



hummel[®]

US LAUNCH & MEDIA PLAN BY





Executive Summary ---

The ever eager Flyte Media team is ready to take on a new and exciting multimedia and advertising project in the form of the U.S. launch of the fashion sportswear brand, Hummel. Jeff Duback, the President of Hummel U.S., is passionate about establishing the historic company here in the states and creating a strong fan base to support an already famous global brand. Hummel has a strong commitment to individual personality in fashion and a strong team lifestyle, with a focus on soccer. Hummel as a company also has a foundation in social activism, which they have sewn into the very fabric of their everyday business dealings. They have incorporated international humanitarian efforts into their products and connections with soccer clubs. As a “football” brand in the U.K and other European countries, Hummel has a very rich and well established reputation as a unique and globally conscious brand that Flyte Media is excited to be apart of.

In researching Hummel’s previous launches in the United States and cross referencing this information with consultation with Jeff Duback, we found that the brand itself found a strong fan base here, however it was internal issues that lead to the company pulling out of the U.S. However these brief forays into the American market have created a following of consumers eager to purchase this iconic European brand, that has become rare and mysterious to them. They want the brand however they don’t know how to purchase it. This is a phenomenon we hope to capitalize on with our proposal. Therefore our goal for this project is to create a Hummel sub-culture within our target audience in the U.S. akin to that of the sub-culture in the U.K and European countries.



With our in depth research and creative work we have created a plan to create a vibrant home for Hummel in the states. In a brief overview the concepts we have been working with in order to connect Hummel with the U.S. market are; a social media campaign focused on creating a unique and edgy American perspective, , creating mobile compatibility for the Hummel website, fixing minor issues with the website itself, adding a female perspective to the overall flow of the site and finally creating a mentorship program that will connect inner city youth with the local athletes and clubs they follow. These tactics, which we will delve into later in our recommendations, will fully encompass the needs laid out for us by Hummel International and Jeff Duback very. Flyte Media is currently in the process of taking their creative vision and crafting a U.S. launch worthy of Hummel's outstanding name and history.



Table of Contents

2	Executive Summary		
		36	Site Map 34
	Problem Statement	7	Staffing
8	Needs Analysis		40
		43	Production Schedule 40
	Market Analysis	14	Budget
19	Personas		44
			Sign Off Sheet 44
	Treatment	21	47
			Limitations



**“HUMMEL IS
A LIFESTYLE”**

Problem Statement

Hummel, a premier producer and distributor of Europe's most popular brand of soccer equipment and apparel is ready to make a splash in the United States where it is a brand that everybody sees but nobody knows where to buy. As a part of this initiative, Hummel hopes to work with an aggressive interactive media agency to create a virtual campaign that invites Americans aged 15-24, as well as the soccer clubs that they follow, to adopt the Hummel team lifestyle. Hummel products include soccer balls, shoes, bench coats, kid's apparel, and team sportswear. Users of this media will be made aware of Hummel's commitment to social issues, using the power of a medium (e.g., web, social media, mobile apps) to not only sell their products, but to make the world a better place. In Europe, for example, Hummel has created a game for download that allows winners to donate a soccer balls in their name to the children of Sierra Leone. The American approach must follow suit. It should include an approach to make users aware of a social issue or issues that resonate strongly with Americans, further helping to solve this issue in some way. Proposed solutions must be cognizant of what Hummel's competitors are doing, providing an approach that sets it apart from these same competitors.

The budget for this project is \$50,000.



Needs Analysis

- There is no U.S. specific social media hub or hubs.*
- The U.S website does not offer U.S sizes and the costs are all in Euro.*
- Social Media is difficult to find on the website*
- The site is difficult to use on a mobile screen*
- The account function, which should be personalized to the user, is very generic.*
- YouTube video is very disorganized which is unfortunate due to the high quality commercials and advertising that Hummel Produces.*

As a highly reputed international sports and fashion brand, **Hummel** is looking to open its doors in the United States, a project which promises to be exciting for **Flyte Media**. **Flyte Media** is hoping to give **Hummel** the perspective they need in order to reach an American audience. **Hummel** needs to reach an audience comprised of 15 to 24 year olds, who comprise

European sportswear and equipment producer powerhouse **Hummel** is unleashing its plan to conquer the market in the United States. **Hummel's** presence in the United States has been spotty and inconsistent in the past, but the brand is ready to take the United States by storm. The problem that **Hummel** is facing is not visibility, although more would not hurt, but informing those interested in the brand of where to purchase their new threads and accessories. **Hummel** is a lifestyle. That lifestyle is best lived by and designed for Americans aged 15-24 years old and the soccer and sports clubs they follow. **Hummel's** major problem is its enigmatic existence in the United States that are leaving Fashion minded (15-24 year olds) confused where to get it. **Flyte Media** has the solution to making business connections and empty market follow-through. **Flyte Media** has designed a social media campaign featuring visually representing the fashion, social, and personable aspect of **Hummel** to the generation who uses social media the most and in most cases exclusively. Our organization has also edited and restructured **Hummel's** mobile website to be incredibly user-friendly, giving 80% of web users a better opportunity to find the threads they've been dying to discover.



A close-up photograph of a person's neck and shoulder area. The person is wearing an orange athletic shirt with a dark blue collar. The shirt has a ribbed texture and the brand name "hummel" is printed in white on the chest. The background is dark and out of focus.

hummel

Brand History

As a Danish brand that was founded in 1923 by the Messmer family in Germany, Hummel has a very long and vibrant history full of innovation. This innovation began with the idea to put cleats on football boots in order to give the players more traction. This instantly revolutionized a whole new aspect of the game and gave way to a brand that essentially crafted a miracle. With the cleats attached to the boots, the players were able to move in a noticeably different way, much like a bumblebee being able to fly, in that they look like they shouldn't be able to. In German, Hummel means bumblebee, thus giving a name to this revolutionary brand, and also great significance to their current place in the sports fashion market. A bumblebee and a series of chevrons are their current signature logos, one honoring their past and the other marking their movement forward in fashion.

