

WESTMINSTER KENNEL CLUB DOG SHOW AND FOX BET

A NEW WAVE OF DOG SHOW VIEWERS

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Introduction

The problem we aim to solve through our research and our project is: *How can FOX Sports attract new, unique viewers to watch and engage with the Westminster Kennel Club Dog Show on FOX platforms?*

Our team identified an opportunity to attract males aged 18 to 34 who engage with traditional sporting events — often on FOX platforms — but do not typically engage with the Westminster Kennel Club Dog Show on FOX.

Through sports betting and online promotions, FOX can make in-roads into this coveted demographic and grow excitement for the WKC Dog Show and drive tune-in on FOX, FS1, FS2, and the FOX Sports App. A large portion of this demographic are current or future dog owners, making them a great audience for the WKC Dog Show's presenting sponsor, Purina Pro Plan.



Research



The average viewer's age for the [2019](#) WKC Dog Show's was 57.5. With this in mind, utilizing sports betting to target males aged 18 to 34 will help FOX and the WKC Dog show engage more young viewers with the show.

We conducted extensive research to understand this demographic and found:

- Betting agency promotions were [found](#) to drive gambling uptake, with young men viewing those promotions as an appealing, lowrisk or no-loss betting option.
 - Participants often [reported](#) having one or two preferred accounts.
 - [Participants](#) would keep other accounts open to use if there was a promotion of interest or if a company was offering better odds than their preferred wagering operator.

- On average, 60% of all bets were reported to be planned in advance of an event, 30% were placed on impulse prior to an event, and 10% were placed on impulse during an event.

Focus Group

Through the use of our focus group, we gathered valuable data that can be used to effectively reach our target audience through the use of sports betting.

The participants in our focus group were males aged 21+ and met the requirement to have at least some form of experience with engaging in sports betting.

During the focus group, participants were asked a series of questions about their engagement with sports betting and their tendencies.

Within our focus group we determined that there are two types bettors: novice sports bettors and experienced sports bettors.

Novice Bettors

- Tend to use sports betting apps
- Bet a few times a week
- Engage in low-risk, no loss betting frequently
- More likely to participate in promotions or referrals
- Will engage more with sports they lack knowledge in

Experienced Bettors

- Use sportsbooks
- Bet multiple times a week
- Engage with money lines, parlays frequently
- Don't trust referrals or promotions
- Will engage with sports they know more about
- Use statistics and data to determine bet placements

Following the series of questions, participants were shown previously aired

FOX Bet and FOX Super 6 advertisements.

Participants responded:

M, 21 - "That's a lot of money! I would be interested in betting on it for a low entry."

M, 21 - "I do like seeing the live odds, and being like 'okay here's probability of something happening.'"

M, 21 - "I like the in-game [advertisements], because it shows you that something hit and makes you think, 'Oh, I should have bet on that!'"

Finally, participants were then shown FOX Bet and FOX Super 6 advertisements pertaining to the WKC Dog Show.

Participants responded:

M, 21 - "That's the way to market it. You don't lose, or you lose a dollar, but look at all this you could win!"

M, 21 - "I would be more inclined to bet if [these advertisements] popped up."

M, 22 - "There's rounds [to the show], so if your first bets don't hit, you can check the live odds and come back and place more bets the next round."

M, 21 - "Even if you're not a sports bettor, at the same time it shows you the odds or chances of [the dogs] winning it. So it can still give you insight on the event."

Based on the responses from our focus group on FOX Bet and FOX Super 6 advertisements, we determined that:

- Bettors are in favor of live bets
- Live bets keep bettors engaged in the event
- Low-risk, no-loss betting incentives bettors to participate
- Ads for live bets help inform the audience about odds for show

Survey

Through strong findings in both our group research and focus group, we created a public anonymous survey in order to verify these findings.

Carried out over Thanksgiving break (Nov 19th-28th), the survey collected 136 responses. The report consisted of 85 females & 47 males (2 individuals opted to not disclose gender) who ranged in age from 21-60. A majority of the survey takers fell into the lower age range between 21-35.

