABOUT SIDDHARTHA

Full name: Siddhartha Finch

Age: 24

Position: Pitcher

Contract: 1 year at \$1,000,000 for the 2021 season

Quick overview:

- Signed out of high school and only spent 2 years in the minors
- Spent most of his youth in India
- Buddhist
- Has a wife and two-year-old son living in Minnesota
- Wife is a nurse specializing in geriatrics and hospice work.
- Father was a diplomat, in a nursing home due to a stroke
- Mother passed away from Pancreatic Cancer 5 years ago
- Prior to being signed he considered becoming a vet (loves horses and dogs)
- Very interested in male fashion



Siddhartha (or 'Sid' for short) would market best to a demographic focused on families. The loss of his mother to Pancreatic cancer in 2015, and his father's recent stroke have made him very invested in supporting fundraising for initiatives related to cures and treatments for both conditions. His interest in veterinary medicine and love for all animals also creates opportunities for marketable causes. He is also very interested in men's fashion, which allows for sponsorship opportunities. He is most comfortable at home, practicing yoga with his wife and playing with his son. He currently does not have any significant social media presence as he just purchased his first smartphone – Berry, Berry & Co will be responsible for creating and updating an Instagram account as part of this marketing plan.

PITTSBURGH MARKET ANALYSIS

ACCORDING TO NICHE.COM

Population: 303,587

Education: Highly educated with 43% of the population having a bachelor's degree or higher (compared to the national average of 31%)

Gender: 51% female/49% male

Diversity: 65% White / 23% Black / 6% Asian

Age: Predominantly college age and young professionals, with a large aging population over 65.

Age

<10 years	9%
10-17 years	6%
18-24 years	17%
25-34 years	21%
35-44 years	10%
45-54 years	10%
55-64 years	12%
65+ years	15%

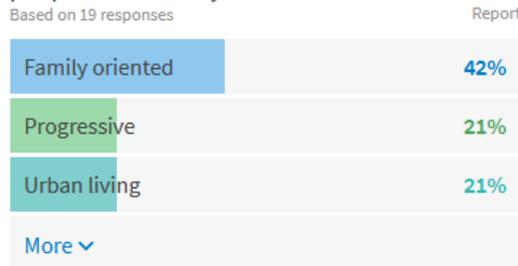
Income: 31% of households earn \$75k or more

What is the most helpful tip for a new resident to know before moving to your area?



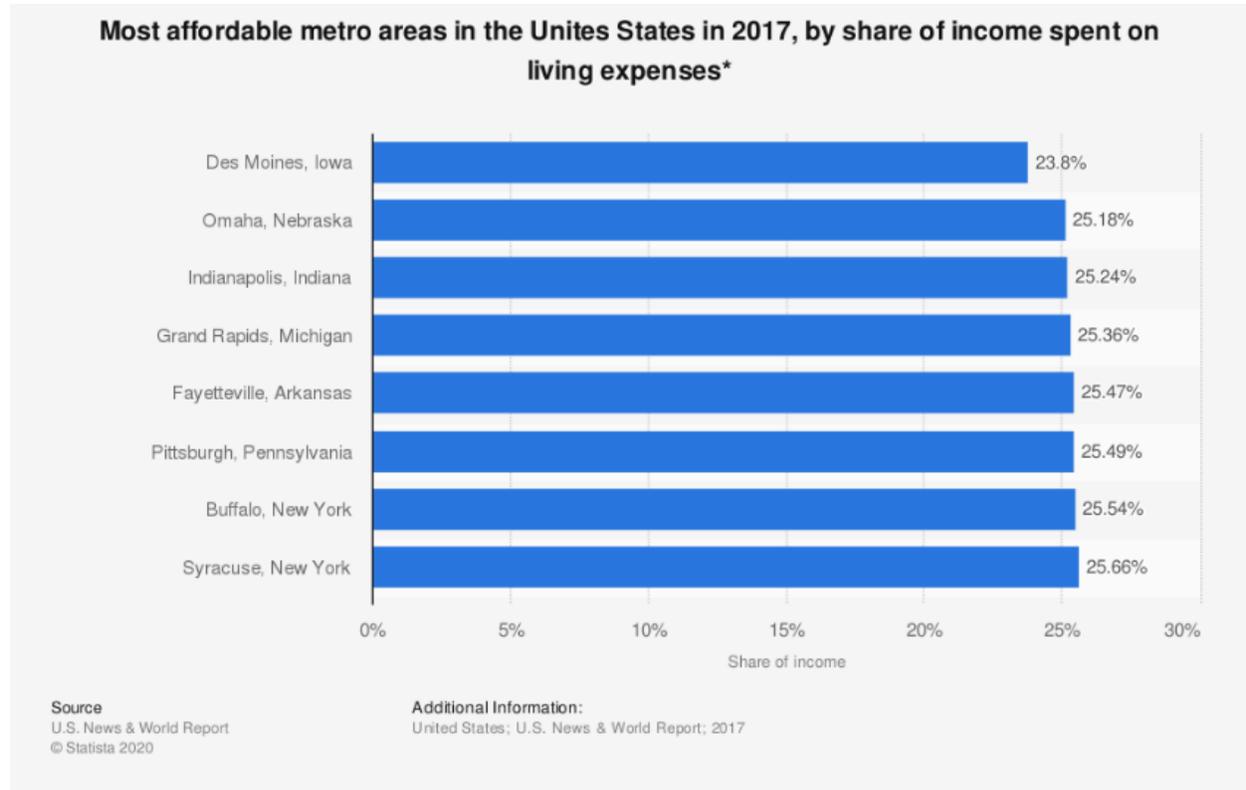
The original “Mr. Rogers Neighborhood”, Pittsburgh is a city all about community, friends, and neighbors. This is shown by the niche.com poll, which indicates the best tip for a newcomer to Pittsburgh is to get involved in the community. The city is also very family oriented as shown by the same poll from Niche.com.