As Hummel began to grow as a soccer brand, they made another innovative move by working with the soccer club Real Madrid to design team shirts, or jerseys. Even the biggest clubs at the time did not have team shirts but Hummel, in a move founded on their legacy, paired with this relatively small underdog club in order to bring something else new to the game. The brand immediately took off after this as the idea of team shirts became more and more in demand. Also noteworthy, Hummel partnered with George Best to make a red cleat, not exactly shocking by today's standards, however this was the first cleat designed that wasn't brown or black.

After going bankrupt in 1999 due to a stagnancy in its appeal the company was bought by Christian Stadil, the current CEO. Stadil is responsible for rejuvenating the company and pushing it forward in the fashion world. Stadil took his own unusual and highly diversified sense of style and paired it with a vision he had of the retro possibilities of Hummel's long history. With one of the company values being creating a team





lifestyle, Stadil has gathered a highly innovative and creative team together that have made huge strides for the company. Stadil has brought a new focus on fashion and team lifestyle to the Hummel name, while also creating the idea of “changing the world through sports.” This change comes at its largest scale in the form of global Karma projects in which Hummel has the sports clubs it designs for sponsor a project that will create some form of social change. Such projects include sponsoring the creation of a team in Tibet and a women’s team in Afghanistan. Hummel does not mess around with their mission as a socially conscious brand, as both of these moves were highly controversial. Hummel also demands that their sponsored clubs do community service. This sets Hummel far above their competitors, such as Adidas, Nike and Under Armour, who are more about finding the fastest way to dominate the market.

Over the last 20 years under Stadil’s vibrant imagination and zen business practices, there has been an 8- 20% growth worldwide almost every year, with one new market opening every 3- 5 years. A sound practice as it allows the company to focus on establishing that new market rather than spreading their interests thin. The U.S. is the largest market not yet open, which is where Flyte Media comes in. Jeff Duback has charged our team with creating a launch plan in the U.S. that will incorporate multimedia to advertise this unique brand to a very specific U.S. audience, 15-24 year olds and the soccer clubs they follow. Hummel already has a strong following outside of the United States, in fact it has been described as its own sub-culture full of fashion conscious consumers who strive to be different, and love supporting a cause.





Market Analysis

Hummel International's reliance on Karma projects to set their brand apart from competitors means it is essential to review steps that those competitors are taking to appeal to a consumer social conscience in the United States. These rivals can be examined through three factors. Firstly each company is limited by the revenue that they intake and this factor is crucial to describe each company's potential to have global impact. Next are the avenues that each company utilizes in order to achieve global or local impact. And finally an examination of the origins and consequent histories of each company's successful and detrimental controversies will factor into a consumer's product loyalty.

The **Nike Corporation** stands alone at the top of the list when we incorporate the financial pool from which they are able to draw funds in order to make a positive social impact. **Nike** reported \$25.3 Billion in revenue as of 2013. This gives them the most potential to make a positive connotation in the minds of social conscious consumers. This affluence gives them the most potential to be perceived positively. Their impact is facilitated by outside organizations when we examine their impact globally relying on "Girl Effect" to impact globally. They are partnered with several other organizations that round out their social change regime. They also support various communities in the Northwest region of the United States around the region where their headquarters is located. **Nike** however has face criticism in the past based on the sweatshop environment that was their production facilities in China.

Adidas and its subsidiary **Reebok** are second with a total of approximately \$15.73 Billion in reported revenue as of 2012. They have a strong share of the contemporary consumer market. **Nike** and **Adidas** hold the attention of most of the retailers in the United States.

This tradition of market dominance is an assurance to consumers who are looking for a product that will make them the most formidable athletes that they can be. **Adidas** has such an influence internationally that they rely on funding NGOs for the majority of their social impact. NGOs or Non Governmental organizations supply support for nations that experience poverty. These partnerships give them an inherent respectability as an avenue to achieve social impact. In exchange for these social services to governments who support the ideas of the prevailing global political climate ensuring that any controversy will be limited. These steps

have insured that **Adidas's** reputation will flourish in societies that view such organizations as a positive socio-economic force. **Adidas** is not without scrutiny however. In 2012 they had planned to release a shoe, which featured shackles. Due to public outrage **Adidas** canceled production of the shoes.

Puma is the first of the small yield companies, which control select markets. Their latest reported revenue was \$3.17 Billion in 2014. **Puma** was partnered with **Adidas** until 1948 and still maintains a headquarters in the same city. **Puma** has a crisis when it comes to labor relations. This is essentially the extent of their community impact. See this quote from their Sustainability tab on their web site "Our understanding of a just future is also based on the United Nations Guiding Principles on Business and Human Rights and its three pillars: State Duty to Protect, Corporate Responsibility to Respect and Access to Remedy." The segment following this is a list of their responsibilities as a company.



Reported Revenue

NEW BALANCE
\$2.29 Billion

PUMA
\$3.17 Billion

ADIDAS
\$15.73 Billion

NIKE
\$25.3 Billion

UNDER ARMOR
\$3.08 Billion

Under Armor is the most recent addition to the sports apparel market. The company was established in 1996. They also have a contemporary view of societal impact. Their reported revenue in 2014 totaled \$3.08 Billion. They have developed a three-pronged program of social impact entitled UA Give Back. Through this channel they support three worthy causes. UA Power in Pink “Celebrates the many women who use fitness and exercise to stay healthy, and serves as a platform to help raise awareness about breast health.” UA Win Global is dedicated to facilitating organized sports for youths in “underserved communities.” And UA Freedom, which helps to fund the Wounded Warrior Project. UA Freedom also sponsors the Baltimore City Firefighters and EMS via access to “state-of-the-art gym facilities.” **Under Armor** emerged into the public spotlight when it was featured in the films Any Given Sunday and The Replacements.

New Balance is the only identified competitor that has a longer success story than **Hummel International**. Founded in 1906 they were also not originally an athletic product. In 1960 they shifted the majority of their manufacturing to track shoes at this point. The company is based in Boston, Massachusetts and rival **Hummel** in terms of innovation of shoe technology. They are a threat to **Hummel** due to both innovation and the fact that they run manufacturing in both the U.K. and the United States, however the history behind their growth as a homegrown company is not being capitalized on in the same way that Hummel has. These markets represent the extent of the company’s global reach. Through the New Balance Foundation and the group’s 2014 initiative “NB SparkStart.” This program supports Nutrition education and fights childhood obesity in the New England region of the United States and communities near their facilities in the U.K. New Balance also donates \$250,000 to the American Red Cross Disaster Responder Partner.