Our survey gathered data about participants' feedback on dogs, sports betting, and betting promotions. This feedback assisted with the creation of betting promotion prototypes, advertising methods & avenues, and enhancing the experience of viewers for the upcoming Westminster Kennel Club Dog Show on FOX.



Buyer Persona

The buyer persona helped inform us on how to better understand our target demographic, and focus on the specific type of person our deliverables will attract. While the persona is a specific age, the concept still applies to our target demographic, males aged 18 to 34.

Persona 1: Daniel Spencer, The Sports Bettor

- 21-year-old male from Iowa
- College student, works part-time on campus
- Avid sports fan and social media user
 - Active on Instagram, Twitter, YouTube and TikTok
- Places bets on sports 3-4 times a week, primarily using online gambling sites
 - Our research shows bettors like Daniel prefer participating in low-risk, no-les betting incentives
 - Bettors are in favor of live bets (keep audience engaged)

We chose to focus our promotions on Daniel because he is part of a demographic that watches sports on FOX, but typically does not watch the WKC Dog Show. However, if Daniel's attention is captured now, he could be a viewer of the WKC Dog Show on FOX for life. Daniel and others like him are also current or future dog owners, making him an appealing audience to FOX's sponsor, Purina Pro Plan.



Overall Concept

In order to best engage our target demographic, and draw them to watch the Westminster Kennel Club Dog Show on FOX, we are utilizing sports betting, specifically through low-risk live bets and promotions through the FOX Bet app.

Win David Ortiz's Money (Fox Super 6 WKC) Promotion:

David Ortiz: 2.2 Million [Instagram](#) followers, 1.5 Million [Twitter](#) followers.

To convince those who are unfamiliar with the WKC Dog Show to place bets on the event, our team is implementing WKC Dog Show specific betting promotions that utilize a FOX personality which has higher familiarity with our target audience.

We intend to utilize David Ortiz for a FOX Super 6 promotion for the WKC Dog Show. By using David Ortiz, a FOX personality who is popular among a more recent generation and is known for his love of dogs, our target

audience can be better reached compared to FOX's current use of Terry Bradshaw for FOX Super 6 NFL promotions. Our research showed that our target audience was relatively unfamiliar with Bradshaw.

For the FOX Super 6 WKC promotion, bettors would have to correctly predict six events to happen in the WKC dog show. The Fox Bet Super 6 would tie into multiple portions of the WKC's events that will air on FOX Sports from January 22 -26, including the agility championship. Should a bettor(s) correctly predict all six questions relating to the WKC Dog Show, the bettor(s) would win/split David Ortiz's \$5,000.

Fox Super 6- Example Questions:

- O/U 2 dogs in the 8-inch division to finish the agility championship under 40 Seconds
- A Golden Retriever to finish in the top 3 of the 20-inch Division in the agility championship
- The Masters Agility Champion will finish the course in O/U 31.5 Seconds
- A herding and hound will not win best in show nor reserve best in show
- A Shih Tzu will advance to Best in Show
- A sheepdog will advance to Best in Show

Live Bets & Purina Pro Plan Best in Show Boost

To further target our intended demographic and boost engagement among this audience with the show, we are implementing live bets only offered while the WKC Dog Show is being broadcasted live.

According to our research, people are more inclined to watch an event if actively betting on it. Live bets promote viewership of the event as well as help boost the use of the Fox Bet Sportsbook.

Live bets for the WKC Dog Show will primarily occur for the Agility Championship on January 22, which will be shown on FS1.

