



**PITCH
PRESENTATION**

54   **WORLD STREETBALL CHAMPIONSHIP**  

BACKGROUND

A streetball game is taking place on a court. In the background, the Eiffel Tower is visible under a clear blue sky. A player in a dark jersey is jumping to shoot the ball. Other players in white jerseys are positioned around the key. A crowd of spectators is visible in the background. The court has a white key and a black floor. A banner in the background reads "WORLD STREETBALL CHAMPIONSHIP".

Vision: Elevate the game of streetball, otherwise known as summer basketball, by bringing the heart & soul of the game to fans everywhere.

Differentiation: Taking the raw passion of streetball from a local to a global court.

Brand Essence: Independent, Passionate, Explosive, Fearless

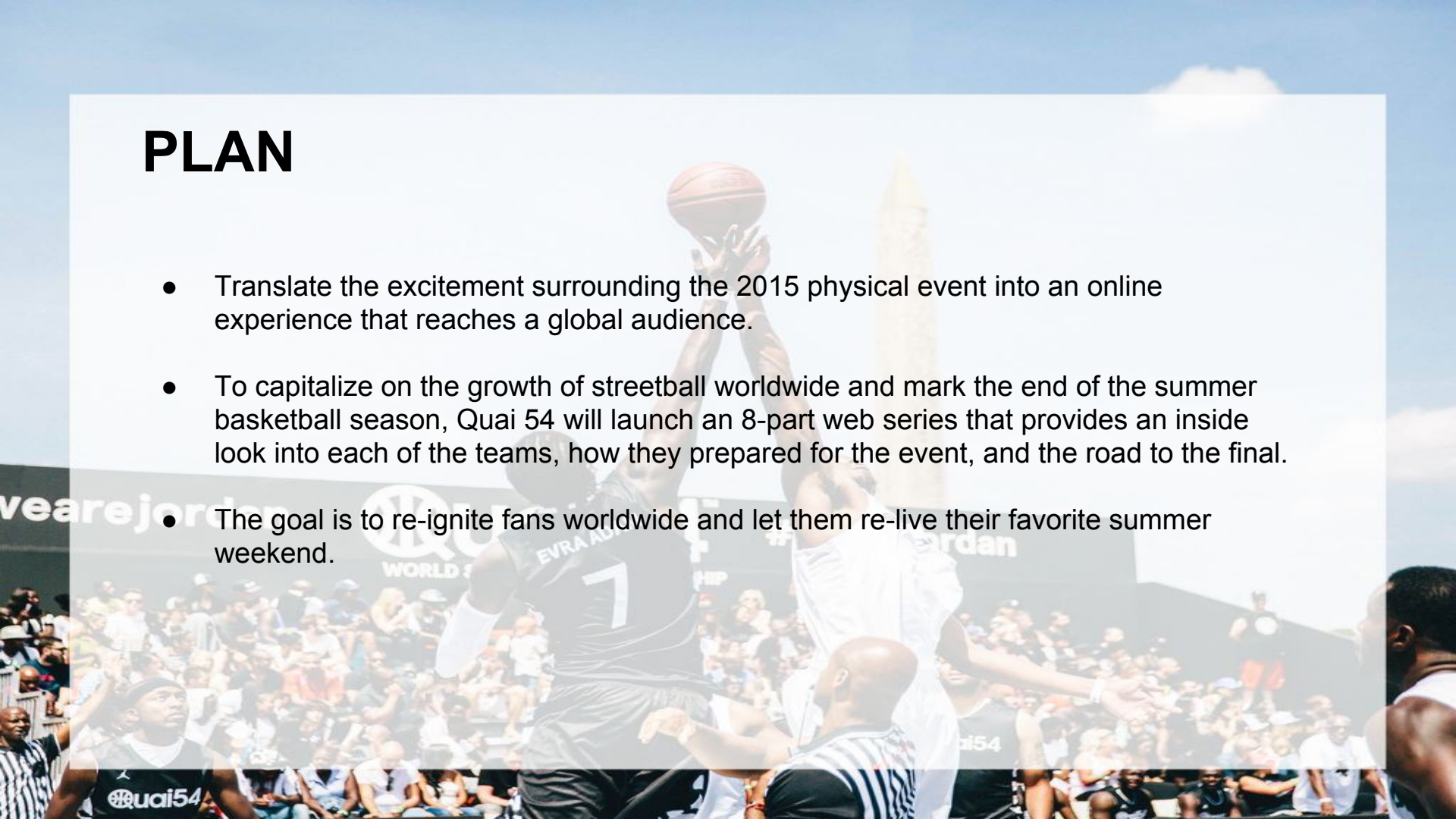
Brand Personality: “Fearless Underdog”