Hummel’s Karma projects are unique both in the company involvement which is associated with such projects as well as their diligent system of checks which ensure that **Hummel International** is making a positive impact on every level from the companies that manufacture their product to the personalities that represent their brand.



Personas

Hummel has a very specific audience in mind when discussing whom they want attract as their initial consumers for their U.S. launch. The lucky contenders are those most likely to be in the aforementioned Hummel sub-culture, American youth age 15-24. We will be calling this group, the Hummelbees, to inspire the idea that these intelligent, young consumers can create a vibrant social media buzz for **Hummel**, effectively taking care of a large portion of Hummel's social media advertising. The following three personas highlight some key facts about Hummel bees, and how we can most effectively appeal to them through our tactics.



Alex Devereux is a 15 year old from Cincinnati, Ohio. Alex is a sophomore in High School and looking forward to his 16th birthday in a few days so he can get his license. Alex plays on the JV soccer team so he can't wait to be able to drive his friends to practice. He follows club soccer religiously, and his favorite is Sporting Kansas due to his fondness for the underdog. Alex isn't very socially aware but he is tapped into what is considered cool, especially in trying to impress the guys on Varsity. Alex has a limited allowance, however his parents are willing to pay for soccer gear if he makes it on Varsity next season.

Concerns:

- Staying up to date with what's popular
- Supporting his love of soccer
- Is Hummel going to have the gear I need?
- Do they have connections to the clubs I follow?

Objectives:

- Appeal to his parents budget
- Appeal to his social media community
- Connect him to Hummel social media hubs
- Connect him with local soccer clubs that wear Hummel

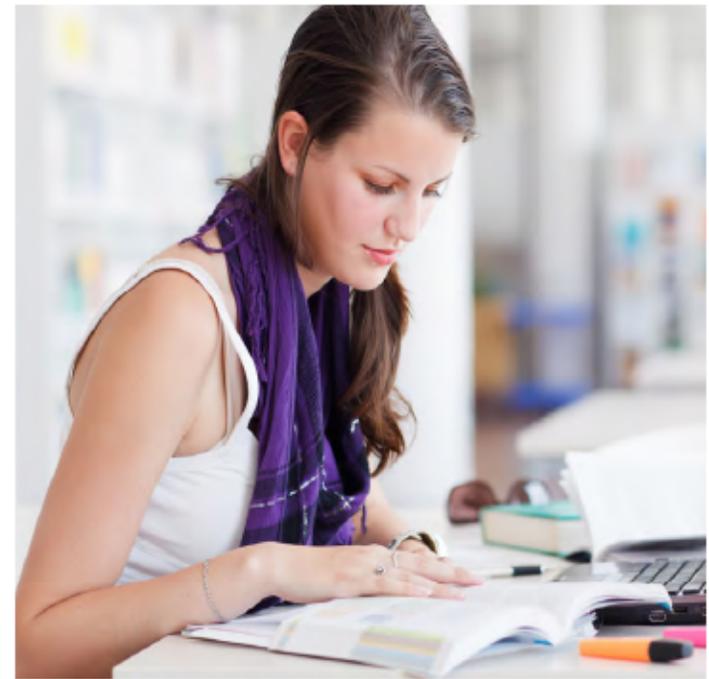
Esther Sullivan is a Junior at the University of Delaware. She is a 19 year old Political Science major. She is very invested in human rights and social activism, and follows current events daily. Esther has always like soccer but is too involved academically to play a Varsity sport and instead refs youth and adult soccer leagues on the weekends. Esther is from a middle class family and was able to got to school because of scholarships. Esther has always been given hammy downs from her older siblings and is just now making enough money to supply her own wardrobe

Questions:

- Is Hummel apparel versatile enough to be multifunctional in my wardrobe?
- Do they support humane business practices?
- Is Hummel's website easy to use and find the the things I like?

Objectives:

- Show the lifestyle and sport sides of Hummel gear.
- Show Hummels strong Karma Polycys and projects around the world
- Connect Esther to the social media and new website



Kate Snow is a 23 year old young professional living in San Francisco, California. Kate is trendy and extremely fashion forward. She doesn't play or follow any sports but she is a dedicated runner and part-time personal trainer. Kate loves to run and she wants to look good while running. She used to be socially aware in college, but due to her busy and hectic schedule she has last touch with current events. Now that she is coming into her own financially, she is looking for different ways to give back and how she should invest her money.

Questions:

- Will Hummel have apparel that will appeal to me?
- Do they have a way for individuals to get involved with Karma projects?
- How do they compare to popular brands like Nike?

Objectives:

- Show Kate the fashion side of Hummel
- Help Kate understand how Hummel supports changing through sports and how she may be able to serve locally.
- Outcompete Nike, Hummels number one rival as a fashion forward athletic brand.



Treatment

Hummel is a brand with a long history in Europe and the international sports fashion scene, however it is relatively mysterious and unknown in the U.S. Currently the allusiveness of this brand is what we at **Flyte Media** believe will set a beautiful and successful foundation for Hummel in the U.S. After analyzing our target audience, as set out by **Hummel**, we have identified several tactical areas that **Hummel** needs to focus on in order to take advantage of its current value. These tactics can be laid out in three steps, Presence, Site, and Mentorship. To ensure maximum visibility, attention to creating a presence unique to that of American culture should be at the forefront of all tactics.

With 15-24 years of age being our primary target audience, a strong social media presence in the U.S. is key to reaching this age range and connecting them both to products and awareness of local and international charity projects. At **Flyte Media** this social media presence should be centered on Instagram and Twitter, with U.S. specific pages for both. Designated hashtags should be used for certain products, events and charities. This should be a space to grow a community of fashion forward sports lovers, to connect them to products, and also make them aware of social issues. We want these tweets to be up close and personal with people working on charity and karma projects, and even those affected by them. We would like to also house social media right on the **Hummel** website, with the use of a Twitter Plug In. Buyers looking for a certain jersey can look at updated tweets from their favorite celebrity endorsers or local projects. Also on these U.S. specific social mediums, there should be a direct link back to the Hummel Website in order to purchase products.