What one word or phrase best describes the people who live in your area?



IMAGES FROM NICHE.COM

Pittsburgh’s high level of education is in large part due to the city’s growing healthcare and technology segments (Babcock). With large technology firms such as Uber, Google, Microsoft and Zoom opening offices in the city in the past 10 years, there has been a tech revitalization occurring within the Pittsburgh economy (Babcock). Healthcare is also a booming industry with insurance giants UPMC and Highmark both having significant infrastructure within the region.

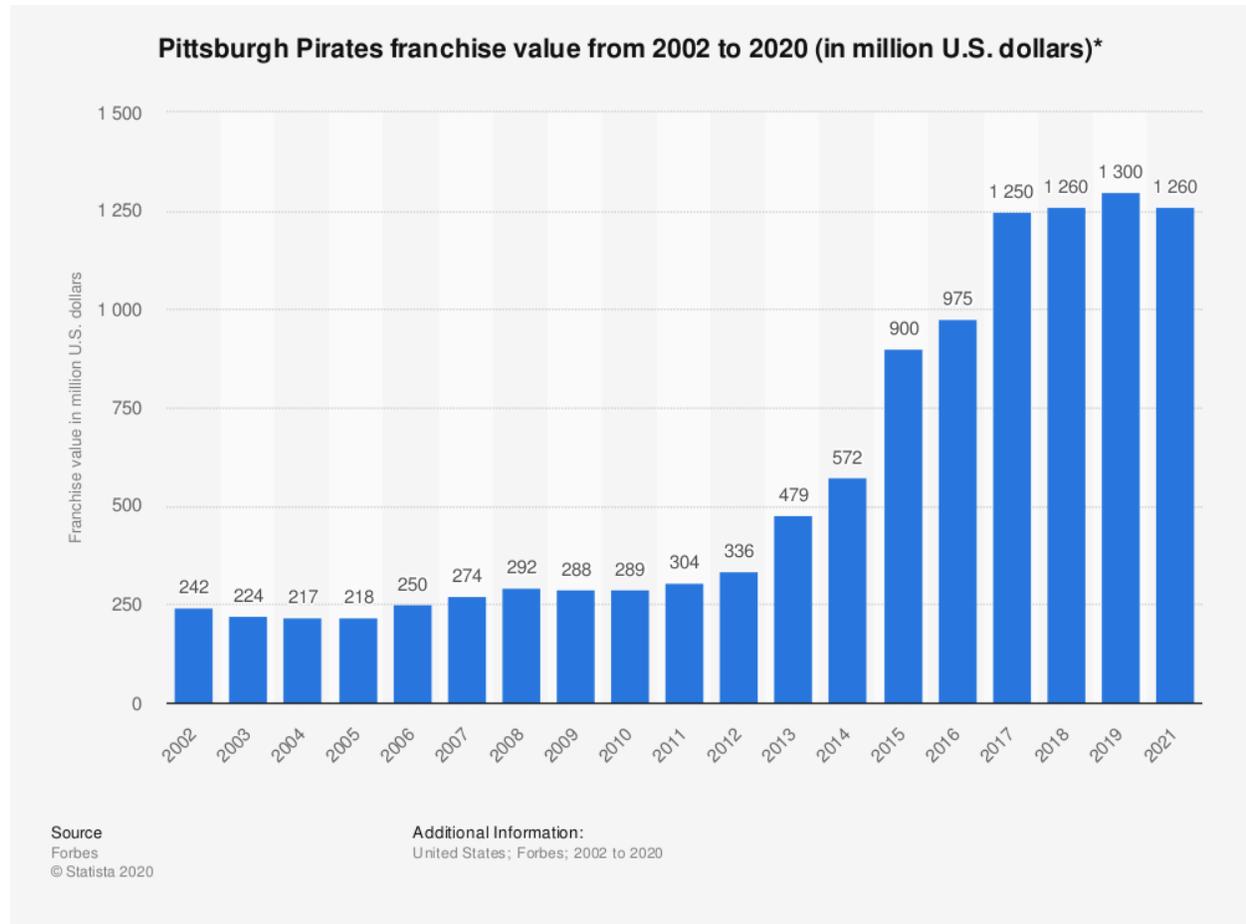


Though the income level for Pittsburgh is lower than the national average, the cost of living is also 5.5% lower than the national average, allowing for more disposable income (Salary.com). According to US News, Pittsburgh residents spend just 20.37% of their household income on rent, mortgage and utility expenses, placing Pittsburgh in the top 10 most affordable cities. Statista shows that only 25.49% of all income is spent on living expenses in Pittsburgh, placing them at the #5 most affordable city.