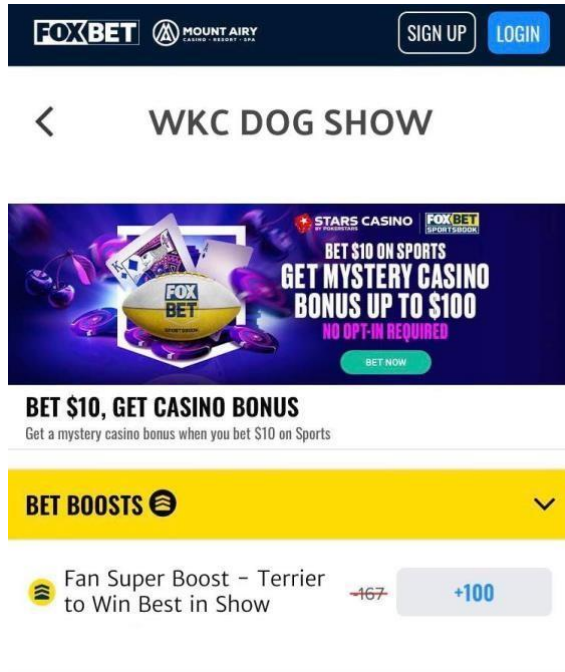
Live Bet examples:

- An 8-inch dog will win the agility championship. Yes= +250 odds, No = -175 odds
- Golden Retriever to finish the course in Over or Under 35.6 seconds.

Golden Retriever Agility Championship Time (Live) ✓			
Over 34.5	-182	Under 34.5	+130
Over 35.5	-138	Under 35.5	+100
Over 36.5	+105	Under 36.5	-143

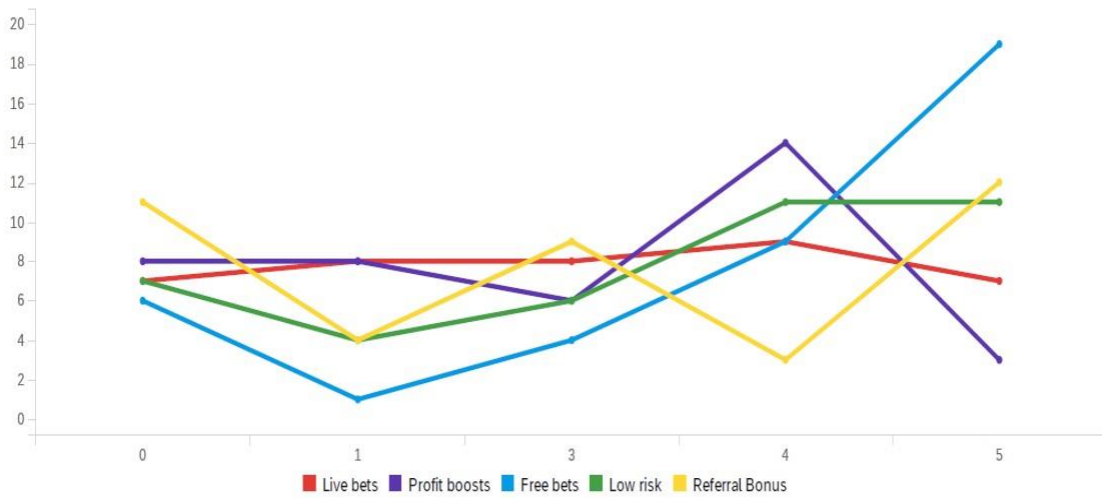
A “Purina Pro Plan Bet Boost” will be offered for the Best in Show, which will help to draw in viewers for the final event. This bet boost is low risk, as it offers a refund if the bet loses. This boost also ties in with the event’s main sponsor, Purina Pro Plan, by using the sponsor in the promotions title.

- An example of a Purina Pro Plan boost would be increasing the odds of betting on a german shepherds winning best in show from +300 odds to +600 odds. Therefore instead of betting \$1 to win \$3, a bettor is now betting \$1 to win \$6. The boost would also offer a 100% refund of their first lost bet placed up to \$50.



We have chosen these low risk bets because our research shows that the targeted demographic is more likely to put money on low risk bets, such as offering a refund or increased (boosted) odds. Our survey shows that bettors are most likely to place free bets, which includes refundable bets, followed by referral bonuses and low risk bets. Furthermore, we also found that when a bettor places a bet on an event, they are more likely to watch the event itself.

