

Sports & Entertainment Marketing

# SPACE JAM



***DIGITAL & SOCIAL MEDIA MARKETING –SEM MOVIE***

***MARKETING ANALYSIS +  
CAMPAIGN CREATION***



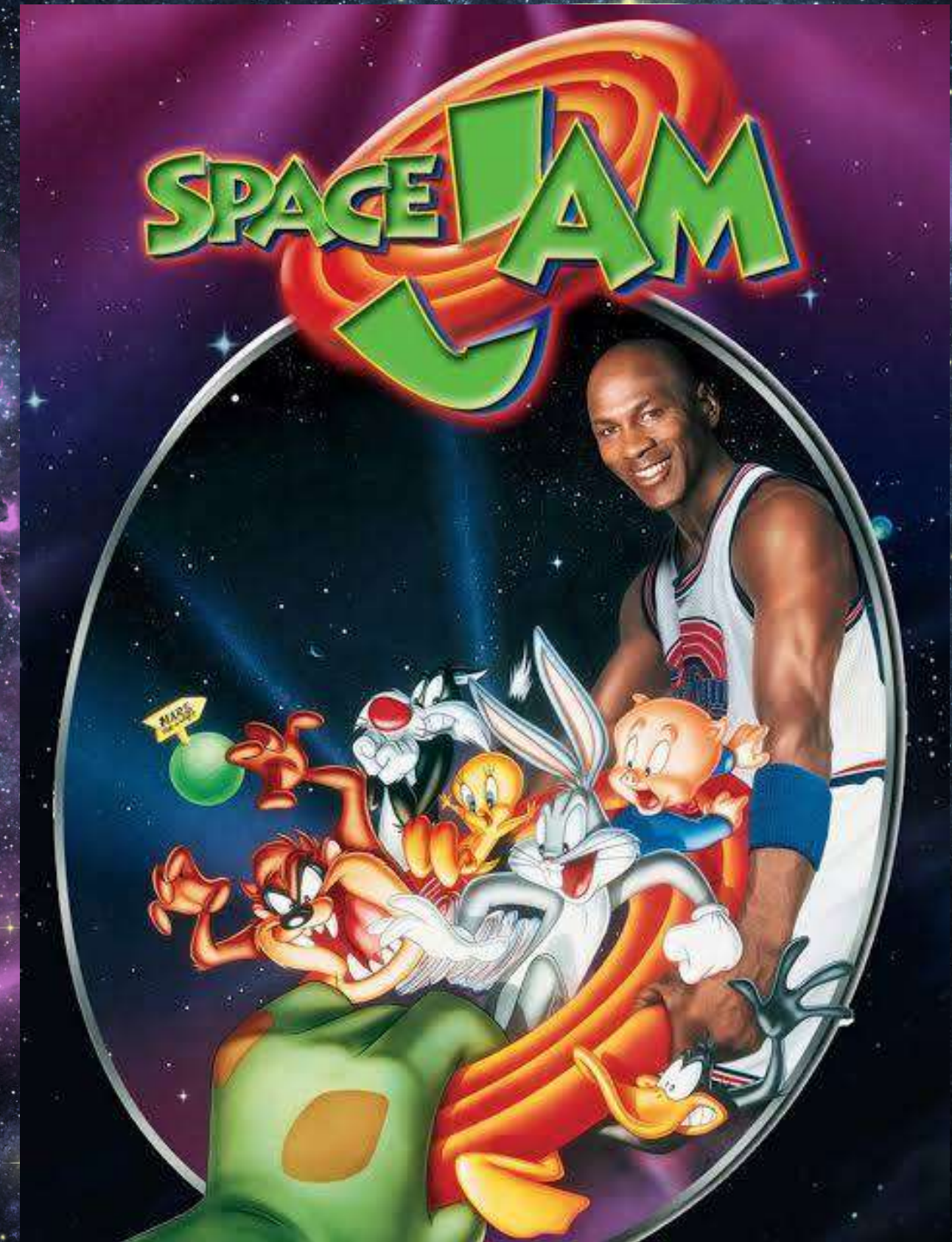
# Before the Movie Brainstorm: 🧠

Discuss the landscape of marketing in the mid-1990s:

- What were the primary forms of advertising (TV, print, billboards)?
- How did athletes build their brands before social media?
- What was the internet like in 1996? (Think dial-up, limited websites, etc.–Explore the original website!)

Michael Jordan's Influence: Discuss Michael Jordan's cultural impact at the time. How did his image transcend sports?