OPPORTUNITY

- **Basketball as a sport is seeing most growth internationally.** The NBA is progressively expanding the game worldwide by introducing 10 NBA local web destinations and signing 110 international players in 2015 (compared to 37 in 2010).
- 2015 saw the **most diverse range of participating streetball teams** to date (Japan, UK, China, Poland, Russia, Canada, Spain, US, France, Belgium).
- **International streaming of live event increased 4x** with 50,000 viewers tuning in from China, 20,000 from the US, and 7,000 in Eastern Europe.
- More than 40,000 fans showed up at the 2015 free event, but more than **10,000 disappointed fans** were turned down due to stadium capacity.

PLAN

- Translate the excitement surrounding the 2015 physical event into an online experience that reaches a global audience.
- To capitalize on the growth of streetball worldwide and mark the end of the summer basketball season, Quai 54 will launch an 8-part web series that provides an inside look into each of the teams, how they prepared for the event, and the road to the final.
- The goal is to re-ignite fans worldwide and let them re-live their favorite summer weekend.






COMMUNICATION OBJECTIVE

A photograph of a basketball player in a white jersey with black stripes on the sleeves and shorts, dribbling a basketball on a court. Another player in a black jersey with 'Quai 54' on it is visible in the background. The scene is outdoors with a crowd and a banner that says 'WORLD ST' and 'AMP'.

Deepen brand engagement by reigniting current fans worldwide, taking them inside the raw passion and the individual street style of the 2015 Quai 54 World Streetball Championship through an exclusive web series.

TARGET AUDIENCE

	FANATICS	SHOWMEN	COOL HUNTERS
			
PERSONALITY TRAITS	Active, Passionate, Fun-loving	Athletic, dedicated, disciplined	Trend seekers, stylish, individualistic, uninhibited
CORE MOTIVATION	Be part of the experience & connect with other fans who love basketball/streetball as much as I do.	Develop my game, my skills and my individual style. Learn pro streetball moves, look smoking in pickup games.	Break away from convention, be hip, have street cred, be where the action is, hang with the cool kids, make music and have fun
KEY ATTITUDE	Basketball is life. For the love of the game.	I want to achieve my personal best	I want to be where the action is
HIGHER NEED	Belonging. Connection	Achievement. Pride	Individuality. Esteem. Acceptance
DESIRED EXPERIENCE WITH BRAND	Be part of something larger than myself	Learn the best streetball moves by watching the best players in action	Immersion in the culture



CONTEXTUAL INSIGHT



Millennials and Gen. Z are breaking free from tradition and are not shy about defining their own paths, however unconventional they may be. They will align and support EXPLORER brands that promise a sense of radical freedom and individual style.

STORYBOARD

CONCEPT: Ignite the excitement of Quai 54 Streetball championship as a raw, passionate version of basketball that shows off individual style both on and off the court.

QUAI 54 THEME MUSIC: <https://www.youtube.com/watch?v=0B-NStSwb3Q>

VERSIONS: Optimize audience empathy by creating story in 4 local versions matching key geographical territories QUAI 54 plans to expand to (Asia, Eastern Europe, US, EU)



Vignette 1: Black & White Film. Open on Player #1 (L) and Player #2 (R) playing streetball on an inner city outdoor basketball court. The game is intense.

SFX: Quai 54 theme music

VO: Streetball is about more than basketball. It's about talent, passion, style...



Vignette 2: B&W. Player #2 is dribbling an imaginary basketball, which we see as an orange basketball ball against the B&W picture, through a crowd heading down to the subway.

SFX: Quai 54 theme music

VO: ...a raw drive for individuality that lives within us.



Vignette 3: B&W. Player #1 is walking down a crowded city street, dodging people as if they were players in a streetball game while air-dribbling an imaginary basketball, orange against the B&W picture.

SFX: crowd cheering

VO: It's a culture, a movement. Basketball is life.



Vignette 4: B&W Player #2 is a window washer and we see him to a jump shot with as if with a basketball to reach the top corner of a window. We see the cityscape below/behind him.

SFX: theme music, fade to crowd cheering during "jump shot", back to theme music

VO: We push the limits and know no fear.



Vignette 5: B&W. Player #1 is getting on a metro bus. He shoots an imaginary ball as he waits get on the bus.

SFX: theme music, fade to crowd cheering during "jump shot", back to theme music

VO: Wherever we go, we take that raw passion with us.



