

# MOTOR CITY CRUISE GROWTH STRATEGY

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# AGENDA

1. Meet the Team
2. Our Vision/Opportunity
3. Target Market
4. Our Recommendations
5. Project Evaluation





# OUR TEAM



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# OUR VISION

**By the Motor City, For the Motor City**

Becoming an integral part of the social fabric and culture of Detroit is the best thing that the Cruise can do for their brand. The Motor City is unrivaled in its standing among iconic cultural artifacts. The music, the apparel, the grit that exudes from this place is real.

We see an immense opportunity to focus on the college student cohort that forms the backbone of Detroit's future. These students will bring a passion and energy that cannot be found anywhere else in the country.





A close-up portrait of basketball player Stephen Curry. He is wearing a white Detroit Pistons jersey with blue and red accents. The jersey features the Nike logo on the left chest, the NBA logo on the right chest, and the words 'DETROIT PISTONS' across the front. The word 'MOTOR CITY' is visible at the bottom of the jersey. Curry has a determined expression, with his mouth slightly open. The image is overlaid with a semi-transparent red and blue gradient. The word 'Opportunities' is written in large, white, bold, sans-serif font across the center of the image.

**Opportunities**



# THE ANALYSIS

## Opportunity for a slam dunk

- Saturated sports market
- Under-marketed youth demographic of inner-city Detroit
- Abundance of higher education institutions

In Detroit alone, there are over **50k students** enrolled in a college/university





# STRENGTHS

## PISTONS BRAND

Using the Pistons assets can help leverage the Cruise. Highlighting the players of the Cruise as being the future of the Pistons allows fans to have an intimate experience and feel like they are scouting the next generation of Detroit basketball. Also Pistons staff can help as needed while the Cruise is still in the start-up phase.

## LOCATION

Although the Detroit sports market is saturated, the Cruise have the opportunity to slide in as affordable entertainment. Another perk of being in Detroit is the large population of the whole metro area. Being able to provide a lower cost experience will have fans flocking through the doors.

## BLANK CANVAS

With the Cruise starting fresh in Detroit, they have the unique opportunity to write their own story. The Cruise can use this as an advantage to carefully craft the organization to exactly how they picture it should be.

## DETROIT CULTURE

One thing for certain is that Detroit sports fans are loyal and love their teams no matter the heartbreak. There's a diverse population in the city and surrounding areas which provides numerous ways for the Cruise to become rooted in the Detroit culture.





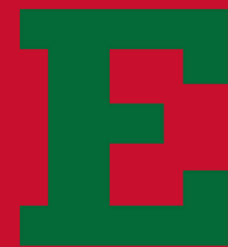




## Detroit Inner-City College Students



## Suburban Detroit College Students







## BUILDING A FANBASE

- Leverage proximity to student cohort
- Active fanbase -> physical and virtual interaction = precursor to financial success
- Opportunity to create a symbiotic relationship between MCC and fans
- Energy to usher in the new era of Motor City Basketball



# MONETIZATION



AFFORDABLE TICKETS



COLLEGE-GEARED  
ENTERTAINMENT



PARTNERSHIPS



# Recommendations





# OUR RECOMMENDATIONS



College Competition  
Nights



Local Sponsors



Interactive Social  
Media



Iconic Merch





# COLLEGE COMPETITION NIGHT



Year 1: Local Colleges



Year 2: Expansion Into the Suburbs



Year 3: Charity Inclusion



## LOCAL SPONSORS

The Meijer logo is displayed in a large, bold, red sans-serif font. The two dots above the 'i' are blue. The background of the slide features a black and white photograph of modern skyscrapers with glass facades.