Presence

Twitter and Instagram will be best used with unifying hashtags in order to get the most out of these sites and make searching easier. We suggest two main hashtags to do this in order to create an online social buzz.

The first hashtag, **"Hummel Karma"** will highlight the global good that Hummel is currently doing and how they are changing the world through sport. **Hummel's** Target Audience, fashion forward 15-24 year olds are currently being encouraged to more become socially and politically aware, so we believe that highlighting this part of Hummel's brand history will greatly appeal to this consumer base.

The second hashtag **"HummelSting"** is a play on the history of the bumblebee in **Hummel's** name and founding. **"HummelSting"** is how we hope to push forward the fashion aspect of **Hummel**, by using "sting" in the place of the ever popular and now overused "swag". It evokes an edge when thinking about personal style that we hope will appeal to young social media users, who will then post pictures to twitter and instagram of themselves in their **Hummel** gear and their own personal **#hummelsting**. **Hummel** has a very distinct style and their apparel stands out in a way that most American brands can't compete with. **#HummelSting** represents how wearing **Hummel** makes an edgy statement about your personal fashion.

An area that **Hummel** excels in concerning advertising, is there amazing commercials, which can be viewed on their YouTube page, Hummel1923TV. We believe that in order to really reach a U.S. audience a **Hummel** specific YouTube channel should also be created.

We believe that social media buzz on **Hummel's** U.S specific twitter, instagram and Youtube feeds will easily lead their audience to the **Hummel** website in order to buy the gear they see their friends wearing, or read more about a Karma project **Hummel** is working on.

hummel

hummel USA
@hummelUSA

The official Twitter account of hummel USA

United States hummel.net

35 FOLLOWING 122 FOLLOWERS

Tweets Media Likes

hummel USA @hummelUSA 6h
Do you know which football federation FIFA's Fair Play Award went to in January 2013?

HINT: Their national... fb.me/4VvFvWXY7

Home Notifications Moments Messages Me

hummel

hummel USA
@hummelUSA

The official Twitter account of hummel USA

United States hummel.net

35 FOLLOWING 122 FOLLOWERS

Tweets Media Likes

hummel USA @hummelUSA 6h
Do you know which football federation FIFA's Fair Play Award went to in January 2013?

HINT: Their national... fb.me/4VvFvWXY7

Home Notifications Moments Messages Me

hummel

hummel USA
@hummelUSA

The official Twitter account of hummel USA

United States hummel.net

35 FOLLOWING 122 FOLLOWERS

Tweets Media Likes

hummel USA @hummelUSA 6h
Do you know which football federation FIFA's Fair Play Award went to in January 2013?

HINT: Their national... fb.me/4VvFvWXY7

Home Notifications Moments Messages Me

hummel

hummel USA
@hummelUSA

The official Twitter account of hummel USA

United States hummel.net

35 FOLLOWING 122 FOLLOWERS

Tweets Media Likes

hummel USA @hummelUSA 6h
Do you know which football federation FIFA's Fair Play Award went to in January 2013?

HINT: Their national... fb.me/4VvFvWXY7

Home Notifications Moments Messages Me

Instagram



hummelusa hummelusa

1d



You



Instagram



hummelusa hummelusa

1d



You



Instagram



hummelusa hummelusa

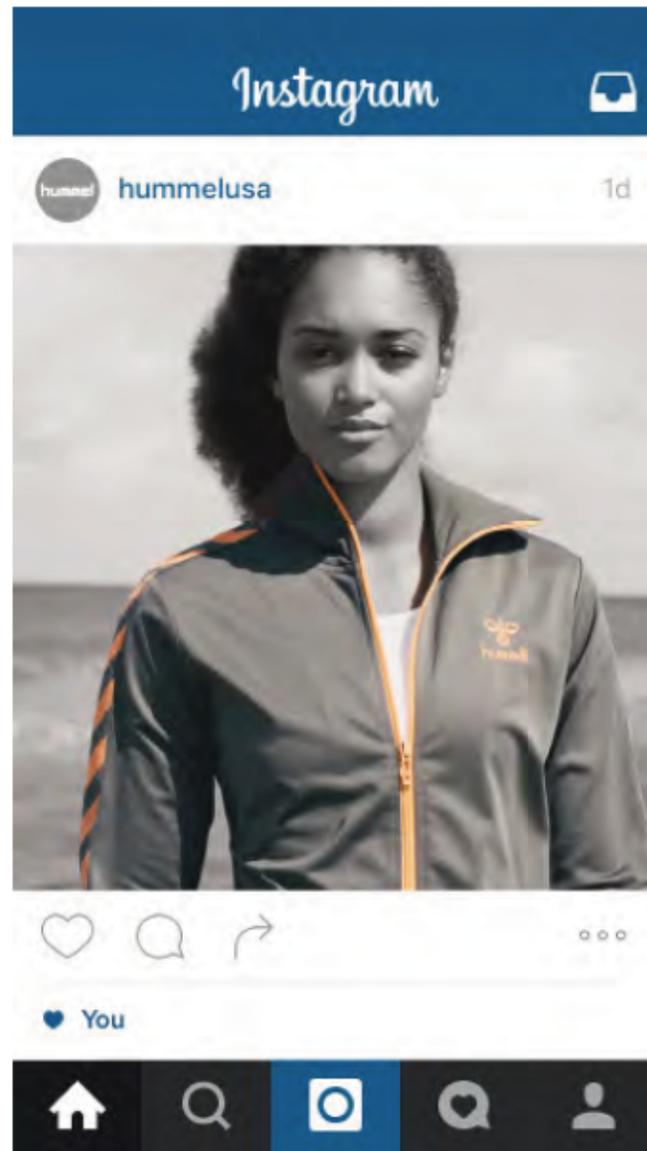
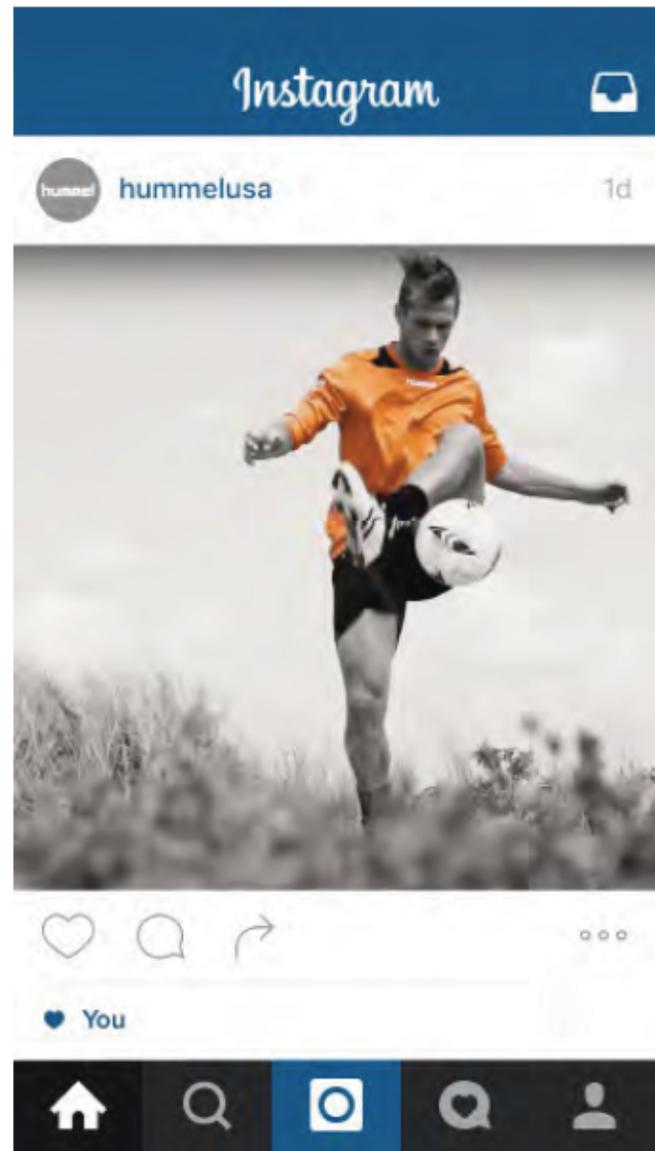
1d



