

# Flipside Football Marketing Campaign

## *On the Flipside, You Can!*

### Creative Brief

**Situation:** Flipside Football is the creation of a fifteen year old boy back in the grade school days of the 1980s and 1990s when paper football was all the rage. Flipside Football offers a significant upgrade in game play. It takes the ability of simulating actual football plays on the table or the floor to the next level. It is not so much turn-based as it is a hands-on interaction between both offense and defense unlike any other game of its kind.

Flipside Football was released in 2013, but does not currently enjoy widespread distribution. It has generated some curiosity at various festivals, but needs to create more awareness in social media and beyond word of mouth to local interests. It has a modest inventory of 50 complete games. Fields could be sold separately if families are only looking for a nice vinyl tablecloth. Writcreate.com and FlipsideFootball.com are the exclusive dealers of the product, but could expand into more online store locations, including the tailgating affiliated products area.

**Cultural fuel:** Parents are looking for constructive entertainment for an underserved segment, 12 year old boys, that will keep their kids interested in playing at home, but unplugged (from internet, TV, phones, video games). There is a decline in children playing and running around haphazardly outside, but an increase in structured play supervised by caring parents. An interest in sports remains steady while sports entertainment continues to rise in financial value across most sports. Connect this to an increased interest to video ourselves and share on social media and then Flipside Football becomes not only a family event but could be a social sharing event for teenage boys. Rather than playing the video game they can be the star in their own video while playing this game.

**Purpose:** Create awareness and position Flipside Football as the go to game for football flicking fans and football party participants.

**Target Audience:** The target audience is Middle School and High School boys with actively engaged middle class, family oriented, mothers who like bringing food and fun together with good sportsmanship.

**Target Insight:** This demographic likes being the home where other kids come, and where adults gather for sports watching and game nights, but it wants to be involved in creative, constructive, physically engaging activities, which are especially harder to come by for youth these days at home. These are generally sports loving young adults with lots of energy who seek an outlet to cure boredom, outside of video games. To bring the interests of parents and kids together they need something that can be played inside the home without damaging anything.

**Competition:** Recently, fathers have been resurrecting the old school format to show to their kids. Many simply make their own by memory, folding a large paper football to then slide along a kitchen table. That is enough nostalgia for them. Others have sought out a more permanent replication of their revered game. An iconic version of tabletop paper football took most advantage of the renewed interest and is sponsored by a big toy name \_\_\_\_; it reported millions of dollars in profits. Flipside is not directly in competition as it is a very different game. Other tabletop offerings have sprung up on YouTube with various twists to the original game instructions, including, \_\_\_\_, \_\_\_\_, but each with minimal success having not been able to tap into the original game's emotional attachment or prove to be a sufficient new offering. Flipside Football is competitively priced and best positioned to appeal to a new generation. Flipside Football also competes for time with any other entertainment offering, although when it comes to watching football it coincides better than any other by doubling as a tailgate or football party kit.

**Communication Problems:** Moms have purchasing power in the home. Entertainment for young boys inside the home has taken a backseat with a down economy, except for birthdays and Christmas. It is difficult to communicate the advantages of the product as both a party kit to be used for the table setting and decoration at football parties and as a football game, though if understood it could easily become a must-have at every football game day experience in the home. It has to set itself apart as a unique football game that requires unique motor skills and interaction with others.

**Bottomline:**

**Focus of sale:** Flipside Football is more than paper football; it is the ultimate football party partner and an essential game day event.

**Support:** With both offense and defense (every imaginable play in the playbook) and a place setting field designed for parties/tailgates Flipside Football is the ultimate themed game for the occasion.

**Tone and manner:** The tone is fun, positive, and puts out a challenge to take it on and make it part of your family and your football world. The manner is a relaxing home field advantage kind of feel but fast-paced action to test your skills.