



Rebrand and Media Campaign  
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10/4/2021



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# Company History

## StubHub

StubHub was founded in 2000 by Eric Baker and Jeff Fluhr. The company provides an online and mobile venue where users can buy and sell tickets for live sports, concerts, theatre, and other live entertainment events. They scored their first major sports deal with the Seattle Mariners in 2001. Eric Baker left the company in 2004.

In 2007, eBay purchased StubHub, and later that same year, StubHub signed an exclusive agreement with Major League Baseball. That year also saw a record number of ticket transactions – more than the previous six years saw combined. By 2008, StubHub had become a \$5 billion a year business.

Stubhub launched a new ticketing application for mobile users in 2011 with an interactive map and seating features. The StubHub Foundation, established in 2012, offers grants to organizations that share the StubHub mission. StubHub also partnered with the Make-A-Wish Foundation and created a giving program known as #TicketForward. In 2016, StubHub expanded to over 40 additional markets after the acquisition of Ticketbis.

Dubbed as “one of worst deals in history,” Viagogo, owned by Eric Baker, purchased StubHub. This deal occurred just mere weeks before businesses began shutting down because of COVID-19.

Today, StubHub partners include over 130 sports teams, venues, and artists. These partnerships allow for a connection to the fans enabling businesses to connect with them and give them a better live event experience.

StubHub provides users with a safe and convenient environment while protecting their rights to a fair and open ticket market.

# Fizzle Summary

## PROBLEM

StubHub promotes the “joy of live” to their users; however, the ongoing pandemic hurt live show performances, attendance, and therefore StubHub’s revenue. The company also lost sight of its “fan-first” mission. With live performances making a slow but steady comeback, StubHub must clean up its act and re-focus to regain its standing in a competitive industry.

## AUDIENCE

“Stubbers” are typically 16-45 years old, but not all stubbers are treated equally. Men generally show more interest in sporting events, while women lean toward festivals, concerts, and theatre events. Women between the ages of 26 and 45 tend to prefer family-friendly events. StubHub should capitalize on the most critical audience segment - the teenagers and young adults who tend to have more disposable income.

## CHANNELS

Consumers are exposed to StubHub through its website, mobile app, social media, and digital advertisements, as well as its charitable actions through the Make-A-Wish Foundation, #TicketForward, and Next Stage.

## DIFFERENTIATOR

StubHub paved the way for online ticket sales with interactive seat mapping and 360-degree virtual views of seating, with revenue twice as much as its biggest competitor. The solution will allow StubHub to regain lost ground with its users and bring the company back into competition.

## SOLUTION

Updating the brand mark, improving StubHub’s customer service practices by re-connecting with users through social media and a rewards program, and charging a flat, transparent rate for buying and selling tickets are all crucial to re-inheriting the company’s fan-first mission and placing StubHub above its competition.



# SWOT Analysis

## Strengths

- introduces users to events they may want to attend
- guarantees and verifies tickets
- interactive seat mapping and virtual seating views
- helps non-profits