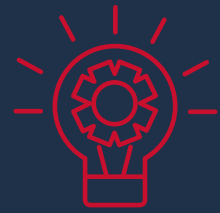
# meijer



- College Competition Night Sponsor
- Current Pistons sponsor
- Active in the sports space
- Present in the student space
- Dunk Sponsor
- "When We Win, You Win"
- Close proximity
- Inexpensive



# INTERACTIVE SOCIAL MEDIA



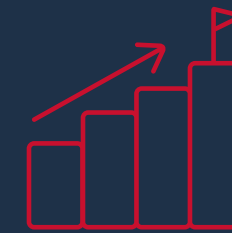
## FUN CONTENT

Player Personality Centric



## FLASH SALES

Flash Sales encourage FOMO and drive follower engagement



## CONTESTS

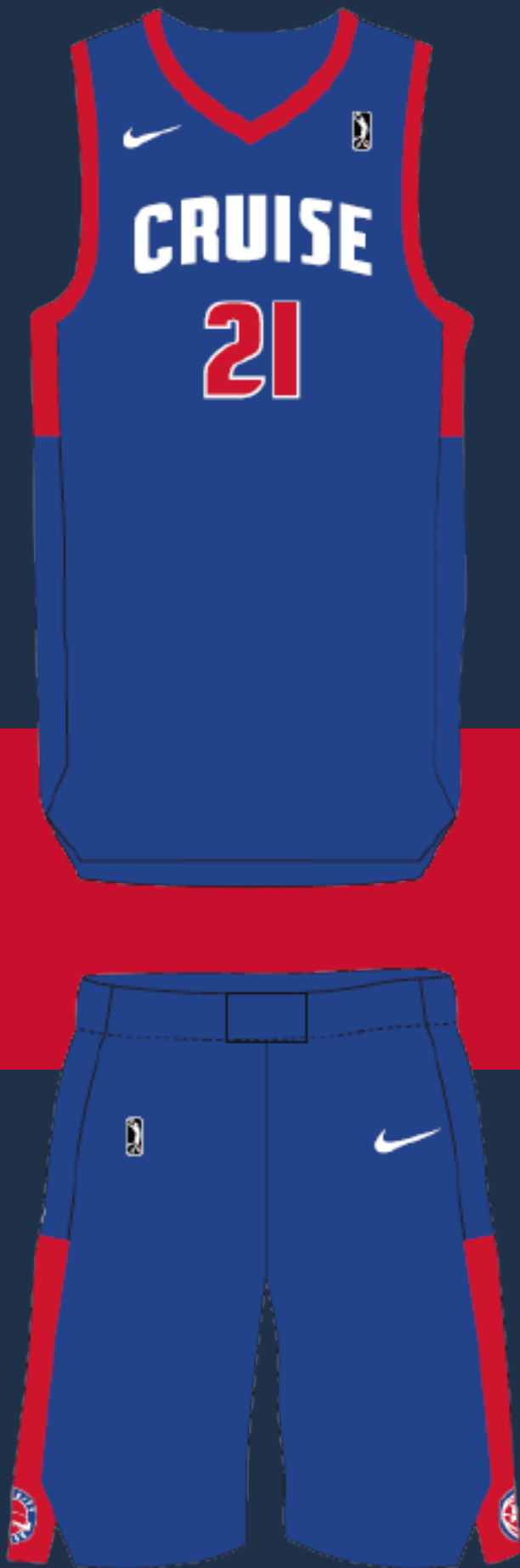
Fans are the best content creators-> drives brand authenticity



# MERCHANDISE

College for Creative Studies  
Collaboration

Special Edition Jersey Design Contest





# PROJECT EVALUATION



# SUCCESS DETERMINATION



## IMPLEMENT A CHECK-IN SYSTEM

- Digitally monitor both attendance and interactions on-campus

## SOCIAL ENGAGEMENT ANALYTICS

- Consistently track engagement rates
- Strong focus on events/campaign effects on engagement

## SPONSORSHIP BENEFIT

- Forge a continued relationship to determine sponsor success --> drive future valuation

## MERCHANDISE SALES TRACKING

- Track incremental revenue from merchandise receipts
- Understand contest submission engagement