- What are some common ways movies are promoted today? (Think trailers, social media, merchandise, etc.)
- How do athletes use social media to build their brand?
- What are some examples of brand partnerships in sports and entertainment?



<https://www.spacejam.com/1996>





# During & After the Movie:

Complete the Movie & Research Guide:

- While watching the Space Jam Movie, complete questions #1-6.
- After the movie research questions #7-14 to learn more about how Space Jam 1 and 2 differed in Marketing aspects.
- Be detailed in your answers by writing them in complete sentences and including examples when able.



Digital & Social Media Marketing in SEM  
*Space Jam Edition*

**Directions:** While watching the Space Jam Movie, complete questions #1-6. After the movie research questions #7-14 to learn more about how Space Jam 1 and 2 differed in Marketing aspects. Be detailed in your answers by writing them in complete sentences and including examples when able.

1. **Original Space Jam:** How is Michael Jordan's image used throughout the film? (Think product placement, endorsements, etc.)

2. What brand partnerships were featured in the film? How did these partnerships contribute to the movie's success?

3. How did the film leverage the Looney Tunes characters for marketing?

4. Discuss the heavy reliance on traditional marketing methods (TV commercials, billboard, etc.) for Space Jam.

5. Analyze the effectiveness of the traditional marketing methods that were used when the movie was originally released, how would those methods have reached the target audience?

6. Research the "Space Jam" website from 1996 (if archived). Discuss its design and content. How did it compare to modern websites?





# Creating a Mini Digital Marketing Campaign:

- For this project, you'll design a mini digital marketing campaign for a fictional 'Space Jam 3' movie, starring an athlete of your choice. Create a social media plan with goals, content ideas, and examples of posts like images, videos, or contests to promote your movie. The rubric for this assignment can be viewed [here](#).

• **Creating a Digital Marketing Campaign:**

- **Project:** Imagine you are tasked with creating a digital marketing campaign for a hypothetical "Space Jam 3" movie, and you can choose who the famous athlete in the movie is.
- **Tasks:**
  - Develop a social media strategy, including platform selection and content ideas.
  - Create a mock digital/social media marketing plan that includes: Your goals/objectives for the marketing, and has social media content that you created that could include any of the following: Social media content ideas, images, infographics, external content, video, video stories, infographics, posters, flyers, contests.
- **Directions:** For this project, you'll design a mini digital marketing campaign for a fictional "Space Jam 3" movie, starring an athlete of your choice. Create a social media plan with goals, content ideas, and examples of posts like images, videos, or contests to promote your movie. The rubric for this assignment can be viewed [here](#).

**Create your Social Media Marketing Plan Below:**

1. Who are the main characters of this new movie?  
(Who is the famous athlete featured in the movie, and which looney tune characters are in the movie?)
2. What ideas do you have to create promotional social media content?  
(What type of content do you want to create? What type of content do you want to create?)
3. Who are the customers/your target audience for the new social media content you are creating?  
(Is it individuals who used to love space jam, younger individuals who like sports, etc.)
4. What is the goal of your social media content to promote a 3rd Space Jam movie?





# PROJECT RUBRIC



RUBRIC

## Space Jam Digital & Social Media Marketing

TOPIC: Digital & Social Media Marketing in SEM-Space Jam Edition (Analysis & Mini Campaign Creation)

Category	Excellent (10)	Good (8)	Average (7)	Needs Improvement (5)
<b>Market Research/ Movie Guide</b>	Thorough research with strong brand connection Well-developed, thoughtful and detailed answers	Good research but missing minor details  Good answers with minor missing details	Basic research with limited connections  Basic answers with minimal explanation	Minimal effort or missing research info  Missing key elements or very vague
<b>Digital/Social Media Marketing Plan</b>	Unique, innovative concept that clearly connects to the marketing.Well-developed, thoughtful	Creative could be more unique. Good answers with minor missing details	Some connection to the brand but lacks originality Basic answers with minimal explanation	Little effort or creativity shown  Missing key elements or very vague
<b>Social Media Content Creation</b>	Unique, innovative concept that clearly connects to Marketing a new Space Jam movie.	Creative could be more unique.	Some connection to the brand but lacks originality	Little effort or creativity shown
<b>Creativity &amp; Effort</b>	Unique, innovative concept that clearly connects to the brand.	Creative could be more unique.	Some connection to the brand but lacks originality	Little effort or creativity shown



This is a 3 Part Project that will be worth 40 points. Be sure to put effort into the work you complete, and ask questions if you are confused or need help generating ideas! When you are done with this project turn it into the Google Classroom drop box.