You



#hummelsting



#hummelkarma



Instagram



hummelusa

1d



You



Instagram



hummelusa

1d



You



Instagram



hummelusa

1d



You



hummel



hummel



hummel



NEW PRODUCTS



NEW PRODUCTS



HUMMEL TROPHY COLLECTION

DESIGNED FOR LEGENDS - DESIGNED FOR YOU! SEE NOW

HUMMEL TROPHY COLLECTION

DESIGNED FOR LEGENDS - DESIGNED FOR YOU! SEE NOW

hummel Trophy collection



hummel Trophy collection



Suggested

Add To Cart

Site

As stores will take time to begin purchasing Hummel stock in the U.S., online purchases will be the main way for consumers to buy products from Hummel. Because of this we suggest several details be changed on Hummel's already eye catching site in order to increase the ease with which American consumers can buy Hummel gear.

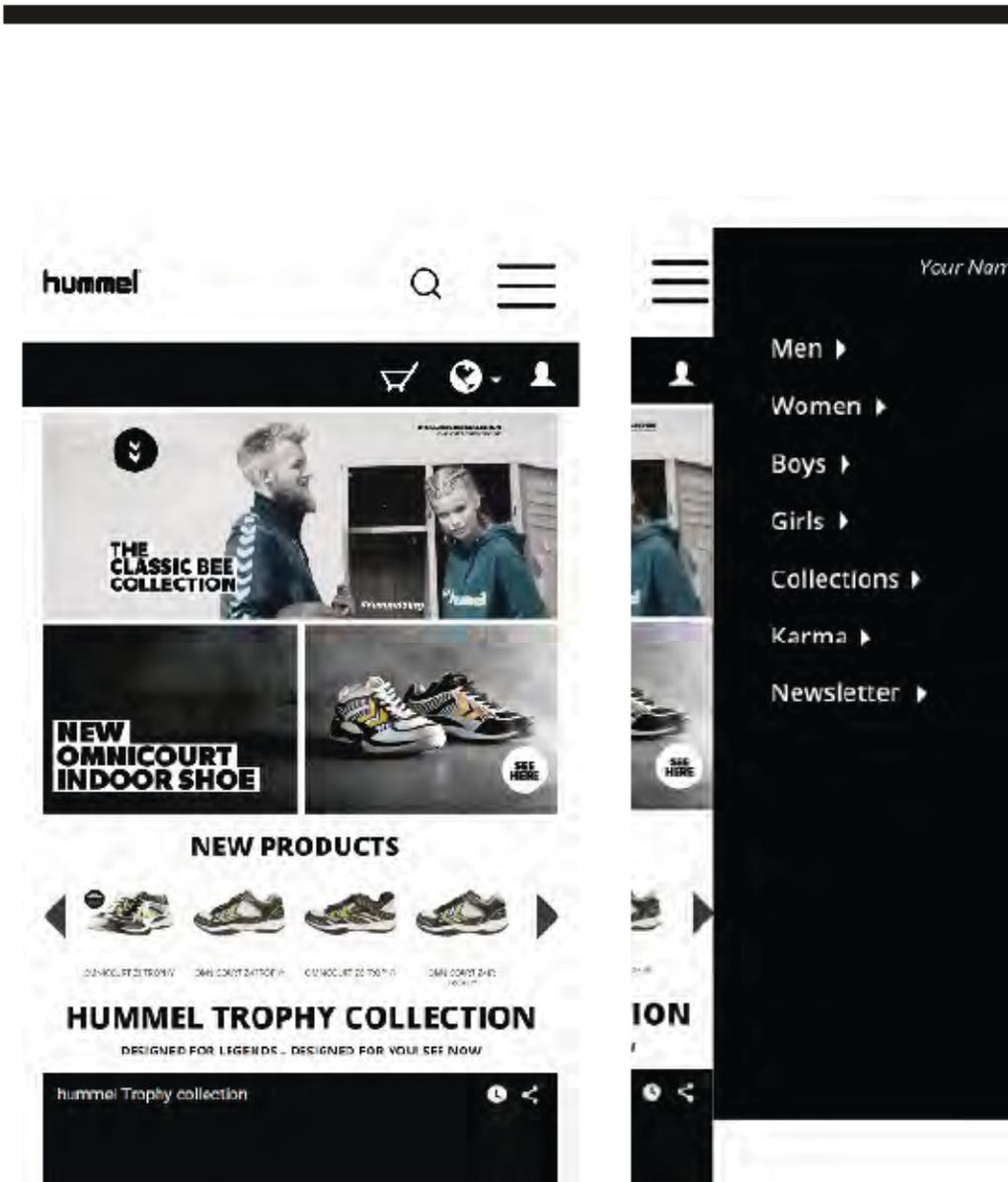
First the site should be realigned for mobile compatibility as many of our social media users will be buying using their cell phone or tablets. Social media will be included in a tab on the left side of the mobile screen encouraging users to follow the links and check out social media. This social media tab will be easily closed for optimal use of website. The menu tab will encompass the enter screen when selected to fully showcase the options available in the menu. This change will make navigation of the site much easier on a mobile platform. Over all on a mobile platform, the aesthetic will be simple, clean and easy to use, really highlighting the apparel and products that Hummel offers.