# THANK YOU FOR LISTENING!





# APPENDIX A

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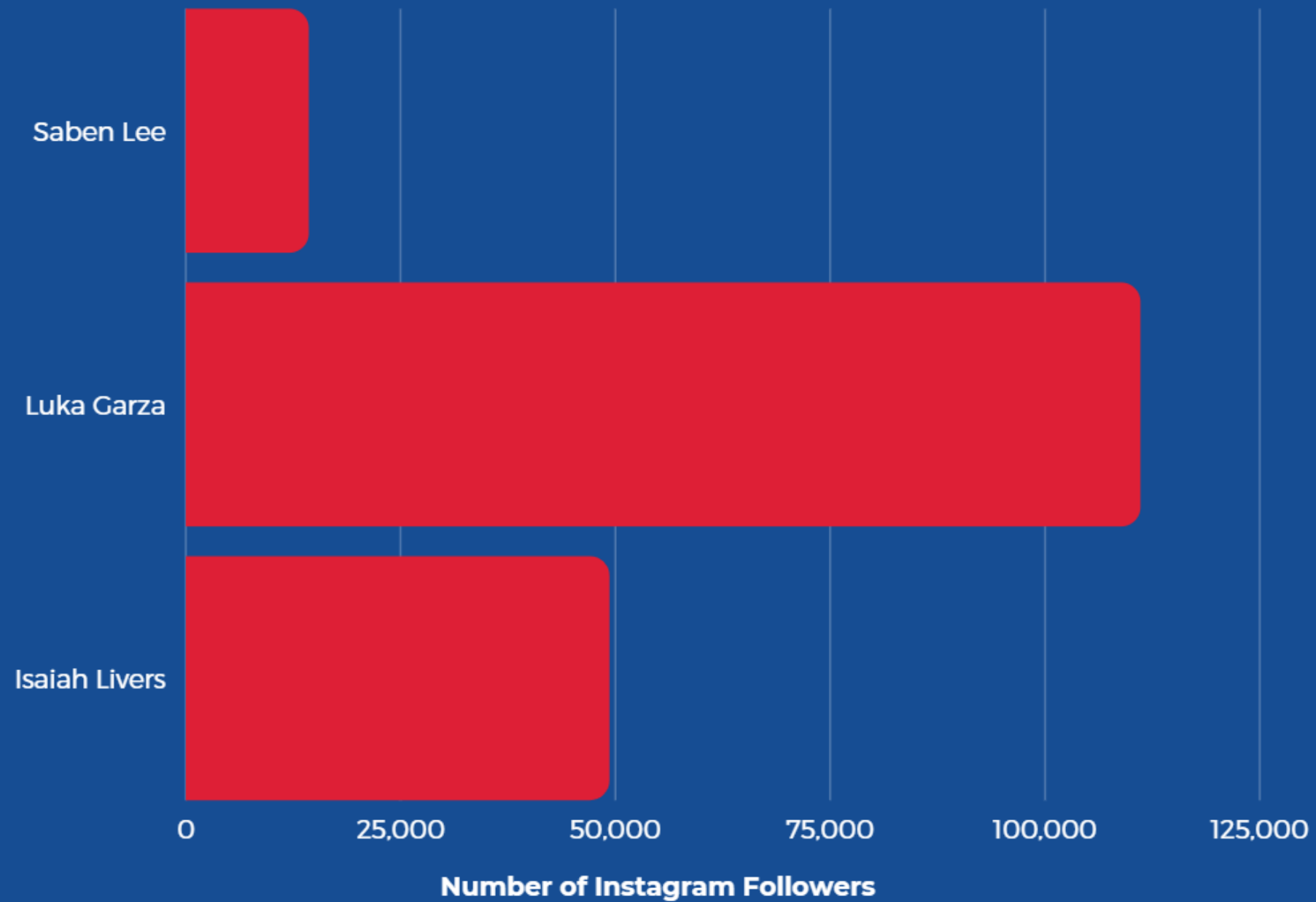
	Detroit	Metro Detroit
Median Age	34.7	39.9
Median Income	\$31k	\$63k

(<https://www.michigan-demographics.com/detroit-demographics>)

(<https://censusreporter.org/profiles/31000US19820-detroit-warren-dearborn-mi-metro-area/>)

# APPENDIX B

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This graph demonstrates the Cruise players with the largest number of followers on Instagram currently.

(instagram.com)



# APPENDIX C

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Projects in the sport space across Michigan sponsored by Meijer:

- U-M Athletics
- Big Ten Athletic Conference
- Little Caesars Arena
- Willie Horton Field of Dreams
- Meijer Sports Complex
- Meijer LPGA Classic for *Simply Give*

(<http://meijercommunity.com/sports-partnerships>)