

2023 On The Ground



CONTENT

01	WHO IS JALEN MILROE?
02	AWARDS
03	TAGLINE
04	GOALS AND OBJECTIVES
05	EXECUTION PLAN
06	KEY PUBLICS
07	MARKETING PLAN

08	COMMUNICATION CHANNELS
09	EXAMPLES
10	CAMPAIGN BUDGET
11	MERCHANDISE
12	EVALUATION METHODS
13	CALL TO ACTION
14	REFERENCES

BAMA



4 STAR
KATY, TX

6' 2" - 212 LBS.

3RD STRING -> STARTER

200K+ TOTAL FOLLOWERS

SEC CHAMPION

LANK REDEMPTION TOUR

JALEN MILLROE

AWARDS

6th in Heisman



- 1st Year as Starter

SEC Championship MVP



- Defeated #1 Georgia

1X Davey O'Brien Award



- QB of the Week

LET

ALL

NAYSAYERS

KNOW

GOALS AND OBJECTIVES



Story

- Build a story
- Overcome doubters of performance
- Coach leaving



Popularity

- Garner Media attention
- Earned/Shared Media
- Increased Engagement
- New Fanbase
- Voter's Attention



Opportunity

- Win Heisman
- Extra NIL deals

EXECUTION PLAN: KEY ACTIONS



- Majority Vote
- Pre-season
- Continue into Regular Season

STORYLINE



- Social Media
- TV
- Podcasts
- Email

COMMUNICATION



- Each game recapping performance
- Any CSR events he attends

HIGHLIGHT VIDEOS

KEY PUBLICS



BAMA
FANS



BAMA
STUDENTS



CFB
FANS



SPONSORS



NATIONAL
MEDIA



HEISMAN
VOTERS

MARKETING PLAN (PESO)

01

COMMUNICATION

02

BUDGET/PURCHASES

03

SPONSORS

04

MERCHANDISE

COMMUNICATION CHANNELS

Social Media



Television



On-Site Event



Podcasts




Email

Name | Title

Department
The University of Alabama
Room and Building
Box BoxNumber
Tuscaloosa, AL Phone 205-348-0000
emailaddress@ua.edu | <https://www.ua.edu>






< jalen.milroe_heisman ...





 24 posts 34 followers 21 following


NEW

Jalen Milroe for Heisman Trophy
 Support Jalen to win this year's Heisman Trophy
 🏆👉👉👉
 🍀 giveaway until April 15 🍀
 #jalenmilroeforheisman




Follow Message +









CALM BEFORE THE STORM
LANK b



2024
HEISMAN TROPHY ODDS

BAMA
 8.31.24
 LANK REDEMPTION TOUR
 6'2" - 212 LB
 3RD STRING -> STARTER
 200K+ TOTAL FOLLOWERS
 SEC CHAMPION
 LANK REDEMPTION TOUR
JALEN MILROE



Social Media



@Jalen.Milroe_Heisman



@JalenMilroe4Heisman





CAMPAIGN BUDGET

\$10,000 Breakdown

LEVEL	2 PEP RALLYS	MURAL	MERCHANDISE	DIGITAL MEDIA
BASE	\$3,175	\$1,000	\$2,825	FREE
EXPANDED	N/A	N/A	N/A	\$3,000



\$10,000

CALM BEFORE THE STORM

LANK 



COMFORTABLE ON AND OFF THE FIELD

HEY DUDE



Rhoback

**“A dog bred to
hunt lions”**





MERCHANDISE

SHIRTS

TOWELS


BAGS



0012 7482901 2744103 0592346 8774510 7255



LET
ALL
NAYSAYERS
KNOW



LET
ALL
NAYSAYERS
KNOW

Evaluation Methods



VOTE

LANK REDEMPTION TOUR



REFERENCES

- Kelly, D. (2024, January 1). Alabama QB Jalen Milroe building his Lank Brand. Alabama QB Jalen Milroe Building his Lank Brand. <https://businessofcollegesports.com/name-image-likeness/alabama-qb-jalen-milroe-building-his-lank-brand/#:~:text=Alabama%20QB%20Jalen%20Milroe%20Building%20His%20LANK%20Brand>
- Lang, T., Conlon, R., & Press, T. A. (2023, December 15). Alabama wins SEC championship 27-24. WVTM. <https://www.wvtm13.com/article/sec-championship-alabama-win-georgia/46017579#:~:text=Milroe%20was%20chosen%20as%20the,Milton%20on%2017%20Dyard%20run.>
- ESPN. (2024, January 10). breaking news Nick Saban retiring as head coach of Alabama Crimson Tide | Paul Finebaum Show. Nick Saban retiring as head coach of Alabama Crimson Tide | Paul Finebaum Show. https://www.youtube.com/watch?v=6PqI_QAwT0c
- Mueller, J. (2023, December 7). Alabama's Milroe named National Quarterback of the Week. Davey O'Brien. [https://www.daveyobrienaward.com/latest-news/alabamas-milroe-named-national-quarterback-of-the-week#:~:text=FORT%20WORTH%20C%20Texas%20\(Nov.,14%20LSU.](https://www.daveyobrienaward.com/latest-news/alabamas-milroe-named-national-quarterback-of-the-week#:~:text=FORT%20WORTH%20C%20Texas%20(Nov.,14%20LSU.)
- Jalen Milroe - Nil deals. On3.com. (n.d.). <https://www.on3.com/db/jalen-milroe-54407/nil-deals/>
- Our story. Rhoback. (n.d.). <https://rhoback.com/pages/our-story>
- Polacek, S. (2023, September 19). Texas' Quinn Ewers, Alabama's Jalen Milroe, more athletes land Heydude Nil Contracts. Bleacher Report. <https://bleacherreport.com/articles/10090127-texas-quinn-ewers-alabamas-jalen-milroe-more-athletes-land-heydude-nil-contracts>

REFERENCES

- **ESPN Internet Ventures. (n.d.). Jalen Milroe Career stats - NCAAF. ESPN.**
https://www.espn.com/college-football/player/stats/_/id/4432734/jalen-milroe
- **YouTube. (2023, February 7). Jay-Z - run this town ft. Rihanna, Kanye West. YouTube.**
<https://www.youtube.com/watch?v=ztygmWtWCjQ>
- **ESPN Internet Ventures. (n.d.-b). Serving sports fans. anytime. anywhere. ESPN.**
<https://www.espn.com/>
- **YouTube. (2023b, November 29). Jalen Milroe season highlights HD. YouTube.**
<https://www.youtube.com/watch?v=XFtJW5XQ-eo>
- **YouTube. (2018, December 8). Alabama vs Georgia I 2018 SEC championship. YouTube.**
<https://www.youtube.com/watch?v=1mnbDCu7wEO>