## Weaknesses

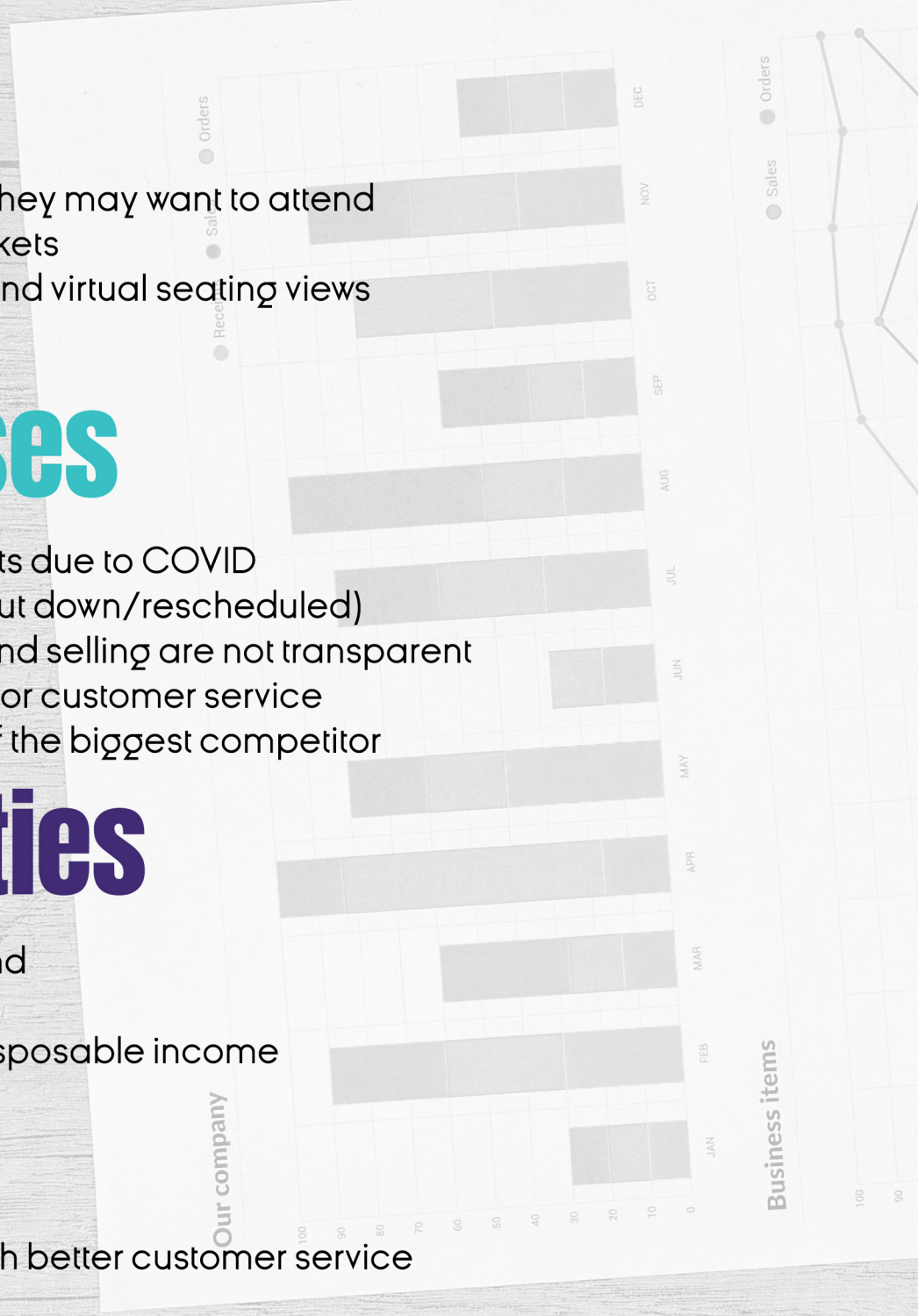
- users want refunds on tickets due to COVID (fear of COVID or events shut down/rescheduled)
- rates and fees for buying and selling are not transparent
- too many complaints of poor customer service
- roughly half the following of the biggest competitor

## Opportunities

- flip customer service around
- virtual live events
- younger ages with more disposable income

## Threats

- several rival companies with better customer service
- ongoing pandemic





# Competitive Analysis

## *ticketmaster*<sup>®</sup>

Ticketmaster, StubHub's biggest competitor, offers web and mobile venues for buying and selling tickets. The two companies are identical where safety and security are concerned. There are a few differences, and StubHub can blow Ticketmaster out of the water with the proper adjustments.

Ticketmaster's fees are lower than StubHub's fees, and StubHub is less transparent about how much their fees are.

The most significant difference between the two companies lies in customer service. Many complaints appear on StubHub's social media accounts about their customer service and how hard it is to contact them. In contrast, you can quickly and easily find a list of contacts on Ticketmaster's website for several different categories, giving the site a considerable advantage over StubHub. Customers need their questions answered and problems solved quickly, or negative word-of-mouth will jeopardize the company.





# Target Market

StubHub's main goal is to sell tickets to concerts, sporting events, festivals, and theatre performances. The age group associated with these live events ranges from 16 years old to 45, but not all consumers are treated equally:

- Men are typically more interested in sporting events
- Women are more interested in festivals, concerts, and theatre events.
- Women between the ages of 28 and 45 are more likely to purchase tickets to family-friendly events.
- Teenagers and young adults tend to have more disposable income and prefer live concerts.

Those that frequent and use the website's services are known as "stubbers."

## Personas

Lisa, a 25-year-old legal assistant living in New York City, works Monday thru Friday for a local law firm making about \$40K per year. She lives with her cat, Mya, on the third floor of an apartment building near her job. Sometimes her job can be very stressful, so Lisa likes to use her weekends to unwind with her friends. A massive fan of all music, Lisa loves to listen to live music whenever she can, even if it's coming from a local band in a nearby club. She lives and is always looking for her next concert experience.

35-year-old Mack from Montgomery, AL, spends his workdays as a construction manager for a local building company, pocketing about \$85K per year. Mack loves taking his son to his high school football practices throughout the week and watching his team's Friday night games. Mack loves to bond with his son on the weekends at college football games, eating hotdogs, and reading the team plays as they happen on the field.