Next the account page should become personalized, in order to make the frequent buyer feel more comfortable and to increase the social media aspect of site. Included in your online account should be a profile picture, short biography, and option to share products and other information. Teens buying cleats or "soccer boots" can possibly link up with other athletes or even members of their favorite soccer clubs. Individual accounts should also feature "hot" and suggested items, along with a "like" system to help suggest products and show customers what they have already looked at. This account should also include a "Cart" option, which will make to shopping easier.

The products on the site should also be organized by style and color. We suggest a color-picker be installed on the site in order to suggest pairings and style choices of products based on images, suggestions and customer choice. Items should also be linked together with tags.

Like any good site, all of the important information should also be kept “Above the Fold” meaning at the top of the page where the consumer will see it first before having to scroll down to find it. This includes links to social media, which will create a flow of consumers coming and going between social media and the website.

We also noticed that there is a distinct lack of female presence when first looking the website. Professional male athletes are featured heavily, along with professional men’s soccer clubs, and men’s apparel. In order to find anything that mentions women as a part of the sports fashion audience, customers must scroll halfway down the page, and even then the representation is sparse. With the U.S. Women’s soccer team having just won the Women’s World Cup, a female perspective on the page is important. Women’s soccer is extremely popular currently, especially at the college level and therefore within the age range of our target audience. We suggest that female athletes and women’s clubs should also be represented on the main page of the U.S. site



Your Name MY ACCOUNT

Men ▾

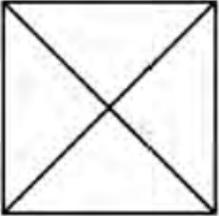
- SPORT**
 - T-shirts
 - Sweats and jackets
 - Pants
 - Suits
 - Shorts and knickers
 - Accessories
 - Equipment Bags
 - Polos
 - Outerwear
 - Balls
 - Socks
- LIFESTYLE**
 - Sweat and jackets
 - T-shirts
 - Pants
 - Accessories
 - Outerwear
- FOOTWEAR**
 - Sneakers
 - Indoor
 - Football boots
- TRAINING**
 - Shorts & pants
 - Tops & jerseys
 - Training shoes
 - Baselayer

ION

hummel

Search icons

Shopping cart, share, profile icons



Your Name
My name is Your, and I love soccer and Hummel. woo yeah.
#HummelSting

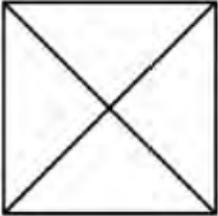
Likes ▾



hummel

Search icons

Shopping cart, share, profile icons



Your Name
My name is Your, and I love soccer and Hummel. woo yeah.
#HummelSting

Likes ▶

Suggestions ▶

Recent Purchases ▶

Shipping Info ▶



- 1
- 2
- 3
- 4
- 5

Christians Sports Club
Winner of
1st Division
1911/12

GEGA
ALIS

Member of the
Football Association
1888



hummel



The last tactic that we suggest is the big one, as incorporating some form of local community service work to help launch the U.S. site is imperative to stay true to **Hummel's** mission. We suggest that **Hummel** create connections with local charities and organizations in order to create a better foundation in the U.S. The main way we suggest this happens is through a Mentorship Program which connects inner city Boys and Girls Clubs, YMCA sports programs, and youth soccer clubs with the local and semi-pro soccer teams that these kids follow. Specifically we are looking to partner with with the Major League Soccer, United Soccer League, National Womens Soccer League They will host workshops, games and other events along with providing a way for these kids to learn about the Karma projects that **Hummel** has all over the world. In this instance not only will **Hummel** be changing the world through sport, but they be directly educating a new generation about how to do this in their own lives. Tweets and pictures about these mentoring events will be a great way to create an online community, fully aware of the good that **Hummel** is working on the U.S.

We at **Flyte Media** believe that these tactics will build a strong foundation for **Hummel** in the U.S. They appeal directly towards **Hummel's** target U.S. audience and will also create interest for stores to begin purchasing Hummel stock, as their customers will create a buzz just by asking for it.





Site Map

color/style
picker

Suggested

Like

Recent
Purchases

Shipping
Info

U.K.

