Beast on the Bay Final Project

Cleveland

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Luke Mandella, Lacey Murdock

Dave Ohmer and Zachary Wertjes

4/17/15
I. Executive Summary

II. Introduction

The big picture of this report is to find ways to increase awareness and participation for Barber National Institutes Beast on the Bay. More specifically, we want to narrow in our focus on the 16-25 year old age group, as well as analyze the market in Cleveland, Ohio. To accomplish this, we did secondary research on other adaptive obstacle course to gain awareness of these events and possible ideas that can help improve the B.O.B.’s own adaptive obstacle course. We found that there is not many other similar type events that specialize in courses for the disabled. This is good new in the fact that the B.O.B. is a unique event perhaps drawing more participants. It can also be viewed as bad due to the lack of information we were able to gather. We researched several courses including the Special Needs Spartan Course, the 9Lives Wildcat Adventure Course, and wheelchair accessible obstacle courses. Most of the unique obstacles we found were those designed with wheelchair users in mind.

Our secondary research was divided into two parts, a focus group and a person interview survey. The focus group took place on February 15, 2015 at Penn State Behrend. It consisted of seven participants, three females and four males. Are first series of questions dealt with opinions and attitudes towards exercise in general, then transitioned into running. We then got their feelings for non-profit organizations and the events that help raise money to keep them going. Following this, we wanted to see if our participants had any knowledge or experience with Barber National Institute and the Beast on the Bay. Questions were also asked of previous experience with tough mudders or similar obstacle courses followed by some general social media usage questions. In conclusion, we allowed the participants to voice their overall ideas, opinions, and questions. The second part, the personal interviews were given out from February 26 to March 2. We contacted 16 willing individual who ranged in age from 19-25. At eight boys and eight girls, we were able to get an even sample. All of the questions that were issued were
of similar content to the focus group questions. We wanted to learn the awareness for BNI and the BOB, as well if there was a willingness to participate. We also stuck to the plan by asking question about running, non-profits, participation drivers and social media. The results and interpretations from our primary research can be section 4.

The next step in our research was to evaluate the city of Cleveland, Ohio. Cleveland is one of three large cities fairly close to Erie, the others being Buffalo and Pittsburgh. If our target markets region were to expand to include these cities, the popularity and success of the Beast on the Bay has a chance to improve. The first information we gathered on Cleveland was demographic information from the 2010 census. We found statistics on gender, population size and ethnicity. As part of our recommendations, we also conducted research on large corporations, non-profits, running events, sports teams and the city culture. Radio station rating were analyzed to find the most popular styles of music in the area as well.

After our research was concluded, our group collaborated and came up with several recommendations for BNI to help raise participation in the 16-25 year old age group, expand advertisement into Cleveland, and general ideas to benefit the overall success and prosperity of the event. Our first idea for marketing to Cleveland, and possibly other cities, is to utilize Pandora internet radio. This rapidly growing entertainment company has a very successful track record for outsources advertisements and is very simple to work with. With a very detailed, yet user-friendly program, BNI can easily customize an ad to reach very segmented sections of the population. Prices for Pandora advertising begin at $5,000 and last four to six months. Our next recommendation was to market the idea of team building to large corporations headquartered in Cleveland. The idea stemmed from what appears to be a very successful, similar campaign executed by Tough Mudder. The idea is that large companies have a large amount of people willing to participate as well as revenue that could in turn be donated. Another recommendation is to modify some of the social media directive. We believe, through our research, that
people would prefer to participate in groups as opposed to alone, therefore we think that some of the social media ads should be tailored to those who desire to create their own teams, or at least sign up with a friend. In addition, we believe it would be beneficial to take advantage of the post boost feature on Facebook, to increase the reach of individual posts.

Secondary Research

**Adaptive Obstacle Courses:**

While the obstacle course races are becoming the new trend, adaptive obstacle courses for the physically and intellectually disabled are still behind in development. We were able to find people passionate about getting mentally and physically disabled people of all ages involved in sports and other activities, but not many in obstacle courses. The Barber National Institute is among the first to begin these adaptive obstacle courses for people of all different disabilities. The resources to gain information from are limited in this field but we discovered a few obstacle courses tailored to people with mental or physical disabilities and valuable information that could be of use in further developing the Beast on the Bay adaptive course.

