

THE LA GALAXY MARKETING PROGRAM

"The primary marketing objective for the Galaxy is ticket sales," says Casey Leppanen, senior director of marketing and broadcasting. "Our product is soccer," he goes on to explain, "but we are more than that. We are an experience." So, to sell single-game tickets and season tickets, the Galaxy developed a comprehensive marketing program. According to Leppanen, "Our marketing mix is pretty similar to any other sports team or company you're going to find." The key difference in marketing a sport, or any service, is that every game offers a different experience to fans. The players, the opponents, the weather, and the outcomes of the games change constantly.

How does the Galaxy sell a product that is constantly changing? The first step is to understand that different segments may attend a soccer game for different types of experiences. For example:

- *Supporter clubs.* Attend to watch the strategy of a game and see the Galaxy score.
- *Families.* Want to have fun, see the mascot, and get a souvenir.
- *Latino community.* Enjoy watching soccer and forming connections with players from Central and South America.
- *Trendsetting youth.* Attend to meet friends, enjoy an event, and see star players.
- *Groups* (teams, corporations, religious groups, etc.). Want an opportunity for networking and teambuilding.

The different interests combined with the changing "product" create a special marketing challenge.

The experience the Galaxy provides to fans is much more than watching a soccer game. It includes the quality of play, the individual members of the team, the merchandise, food, facilities, activities, and interactions with staff, other fans, and players. Some of the specific elements of the Galaxy game experience include:

- *Star players.* Robbie Keane, Steven Gerrard, Sebastian Lletget, and Giovanni dos Santos are all soccer stars that attract fans.
- *Team LA Store.* Offers LA Galaxy merchandise at StubHub Center and other locations.
- *Supporter clubs.* Three clubs—the Angel City Brigade, the Riot Squad, and the Galaxians—offer the opportunity to participate in an intense and festive fan experience, complete with songs and chants!
- *Promotional nights.* Special events include Family Nights, Bobblehead Nights, Jersey-Off-The-Back Auctions, and Student Nights.
- *"Name in Lights."* A donation gets your message on the home game scoreboard.
- *"Cozmo."* The team mascot who entertains all fans at every game.
- *StubHub Center.* The soccer-specific stadium offers a great atmosphere, amazing sight lines, event suites, terrace cabanas, restaurants, assigned seating, general admission seating, and an inclined lawn (also called the berm) for picnic-style seating.

Of course, there are many other elements that are all part of the experience the Galaxy marketing team manages and delivers at every game!



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