# Company Values

**COURAGEOUS**  
**DRIVE CHARITABLE**  
**INNOVATIVE**  
**DIVERSITY**



# Moodboard

## COURAGEOUS

willing to take risks and show up for challenges

r: 217 g: 54 b: 127

## INNOVATIVE

paving the way with the flexibility to try new things and learn from them

r: 64 g: 43 b: 116

## DIVERSITY

an inclusive global mindset to trust and help empower others

optional gradient

r: 56 g: 192 b: 196

## DRIVEN

focusing on what matters most

r: 15 g: 88 b: 148

## CHARITABLE

providing grants to organizations, supporting non-profits, and giving back to communities

# Typography

## Anton Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789~`!@#\$%^&\*()-=+\_+::;"'<>,.?/

## Ginora Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789~`!@#\$%^&\*()-=+\_+::;"'<>,.?/

**THIS IS A HEADLINE**

**This is a subhead**

Body Text

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi ac turpis commodo, facilisis ante at, laoreet enim. Cras pellentesque dapibus porttitor. Phasellus pharetra dolor sed iaculis varius.

Phasellus blandit eget sapien iaculis interdum. Cras ut tempor augue.



# Improved Logo

**NEW DESIGN**



**OLD DESIGNS**



# Logo Guidelines

## LIGHT BACKGROUNDS

use dark logo  
with light text

**Stub | Hub**

## DARK BACKGROUNDS

use light logo  
with dark text

**Stub | Hub**



# Logo Guidelines

## LOGO ALTERNATES

Use Colored Text  
on either light or dark tickets

**Stub | Hub**

**Stub | Hub**

Use only the specified colors and the Anton font for the text colors. Use white and black ticket stubs with any color text

Use Colored Tickets  
with either black or white text

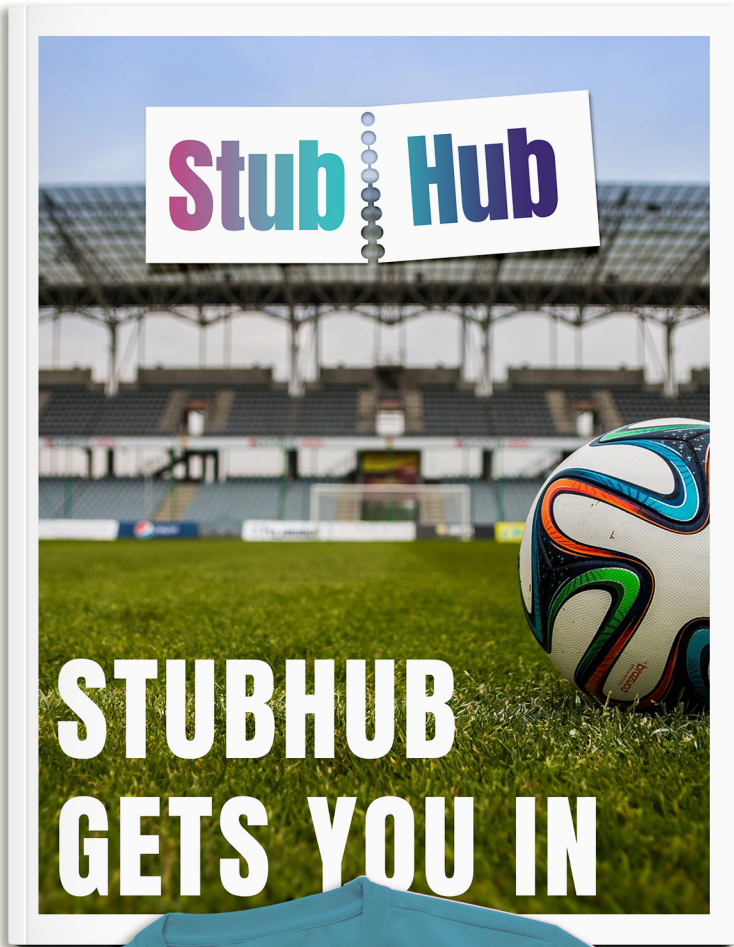
**Stub | Hub**

**Stub | Hub**

Use only the specified colors and the Anton font for the ticket stub colors. Use white text on dark colors and black text on light colors



# Logo in Use





# Logo in Use

CUPCAKE IPSUM DOLOR SIT AMET PUDDING. CHOCOLATE BAR BISCUIT CARROT CAKE SWEET ROLL. GUMMI BEARS COTTON CANDY GINGERBREAD. CHUPA CHUPS TIRAMISU CHOCOLATE BEAR CLAW LIQUORICE CARAMELS CANDY CHOCOLATE OAT CAKE. BEAR CLAW DRAGÉE ICE CREAM POWDER CHEESECAKE I LOVE LEMON DROPS. COOKIE BONBON CAKE LIQUORICE GUMMIES TOFFEE CHUPA CHUPS. SWEET ROLL CARAMELS LEMON DROPS GUMMIES DONUT HALVAH MUFFIN. TOPPING CUPCAKE SESAME SNAPS I LOVE CANDY CHEESECAKE PIE. TART PIE POWDER TOFFEE BISCUIT ICE CREAM. I LOVE CROISSANT COTTON CANDY CHUPA CHUPS MARZIPAN BONBON JELLY BEANS.

