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**This is a set of publicity stunts I came up with for Rockstar, Inc. It was written from the perspective of a Rockstar Marketing Director.**

**LARGE STUNT**

**Description**

For this stunt Rockstar is teaming with Major League baseball to give an exciting opportunity to eight Rockstar fans, who can win big by purchasing Rockstar energy drinks this summer.

Eight winning tickets will be placed in Rockstar Energy drink cans that will send the winners to the upcoming MLB All Star game. The tickets will be sealed to the top of the cap, and once discovered can be sent to Rockstar Headquarters to confirm a winning entry. Once at the event, each winner will be paired with a baseball player competing in the event.

Rockstar will place a small billboard with the Rockstar logo deep in centerfield. If one of the players in the derby hits the billboard, he will win 1 million dollars for the fan who he represented. In addition, Rockstar will give another million dollars to the baseball player's charity of choice.

If no player hits the billboard, Rockstar will donate 250,000 dollars to a charity chosen by the player who wins the home run derby.

**Potential Resources Needed**

-News Releases and Advertising Costs to promote event

-Insurance policy if billboard is hit

-Extra Cases of Rockstar due to anticipated demand increase

-Billboards of Rockstar installed in stadium

**Intended Audience**

MLB Fans

**The Message You’re Trying to Convey**

Rockstar is trying to convey a joint partnership with Major League Baseball to attract their fan base.

**Expected Duration Of Media Coverage**

Two Days. The day of the home run derby, and the day after when the event is covered on Sportscenter.

**Types Of Media Coverage**

The home run derby would be aired in primetime on ESPN. Highlights of the event would be shown on ESPN, Fox Sports Network, and other sports channels.

**Possible Liabilities or Risks**

If the billboard gets hit Rockstar would owe 2 Million. An insurance policy would need to be taken out in the event this occurs. If no one hits the billboard Rockstar still will pay out 250,000 dollars.

**Why is This a Good Idea**

Rockstar could tap into the large Major League Baseball fan base.

**Small Stunt**

**Description**

Rockstar would sponsor an event at a club in its headquarters of Las Vegas, Nevada. The tagline will invite people to come out to the nightclub and Party Like a Rock Star. To attract people to the nightclub Rockstar will pay the club to give each patron a free drink courtesy of Rockstar.

**Potential Resources**

Rockstar would need to pay a nightclub in the Las Vegas area to allow them to advertise our brand for the night, in addition to the cost of the free drinks.

**Intended Audience**

Young adults in the Las Vegas area.

**The Message You’re Trying to Convey**

That Rockstar is a drink that supports the active lifestyle of young adults.

**Expected Duration of Media Coverage**

Local papers would announce the event after receiving press releases advertising the event from Rockstar.

**Types of Media Coverage**

The event would only receive exposure in the Las Vegas area from local newspapers.

**Possibility Liabilities or Risks**

Rockstar will owe the nightclub for the costs for one free drink for each patron.

**Why This Is a Good Idea**

Targeting a sizeable demographic in the location of the company’s headquarters. Rockstar could increase local sales and boost its reputation in an important market.