

AMAZN HQ X BCEC

SPRING 2024 | MIDTERM DELIVERABLE

A close-up, low-angle shot of a basketball hoop and net, illuminated by a bright light source from above, creating a warm, golden glow. The net is in sharp focus, and the hoop is visible at the top.

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INTRODUCTION



INTRODUCTION

Project Managers

Business Careers in Entertainment Club (BCEC) is a UC Berkeley student run organization that allows a combination of analytical and creative skills in entertainment through consulting projects.



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Research Scope & Overview

Research Focus

Assess the current performance of AMAZN HQ and similar brands to determine implementable strategies to support the growth of the company.

Key Goals

- **SWOT Analysis:** Research successful tactics and opportunities for growth from AMAZN HQ and similar companies.
- **Monetization Plan:** Propose strategies for monetizing AMAZN's current audience.
- **Potential Partnerships & Campaigns:** Research prospective brands for AMAZN to partner with in future campaigns.

SWOT ANALYSIS



SWOT Analysis

AMAZN HQ

Strengths

DYNAMIC ENGAGEMENT IN BASKETBALL AND FOOTBALL

SPECIALIZED COVERAGE: AAPI SPORTS NICHE

TIKTOK TRIUMPH

Opportunities

UNIFYING THE BRAND PLATFORM

REORGANIZATION OF WEBSITE FORMAT

MERCH: CREATE A BRAND IDENTITY

Weaknesses

LACK OF CONSISTENT DESIGN LANGUAGE ON INSTAGRAM

UNEVEN REPRESENTATION OF FEATURED PLAYERS

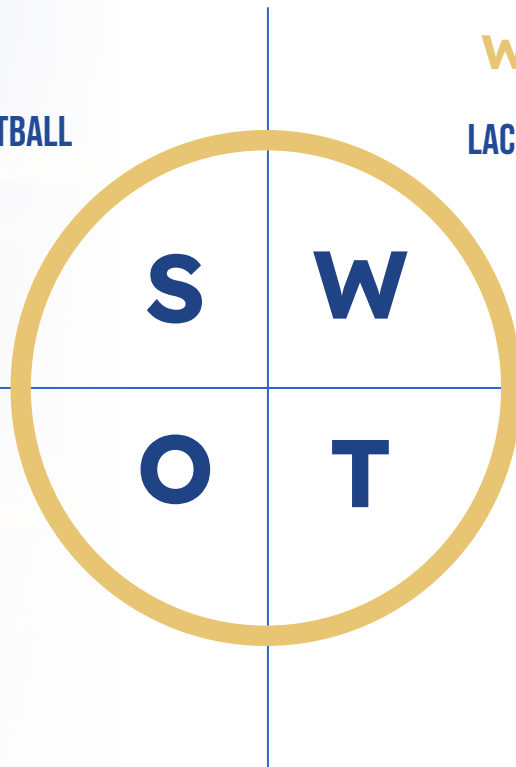
