

Lafayette Brawlin' Dolls

WOMENS FLAT TRACK ROLLER DERBY TEAM

Advertising proposal for the Lafayette Brawlin' Dolls



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For our client based project, we are proposing to create a multimedia advertising campaign to help raise awareness and recruitment for the Lafayette Brawlin' Dolls, the roller derby team in Lafayette/West Lafayette.

Roller derby as a sport is often quite misunderstood, and part of our campaign's aim will be to help the Lafayette Brawlin' Dolls overcome these misconceptions. The Lafayette Brawlin' Dolls are not represented well in the area in terms of events and recruiting, and to help them become better known on campus and in the greater Lafayette area we have decided to create a marketing and advertising campaign for them, that consists of a Youtube advertisement, a print flyer for the MyPurdue eSidewalk system, and a newspaper advertisement.



photograph supplied by Gabe Garver Photography

The Lafayette Brawlin' Dolls' mission statement: The Lafayette Brawlin' Dolls are a community of dedicated and unique women committed to strengthening the international resurgence of Women's Flat track Roller Derby as a competitive sport. LBD exists to encourage women's leadership, empowerment, camaraderie, and athleticism. As a grassroots organization we understand the importance of giving back to our larger community and whenever possible support local businesses and charities through volunteerism and donations.

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How The Job Will Be Done

In order to achieve these efforts, our team will collaborate with LBD to conduct an interview with the team coordinator and founder, Beth McCauliff, to show her passion for derby and why she wanted to start the team, what LBD does for women, and what they do for the community. We will also illustrate how LBD is involved with the community and is aiding many foundations and charities.



LBD lends a hand with many community events and donates to different charities including: Big Brothers & Big Sisters, YMCA Women's Cancer Program, Wolf Park, Jessie Levering Kids' Foundation, and participates in fundraisers for the community.

Left: *LBD at the ZOMBAID zombie walk/food drive*

Such fundraisers are Grab Life by the Ball, a dodgeball tournament that raises money for testicular cancer research, Bowl For Kids' Sake, a bowling tournament to raise money for the Big Brothers & Big Sisters, ZOMBAID food drive, Walk and Roll to benefit the Wabash Center, along with many others. The Lafayette Brawlin' Dolls appear at and support many community events such as the Mosey Down Main Street, OUTfest, and so on.

With their huge involvement with the community we feel it necessary to create a better organized campaign to represent them in a way that truly shows their commitment and contributions to the Greater Lafayette community.

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The Brawlin dolls are very involved in the community, therefore deserve to be represented well in the community. In addition, LBD has been founded to support local charities that benefit women, children and animals and proceeds from bouts go to some of these organizations.



LBD Display board for at the Pink Party to support breast cancer

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For the Video

We plan to interview LBD founder Beth McCauliff about creating a roller derby team in Lafayette, and what it means for women and for the community. We will also be interviewing several skaters, asking them all the same question: What does LBD mean to you? We hope to highlight the camaraderie, empowerment and sense of belonging that LBD provides women with.

The other aspect we will be focusing on is LBD's place within the greater Lafayette community. We will be including photographs and video footage of community/fundraising events, as well as talking to skaters about past charities the team has supported and community events they have participated in, as well as upcoming initiatives the team has planned. We will also be including footage and photographs from bouts to emphasize the fact that roller derby is an intense, physically demanding and competitive sport, as opposed to the 'spectacle' aspect often associated with the sport.

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For the Flyer and Newspaper Advertisement

As LBD heads into their off season, they will once again be opening recruitment to the public. This generally only happens quarterly, so we hope to generate as much interest in this recruitment round as possible. To this end, we will be putting together an advertisement that will increase awareness of the team, the open recruitment, and inform readers about how to contact the recruitment officer.

This advertisement will be created with a flyer for print and for the Purdue eSidewalk system in mind, but then we will also make a smaller, more concise version suitable for print in a newspaper.