SPAIN

GERMANY

DENMARK

FRANCE

TURKEY

International

LOGIN

Create
Account

Sign Up

Newsletter

Home

Fashion

Footwear

Lifestyle

Training

Sport

Men

Fashion

Footwear

Lifestyle

Training

Sport

Women

History

Company
Karma

About
Hummel

Boys

Fashion

Footwear

Lifestyle

Age-Size

Sponsorships

Product
Maintenance

Help

Girls

Sport

Privacy
Policy

Contact

Collections

Fashion

Footwear

Store
Finder

Fashion

Footwear

Lifestyle

Age-Size

Size
Guide

Lifestyle

Limited
Edition

Sport

Sport

Staffing & Qualifications

FLYTE MEDIA

Made up of seven highly creative and experienced individuals ready to take on any project, Flyte Media offers the perfect fusion of passion and practicality for each client's unique business needs. Combined expertise in creative and graphic design, social media and time management, and professional and creative writing skills provide Flyte Media with the tools necessary to help businesses and individuals bring their vision to life. Flyte Media endeavors to deliver high quality media and design, individually and carefully tailored to our clients needs. We work personally with you every step of the way with the understanding that creativity and attention to detail is instrumental to client success. Bridging the gap between the heart and personality of our client's company identity and the needs of their audience is the keystone of each project, and the primary focus of Flyte Media.



Alexis Grey is the Production Manager for Flyte Media Corporation. Grey is a current senior at Fitchburg State University pursuing a Professional Communications degree with a minor in Art History. She has also earned a four year Graphic Design certificate from Montachusett Regional Vocational school. Grey is familiar with the Adobe Creative Suite and has extensive experience in document layout and logo design, as well as developing textual content and market research analysis. Grey uses this diverse skillset and range of experiences in her role as Production Manager at Flyte Media and aspires to obtain a position as a reputable marketing firm upon graduation.



Alex Hochstrasser is the professional photographer and image consultant of Flyte Media. He studied Photography and Professional Communications at Fitchburg State University and has been featured in the Communications Media honors show, Visions. He is an Adobe Certified Expert in Photoshop and has provided high quality images for several client projects. Last Spring Hochstrasser created all the photographs for Fitchburg State's chapter of the American Advertising Federation in the National Student Advertising Competition. Hochstrasser also has an extensive portfolio of fine art photographs. This past year his work was exhibited in the Photographic Resource Center's Student Exhibition at Boston University.

Suzanne Karioki is the Communications Liaison at Flyte Media. Karioko lived in the UK until the age of four, but currently lives in the United States. She is studying Communications Media with a concentration in Professional Communications. An international perspective and background gives her a unique and heightened intercultural literacy. Karioki brings a deep knowledge of how media translates globally to the team at Flyte Media. She also has a passionate interest in creative writing and non-Western animation. Kariok is adept at navigating the complex social media public relations landscape, with a strong social media audience on Facebook, Twitter and Tumblr.



Seth Martin is the Creative Director at Flyte Media. He is a writer, designer, and content creator for a variety of organizations and businesses including Yankee Lobster Co. and Detour Magazine. He has led efforts for multiple projects for the Fitchburg Art Museum, led a Public Relations Workshop at the Kennedy Center American College Theater Festival, and led Fitchburg State University's effort in the National Student Advertising Competition. Martin is pursuing a Bachelor of Science in Communications Media with concentrations in Professional Communications and Graphic Design. Martin has aspirations to become a Public Relations and Media Designer for a professional sports team, record label, or magazine.



Sarah Morin is the Account Executive at Flyte Media. She is a senior studying Professional Communications and Theater at Fitchburg State University. Morin is a writer, public relations consultant, and actress. With a hybrid education in professional management, writing, and the creative arts, Morin's adaptable skillset is geared towards understanding and connecting with an audience. Her past projects include the re-branding of the FSU Theater Program, creating a blog for the NatureTech exhibit at Fitchburg Art Museum, and serving as creative lead, writer, editor and presenter for the FSU 2014 National Student Advertising Competition Team.

John Simmons is a writer and creative consultant with Flyte Media. Simmons has a strong background in marketing and in-depth consumer audience analysis. These skills have developed over years of experience as an independent: writer, filmmaker, and photographer. His most recent project was a documentary detailing the lives of two former suicide racers who now manage a horse conservancy in Linton, ND. This project evolved into a further consultation about the use of social media as free marketing. Simmons conducted a brief seminar on successful grant proposals and expansion of online presence for this client. Simmons is also currently involved in developing blog content dealing with potential growth in professional sports due to marketing in a global economy. This culmination of media and cultural studies informs and drives his works and Flyte Media.



Tabitha Silva is a senior at Fitchburg State University and the resident Graphic Designer for Flyte Media. As a communications major with an impressive three concentrations including Film/Video Production, Graphic Design, and Professional Communications, Silva is jack of all trades. She has a strong mastery in the Adobe Creative Suite – including Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Dreamweaver, Adobe Premiere Pro and more. Last year Silva was a design specialist for Fitchburg State University's entry into the American Advertising Federation student advertising competition. Other projects include catalog design and commercial work for the Fitchburg Art Museum as well as acting public relations manager for the Dance Club on campus. Silva has extensive advertising experience with social media platforms including Twitter, Facebook, Instagram, and Wordpress, specializing in using these platforms to provide clients with free advertising. Silva hopes to work in the advertising field so that she can use her vast array of skills to continue to create awareness for her clients.