INSUFFICIENT PROMOTION OF MERCH

Threats

BROADCASTING RIGHTS AND INFRINGEMENT

COMPETITION FROM ESTABLISHED CORPORATIONS

COMPETITION IN MERCHANDISE



SWOT Analysis

ballislife

Strengths

EXTENSIVE “UNDERGROUND” OUTREACH

USES MIXTAPE CULTURE AND SUBMISSIONS

QUALITY SPORT-BASED MERCH

Opportunities

INCREASED NBA AND G LEAGUE OUTREACH

IMPROVEMENT OF ORIGINAL CONTENT

INTERNATIONAL EXPANSION

Weaknesses

LIMITED AUDIENCE

“ORIGINAL” CONTENT UNDERPERFORMS

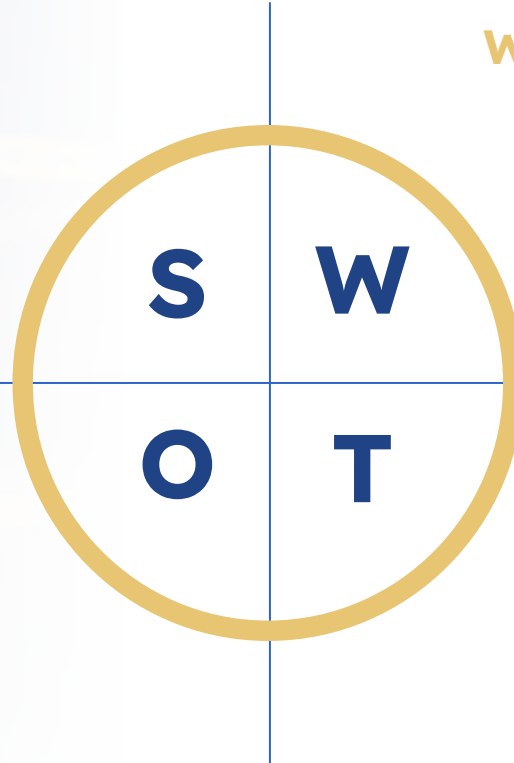
LESS MARKETABLE FOR MERCH

Threats

LOSING INTERNATIONAL REACH

MERCH GETS OVERTAKEN BY OTHERS

OTHER COMPANIES TAKE AUDIENCE



SWOT Analysis

ESPN

Strengths

WELL ORGANIZED WEBSITE

BRAND RECOGNITION

ARTICLES REACH HIGH READERSHIP

Opportunities

EXPANSIVE SCOPE

NOTABLE EMPLOYEES

INTERNATIONAL GROWTH

Weaknesses

NO SPECIFIC TARGET COMMUNITY

LIMITED BROADCASTING ABILITIES

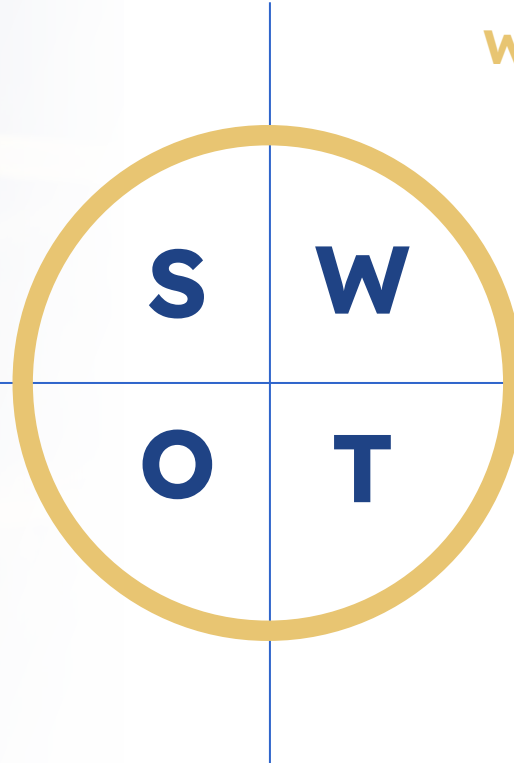
DELAYED GAME UPDATES

Threats

COMPETITION FROM TECH GIANTS

QUICKER GAME UPDATE APPS

COMPETITION FROM OTHER NEWS OUTLETS



SWOT Analysis

OVERTIME

Strengths

USER-FRIENDLY INTERFACE

ALL PLATFORMS ARE LINKED

RECOGNITION AND REPUTABLE

Opportunities

DIVERSIFY OFFERINGS

COLLABORATIONS WITH DIFFERENT CULTURAL GROUPS

INTERNATIONAL GROWTH

Weaknesses

NO NICHE FOCUS

DOES NOT INCLUDE A KEY BRAND IMAGE

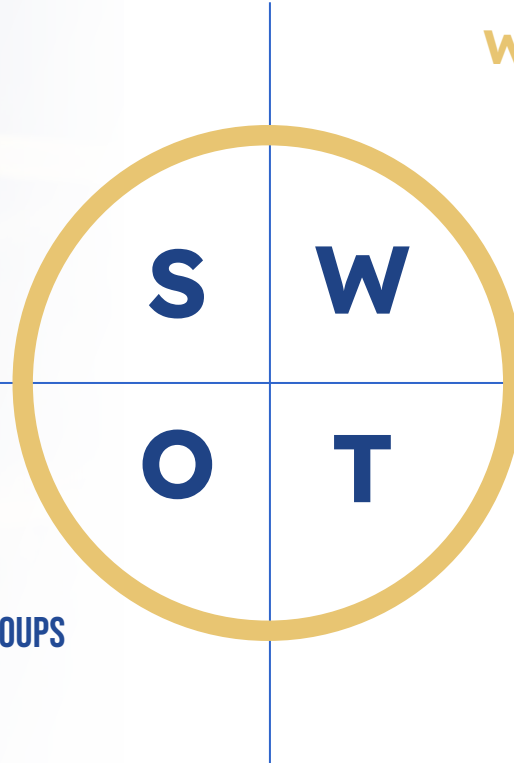
SEPARATE PLATFORMS FOR MERCH AND WEBSITE

Threats

ESPN IS STILL LEADING PLATFORMS

HAS NOT DOMINATED THE INDUSTRY

COMPETITORS HAVE DOUBLED THEIR AUDIENCE



MONETIZATION PLAN