Vignette 6: Film changes to color. Transitions to Player #1 following through on his shot from the bus scene. This time he is a player in an actual Quai54 streetball game.

SFX: Quai 54 theme music

VO: And when you come to Quai 54, you bring your game...



Vignette 7: Cut to Player #2 cheering with his son as his friend scores. Player #1 points to him to show him that the basket was for him.

SFX: crowd cheering then back to music

VO: ...Not your name. Live the Glory.



End Logo: Quai 54
FX: Quai 54 theme music

VO: Quai 54 World Streetball Championship. [event date] For the love of the game.

RATIONALE

- We created a story that **relates to the fan at a 1-1 level**, inviting him into the Quai 54 universe by celebrating his role in our world.
- We want to inspire him to get to know the teams and the players and adopt the Quai 54 values and culture.
- The webseries is a catalyst of continued social engagement, ultimately allowing the brand and fans to have an impactful dialogue.

AMPLIFICATION

Quai 54 Web Series Communication Plan

Quai 54 World Streetball seeks to bring the game of streetball and the Quai 54 spirit to fans worldwide. To reach this global audience, we believe online media should be the primary driver for all communications about the brand, sport, athletes, and fans. As such, Team Orange has created a communication plan for the brand's web video series that focuses on three key elements of online media: Quai 54 website, YouTube, and all of the brand's dedicated social media channels (Facebook, Twitter, Instagram).

To execute this plan, a dedicated and knowledgeable team must be in place that understands the Quai 54 brand voice and tone.

- Emphasize the social in “social media.”
- Be an ambassador of the brand.
- Unite all who seek knowledge, camaraderie, and raw excitement.
- Evoke the raw passion that is Quai 54 World Streetball

AMPLIFICATION

Campaign Launch: End of summer basketball season 2015

Quai 54 is THE basketball event of the summer. By launching prior to the start of the NBA season (Oct.), we can capture fan attention before it's diluted and keep fans hooked on the edgy, raw, tough version of their favorite sport.

- **Website:** <http://www.quai54.com/>
 - This is the hub of the series, requiring a takeover of the homepage. When visitors arrive, they will be presented with a hero image of our characters: a fan and a player. But who is who? Visitors will be invited to “join the team” and watch the moving tale that ends with a CTA: *What's your street style?* Share your story for a chance to win an all-expenses paid trip to a 2016 Quai 54 game.
 - The website will feature top entries that will be voted on by visitors (generating site traffic).
- **Partner Websites:** Sponsors, Ambassadors, Etc.
 - (Trade) In exchange for featuring the Quai 54 web series on their websites, Quai 54 will feature logos and links to their website sites free of charge or at a discount.
 - (Funding) By underwriting the production of the video, sponsors can have their logos included at the end of the video on the CTA page.

AMPLIFICATION

- **YouTube:** Hub for social media links
 - The Quai 54 YouTube page will feature the web series as its featured video. Activate the comments section and monitor chatter.
 - Make sure the copy below the video reflects the voice and tone of the brand. Include a link to the Quai 54 website.
- **Facebook:** Hub for social chatter, Quai 54 community
 - With more than 31,000 likes, Facebook is one of the brand's larger social channels. A link to the web series from YouTube should be featured on the page and pinned to the top for the duration of the season.
 - Conversations on Facebook should connect back to the spirit of the series. Ask, "*What's your street style?*" Dig into the spirit, passion, and raw toughness of the game.
 - Invite guests (uber fans, players, coaches, NBA players) to share their street style. Start with players and then invite fans to join the conversation by commenting on their neighborhood team's unique street style.
 - Host a live Q&A with the stars of the video.

AMPLIFICATION

- **Twitter:** Real time content and retweets
 - Twitter is a less dominant social channel for the brand. Links to the web series hosted on YouTube should be featured weekly. Use the hashtag #Quai54, #Streetball, #Streetstyle.
 - Promote the *What's your street style?* contest on Twitter. Feature an image and/or link with every post.
 - Monitor chatter on Twitter about streetball, NBA, basketball, etc. and engage in conversation with fans. Retweet content that is interesting to fans.
- **Instagram:** Quai 54's most popular social channel
 - With 14,500 followers, Quai 54's Instagram is a surefire way to build excitement around the brand.
 - Still photos from the web series should be featured on the site with captions that link fans to the contest page.
 - Dedicate content specifically to *street style*: what fans/players wear. Use the hashtag #streetstyle.
 - Engage with fans. Like their comments and respond.
 - Invite guest Instagrammers to participate. Have them use the hashtag #Quai54 on their pics and regram on the Quai 54 page.