Production Schedule

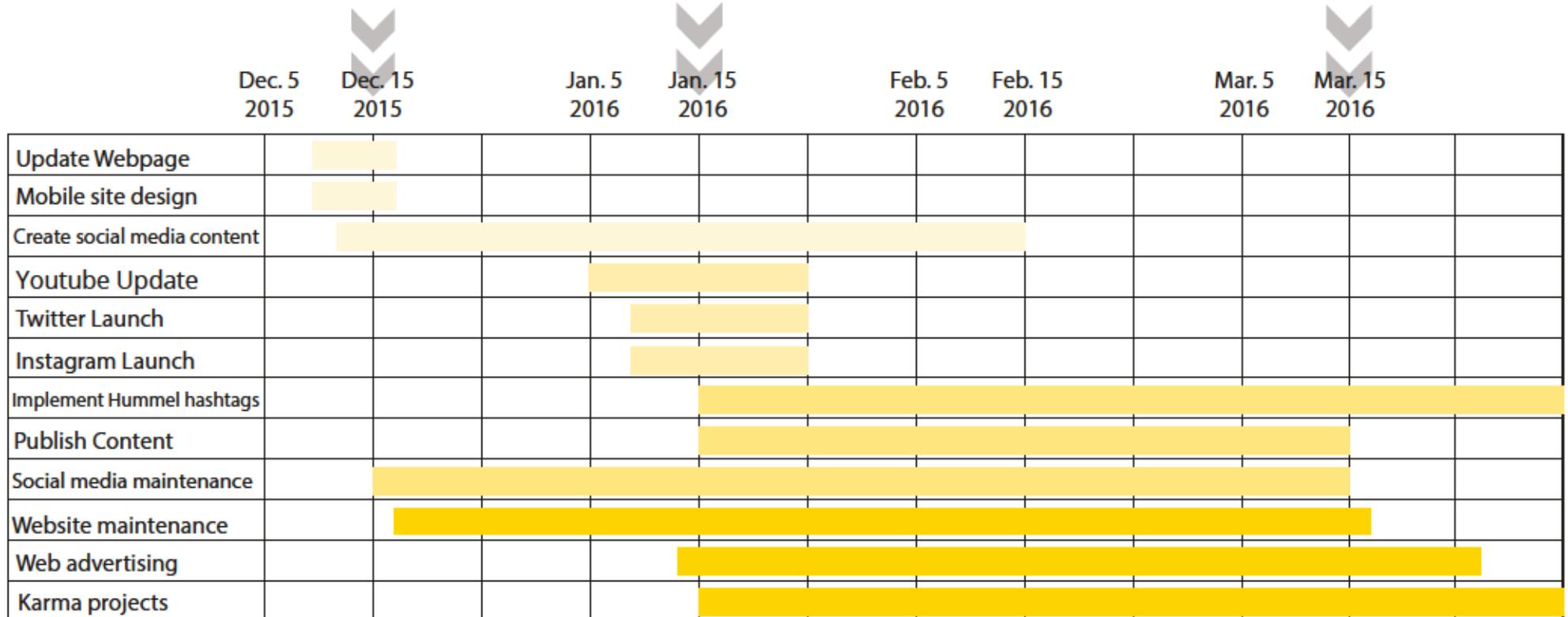
*The production timeline represented visually by the accompanying Gantt chart has been developed to make the most effective possible use of **Flyte Media's** resources in a short period of time. The timeline can be divided into three main phases; Development, Implementation, and Maintenance.*

During this first phase of production and development there will be an intense focus on designing and developing an improved version of the website that is user friendly to American consumers, as well as a mobile web version. Additionally during this stage there will be development of a mobile application for Hummel, as well as a social media presence. We will develop an interactive and engaging social media approach using both Twitter and Instagram due to their visual nature.

The next stage is Implementation during which the new site, mobile site, mobile application, and social media profiles will all be launched. During this time web marketing and generating online buzz will become key to the success of these tactics. This is a crucial establishing period. Accompanying the social media will be Hummel brand hashtags and updates on fashion and Karma and community outreach projects. During this period advertising Hummel's Karma outreach projects will be important to introducing the brand message and values that Hummel stands for and creating global awareness.

Lastly will be a long period of web and social media maintenance to ensure that Hummel's media and web presence remains engaging and interesting to the target audience. This timeline is designed to establish Hummel as a fashionable and socially active brand in the United States and create optimum awareness for the brand.

Hummel Marketing Timeline



 Final day for design and development.
 Launch new website and mobile application.

 Coaches Conference and Hummel's announcement date.
 This will also be the date to publically launch all new social media.

 End of budget.



Budget Expenses

Flyte Media has created this estimated budget as a representation of what we believe is the best possible way to utilize the 50,000 dollar budget with wiggle room. The budget includes design and development costs, launching fees, as well as web and social media maintenance costs after launch. The 50,000 dollar budget guarantees Hummel a strong and active web and social media presence to boost brand awareness in the United States market. This budget has been logically divided for optimal results and for the highest possible success rate in the United States athletic market.

	Montly Cost	Cost for 3 months
Website Updates	N/A	\$1,520.00
Mobile Site Development	N/A	\$1,495.00
Moblle Application Development	N/A	\$7,500.00
Social Media Developementa	N/A	\$4,000.00
Twitter & Instagram Launch	N/A	N/A
Mobile Application Launch	N/A	N/A
Karma Outreach	N/A	N/A
Social Media Maintenance	\$6,500.00	\$19,500.00
Web Maintenance	\$500.00	\$1,500.00
Web Marketing	\$750.00	\$2,250.00
Total Launch Fees	N/A	\$2,500.00
Total Production	N/A	\$40,265.00



Cost/Payment Structure & Sign Off Sheet

I, Jeff Duback, as President of Hummel Sport U.S.A, hereby accept the proposal submitted by Flyte Media and give Flyte Media permission to use and update the agreed upon content within Hummel U.S.A's social media and website.

As a client, we support Flyte Media with any pertinent decisions regarding the agreed upon U.S. Interactive Media launch. We agree to respect the payment schedule, deadlines, and understand that any issues that arise with implementation will be communicated and dealt with synergistically.

Hummel is fully in support of the project proposed by Flyte Media and trust that they will uphold the mission of Hummel in all of their work. We trust that this project will be done with a very high level of work and follow as closely as possible to the original project proposal.

*Jeff Duback
President of Hummel Sport U.S.A
Hummel International*

Hummel





Limitations

Hummel International has goals which have fully engaged our agency through every part of our process. The ideas of Company Karma and the brilliant fashion integration that the product offers deserves to be completed to its fullest potential. With this in mind Flyte Media has identified the parts of our proposed product, which will be outsourced in order to make them as effective as possible.

Firstly a high level programmer will be required in order to make the prescribed changes to the website so that it will be as efficient as possible specifically for mobile platforms which is vital to the success of any new media campaign. In addition to this it will be necessary to hire a dedicated photographer in order to have the product reach its full potential.

Finally for long term results of the product there need to be considerations made toward hiring an individual or group, which can populate the various social media avenues with platform appropriate posts that will engage the audience that Hummel International has identified with-in the U.S. market. This will allow for our recommendations and prescribed methods to be carried out in perpetuity.

If these requirements are met there is no reason that Hummel International's brand wouldn't capture the fascination of the youth of the U.S. market as well as the socially conscious club teams which are the lifeblood of the expansion.



hummel[®]