MONETIZATION PLAN

Audience Outreach

01/ TWITTER

02/ PLATFORM FOR
SUBMISSION

03/ GIVEAWAYS &
SHOUTOUTS

Merch Analysis

01/ LOGO SIMPLIFICATION

02/ SIMPLE STYLIZED "A"

03/ LESS TEXT, MORE IMAGE

POTENTIAL PARTNERSHIPS



AAJA SPORTS

ABOUT

ASIAN AMERICAN JOURNALISTS ASSOCIATION

- 2K+ FOLLOWERS ON TWITTER THAT HIGHLIGHTS RESOURCES AND SPORTS COVERED BY AAPI JOURNALISTS
- GARNERS 12K+ FOLLOWERS FOR ASIAN AMERICAN JOURNALISTS

CAMPAIGN PARTNERSHIP

COLLABORATION

- AMAZN'S PLATFORMS ARE COVERING AAPI ATHLETES ALONG WITH AAPI JOURNALISTS

PACIFIC MEDIA NETWORK NEWS (PMN)

ABOUT

- MEDIA NEWS ORGANIZATION FOR PACIFIC ISLANDER UPDATES
- INSTAGRAM
 - 3.1K+ FOLLOWERS
 - LOCALS INTERVIEWS
- TIKTOK
 - 4.7K+ FOLLOWERS & 133K LIKES

CAMPAIGN PARTNERSHIP

- SPORTS NEWS COLLABORATION
 - PACIFIC ISLAND AUDIENCE SEGMENT RETENTION OPPORTUNITY
 - NRL SEASON (RUGBY)
 - TIKTOK INTERVIEW WITH PLAYERS

GOLD HOUSE

ABOUT

- UNITING THE ASIAN PACIFIC COMMUNITIES THROUGH MEDIA, INVESTMENTS AND RESOURCES
- INSTAGRAM :
 - 108K FOLLOWERS (VERIFIED)
- A100

CAMPAIGN PARTNERSHIP

- WEBSITE & INSTAGRAM: RECOGNIZE AND PROMOTES LEADERS IN ATHLETICS, TRAILBLAZERS, AND ACCOMPLISHMENTS
- NEWSLETTER: SPORTS SECTION
- GOLF GALA : INVITE AAPI ATHLETES

NEXT STEPS



NEXT STEPS

1

Preparation



Finalize collab & monetization ideas, details, & schedule

2

Production



Potential outreach to the companies + content or merch production

3

Implement



Implement the ideas for merch + partnerships

4

Analyze



Receive & analyze impressions

QUESTIONS