Q17 - What factors make you more inclined to make bets on sports or events?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
5	Referral Bonus	0.00	5.00	2.64	2.03	4.13	39
4	Low risk	0.00	5.00	3.10	1.85	3.43	39
1	Live bets	0.00	5.00	2.64	1.80	3.26	39
3	Free bets	0.00	5.00	3.69	1.79	3.19	39
2	Profit boosts	0.00	5.00	2.49	1.75	3.07	39

Promotions

Promotional Timeline

In order to attract the most unique viewers possible, our promotions will appear on the major FOX Sports broadcasts just prior to and after commercial breaks for the NFL on FOX, College Basketball and College Football.

NFL on FOX

The NFL on FOX has between 12 million and 28 million viewers per game, making it their most watched sport during the months of December and January.

- December 25, 2021- Browns vs Packers -4:30 PM ET
- December 26, 2021 -Week 16 NFL games on FOX
- January 2, 2022 -Week 17 NFL games on FOX
- January 9, 2022 -Week 18 NFL games on FOX
- January 15-16, 2022 - NFL Wild Card game on FOX
- January 22-23, 2022 -NFL Divisional games on FOX
- January 30, 2022 - NFC Conference Championship on FOX

FOX College Sports

College basketball and College football events on FOX are also highly watched and would also be watched primarily by our targeted demographic. Therefore advertisements for our WKC Dog Show during these events would best help reach our target audience of young adults.

- College Hoops: Big East, Pac-12, and Big Ten Basketball Games on Fox, FS1, and FS2.
- Examples: Michigan State vs Michigan - Jan. 8, Purdue vs Illinois - Jan. 17.
- College Football: Holiday Bowl on FOX: December 28, 2021.

Promotional Timeline for betting on the WKC Dog Show

(All times below are Eastern Standard Time)

January 22, 2022- **Agility Championship**

- 7:00 PM: Right before the Agility championship event begins, David Ortiz appears on camera talking about winning his money on FOX Super 6. Ortiz also lists the questions that FOX Bet users must

answer correctly to win. An advertisement for the FOX Bet sportsbook at this time appears as well.

- 7:30 PM: Live bets appear on the FOX Bet sportsbook for the agility championship. Live odds graphics also appear on the events broadcast on FS1. Live bets close 20 minutes prior to the end of the event.

January 23-26- **Breed Judging**

- Prop bets appear in the sportsbook for each day's breed judging, up until the Best in Show event on January 26.

January 26- **Best In Show**

- 4:30 PM: Following all of the breed group winners being selected to the Best in Show event, the Purina Pro Plan Bet Boost will go live and will close at the end of the pre-event show around 7:30 PM.



[Social](#)

[Media Content](#)

Most of the social media content will be focused on promoting the use of sports betting on FOX Bet, to get more viewers interested in watching and placing small wagers on the WKC Dog Show. This includes advertisements based on feedback from our focus group and survey. Based on the advertisement below, participants provided feedback on the prototype based on Terry Bradshaw's existing betting promotion.



From our anonymous survey, we asked what at a first glance what caught the attention of the survey taker first to the ad above. The top selected area was the text “WIN \$5,000” which stood out most to 45.5% of respondents. The second most selected area was the “FOX BET” logo on the smartphone. This research shows that this is an effective advertising tool and makes the viewer pay attention to the most important parts of the advertisement.

The advertisement in the survey was identical to the one above, except it used Terry Bradshaw instead of David Ortiz. As discussed earlier, our research shows that David Ortiz would be a better spokesperson for this promotion because men ages 18-34 have likely seen Ortiz play and are more familiar with him than Bradshaw.

The social media strategy also includes tweets/other social posts promoting the show leading up to the event on accounts such as [@FOXSports](#), [@DavidOrtiz](#), [@WKCDogs](#), as well as other FOX personalities and social channels. These social posts will begin circulating around January 1. During the event, advertisements of live promotions on FOX Bet will be circulated through various social media

channels. For example: odds boosts for certain bets, risk-free parlays, etc.



BUTLER