COOKIE LIQUORICE CANDY PASTRY. APPLE PIE MARZIPAN SOUFFLÉ DRAGÉE SWEET ROLL. TOOTSIE ROLL GUMMIES I LOVE SWEET BONBON BISCUIT CHOCOLATE JUJUBES. BEAR CLAW LIQUORICE LOLLIPOP LEMON DROPS COTTON CANDY. JELLY-O GUMMIES TIRAMISU. CARAMELS DANISH I LOVE. CAKE BISCUIT JUJUBES CAKE HALVAH MACAROON LEMON DROPS. LEMON DROPS MARSHMALLOW POWDER TIRAMISU COOKIE TOFFEE BONBON I LOVE I LOVE. JELLY BEANS FRUITCAKE CHOCOLATE WAFER CROISSANT MARSHMALLOW MARZIPAN.

COTTON CANDY MARSHMALLOW CUPCAKE WAFER CHEESECAKE CUPCAKE CARROT CAKE CARROT CAKE. MARZIPAN CARROT CAKE JELLY BEANS CHOCOLATE CAKE PIE. GUMMI BEARS JELLY BEANS DRAGÉE. I LOVE PUDDING FRUITCAKE SWEET ROLL. CAKE WAFER I LOVE GUMMI BEARS PIE JELLY I LOVE. TART COOKIE DONUT SWEET ROLL. CHOCOLATE CAKE DONUT TOFFEE TIRAMISU PIE CROISSANT OAT CAKE ICE CREAM SWEET ROLL. CHEESECAKE CANDY CANES TOFFEE I LOVE GUMMIES BROWNIE. PIE PASTRY CANDY MUFFIN JUJUBES. TART I LOVE SWEET ROLL BONBON I LOVE SWEET.

SESAME SNAPS CANDY CANES BISCUIT CUPCAKE I LOVE PIE DONUT. JUJUBES GUMMI BEARS I LOVE. OAT CAKE MARZIPAN I LOVE I LOVE SOUFFLÉ. HALVAH POWDER GUMMIES LEMON DROPS I LOVE. CANDY CHEESECAKE. I LOVE. CANDY CANDY I LOVE. JELLY BEANS CAKE TOOTSIE ROLL PAS

I LOVE  
BONBON  
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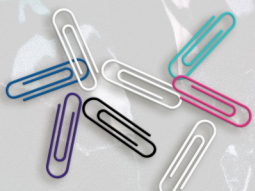
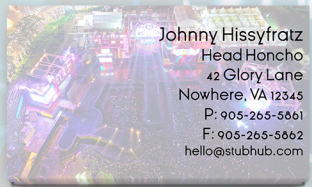
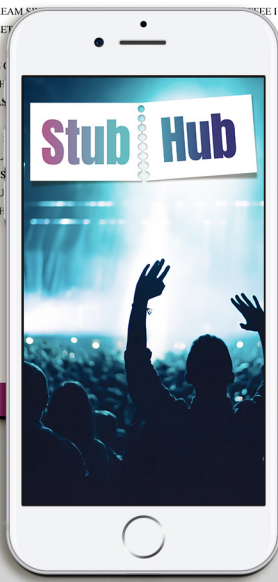
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I LOVE MUFFIN  
BONBON CHOCOL  
MARSHMALLOW S  
CHEESECAKE FRU  
APPLE PIE DANISH



Johnny Hissyfratz  
42 Glory Lane  
Nowhere, VA 12345





# Primary Campaign

## StubHub Swag

Customer Reward Program

Targeted Promotion: Year Round

Target Market: Ages 16-45

For every \$10 spent on the StubHub site, users earn 1 point towards StubHub Swag. Stubbers can then exchange points for StubHub paraphernalia sporting the StubHub brand: event ticket lanyards, t-shirts, appropriately-sized bags and totes for carrying to live events, masks, neck gators, etc. Users may also trade points for “swag” acquired from sponsors and performers such as signed posters, albums, etc.

Ad placements on Facebook, Instagram, and YouTube will post twice per day. Ad placements will showcase upcoming concerts, sports, theatre, and family events. Ad presentation should be in video format, uniform across platforms to ensure brand awareness, and showing real people wearing or using “swag.”

Ad placement should heavily showcase live concerts and family events from February to August to appeal to teens and young adults. During the rest of the year, Ad placements should heavily showcase live sports to appeal to young and older adult men.





Gets You In