Finally, Pittsburgh is passionate about sports – VisitPittsburgh estimates one of every two downtown visitors are there to attend a sports event. The Franchise value of the Pittsburgh Pirates has risen year

over year since their first winning season in 2 decades in 2015 (Statista). Pittsburgh “bleeds Black & Gold” – as the city’s team colors are often more representative of the city itself than any specific team.

There is significant crossover between fans of each sport in Pittsburgh, with the Pirates having an advantage of being the only major league team in the city with summer games on the schedule.



MARKETING PLAN

Pittsburgh already has one “Sid” that they love – Pittsburgh Penguins Captain Sidney Crosby. Crosby has been a member of the Pittsburgh community since he was drafted in 2005. Siddhartha has the opportunity to be Pittsburgh’s new favorite “Sid the Kid”. Much like Sidney Crosby invigorated the Pittsburgh Penguins, Siddhartha is in a position to bring the Pirates to victory. With the Pirates last winning season happening in 2015, the promise that is offered by Siddhartha as their new star pitcher will create a buzz similar to that of when Sidney Crosby was initially drafted.

The key to creating and capitalizing on this buzz will be to show the common ground between Siddhartha and Pittsburgh – a love of family and community, as well a support for the healthcare initiatives taking place within the city. Once Siddhartha’s visibility is established within the community, he will be more eligible to capitalize on sponsorships, which will help to financially assist his family. As Siddhartha is not particularly adept with technology, the agency will be creating and maintaining an Instagram account to promote sponsorships and game related photographs for Siddhartha. He will be consulted quarterly about the posting schedule for this account and it will have a minimum of one update per two-week period related to his brand and image.

2020 was a season that was incredibly tough on players and families. Unfortunately, the 2021 season looks to be similarly difficult. Because of the Covid-19 pandemic, attendance at games was restricted, and many charitable opportunities have been cancelled. However, it has created an opportunity in marketing as families around the world have learned to connect remotely to one another, as Siddhartha must do with his family in Minnesota. This will play into the partnerships created within this plan.

The following sponsorships and partnerships will be created within this plan:

➤ **Zoom** – a fellow ‘newcomer’ to Pittsburgh, Zoom is opening an office locally following their successes in the Covid economy (Babcock). A series of commercials featuring Siddhartha will be produced, showing how he uses the platform to communicate with his family in Minnesota. These will be distributed as ads on the MLB.TV platform, as well as streaming services such as Hulu and Amazon Prime.

➤ **RW & Co. Fashion** – With an already popular menswear line, RW & Co has already established sponsorships with some of the most fashionable faces in sports (including Mark Scheifele, Johnny Gaudreau, and Tessa Virtue). This sponsorship will allow Sid to express his fashion vision, while also supporting his family. He will participate in two fashion shoots (one prior to the start of the 2021 season and one midway through), with the photos being used in social media and other web platforms to advertise the brand.



➤ **The 3-2-1 Ride** – This annual bike ride focuses on raising funds for the Woiner Foundation – a local organization focused on funding a search for a cure for Pancreatic Cancer and Melanoma. Having lost his mother in 2015 to Pancreatic Cancer, the goals of the Woiner foundation are a natural fit for Siddhartha. He will be a headline speaker at the end-of-ride festivities in 2021, and will appear in print and television ads for the ride. The 3-2-1 ride is sponsored by WPXI, a local news group and receives significant press coverage. This will help raise Siddhartha’s visibility within the Pittsburgh community as someone who gives back and cares about his neighbors.

- **Humane Animal Rescue** – As an animal lover, Siddhartha will also support the Humane Animal Rescue’s Paws over Pittsburgh marathon by forming a team that any fan can join as part of their fundraising efforts. Additionally, he will appear in print ads for the Paws Over Pittsburgh event.



- **UPMC Stroke Institute** – UPMC is one of two local major health providers and insurance companies. UPMC Sports Medicine is a highly recognized brand within the Pittsburgh region, with numerous local sports stars appearing in commercials. As Siddhartha is aware from his own father’s stroke, knowledge of the signs and symptoms of a stroke and encouraging quick access to care during a stroke are the keys to survival for these patients. He will appear in commercials for the UPMC Stroke Institute discussing his story and sharing the signs to watch for in loved ones.

These five partnerships will form the backbone of who Siddhartha will be in Pittsburgh – a compassionate, caring family man who loves his new home community as much as he does his community in Minnesota. He will be seen giving as much to the community as possible, in causes connected to his own passions. Finally, he will be relatable because of his shared struggle of communicating with loved ones remotely.

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