Many of the obstacles we found could be made differently and put side by side to accommodate wheelchair needs versus others. Obstacles such as trenches could be made shallower and more like a puddles for wheelchair participants to go through next to a trench steeper for everyone else. Ramps could be made smaller or bigger depending on the participants as well. A rope along the side could be incorporated throughout the entire course for the blind.

**Special Needs Spartan Course:**
Underneath their Spartan helmet insignia is this quote “You’ll know at the finish line.” This motto speaks even louder for those that completed the Special Needs Spartan Course. The knowing that they accomplished something of even more challenge than the average Spartan runner; fighting the challenges of their disability and fighting through the course. The Spartan way is all about challenging the perception of normal and encouraging the development of courage, skill, joy, sharing and looking beyond geography, nationally, political philosophy, gender, age, race or religion and with their special needs course, disability as well. The Special Needs Spartan Race is an obstacle course race designed to test resilience, strength, stamina, and ability to overcome adversity. The people of the Spartan course believe sports and physical activity is a universal language that can speak no matter what differences people have. The Special Needs Spartan Race is intended to raise awareness and most importantly provide a safe and structured event where children and families can express themselves and engage in the Spartan community.

The Special Needs Spartan Race course is designed for Participants with developmental or intellectual disabilities. The course takes into consideration cognitive limitations, behavioral issues and physical issues faced by the participants.

Pictures of Special needs Spartan Course:
Wildcat Adventure Race by 9Lives Adventures:

“We Are Alive. We Are Individual. We Are Able.” This is the motto of 9Lives Adventures. 9Lives Adventures was founded by Karim Ladki in Vancouver. After fracturing his C7 vertebrae in an accident, Karim Ladki founded 9Lives to give other disabled people the chance to test their limits and create a community for these daring individuals. While Ladki is now able to walk, his experience and seeing the same passion for life in other wheelchair users is why Karim Ladki created 9Lives. He has enabled thrilling adventures for people of different abilities including the Wildcat Adventure race.
“Wildcat: Someone that has survived to live yet another life, a supernatural man-like being, nimble; strong; courageous.” This is the definition given by the Wildcat Adventures Race webpage, it is what the race is all about; courageous and strong survivors. The People of 9Lives want to change the way of traditional adventure sports, Karim Ladki said “We wanted to create a ‘Mind over Matter’ race where our participants work together as a unit to reach the finish line.” Instead of looking at people in a wheelchair as “disa-bled” Ladki looks at them as “differently-abled,” he sees them as survivors and adventurers.

It is a war-themed adventure race, with 9 obstacle-like activities. The course is designed to test the participant’s mental and physical senses. This course has been created to be like Tough Mudder, and Warrior Dash but designed to be inclusive to differently-abled athletes. It was create with terrain and obstacles attainable by wheelchair users, amputees and the visual/hearing impaired. This event is participated in teams of two or more. Each team races and fights to win for a charity of their choice, to which money from the event is donated. It is the first ever Scenario-based obstacle course, it consists of a battlefield theme and a “leave no Wildcat behind” motto.

This event took place on Saturday September 14th 2013

Time was from 10am- 5pm

Took place: Hardwood Ski and Bike, 402 Old Barrie Road West, Oro Station, ON, Canada

Course was for people age 16 and up
It was recommended:

Wheelchair Participant: Bring adaptive pieces to use in softer terrain and ropes, mud tires, freewheel, etc.

Amputees participants: Choose appropriate prosthetic for the mud

Visual/Hearing impaired participants: Choose team members wisely “they will be you eyes and ears”

Pictures of Wildcat Adventure Advertisment:

Wheelchair Accessible Obstacle Course:

"Do a good turn daily." This is the Girl Scout slogan, one Girl Scout, Chessa Birrell, lives up to her girl scout duties in creating a wheelchair and walker accessible obstacle course. Birrell realized a need for more recreational activities for children and adults with orthopedic
impairments and sought to spread awareness and fulfill this need. While this obstacle course is aimed for families and friends to set it up at picnics and parties, Birrell comes up with some creative constructions that could be used in Beast on the Bay. The list of obstacles includes: Firecracker Fairway, Teeter Totter or the Fulcrum, Bubbles, Water wars, Wheelchair Bowling, Beach Ball Maze, Rocky Road, Barrel race, Brick wall, Car wash, Box tunnel, Balloon Blast, Swinging Monkeys (pendulum), Wind Machine, Snake Pit, S Curve, Hairpin Turn, Round about, Puddle Jumping, Straight Away, Backwards, Musical mat, Limbo, Las Manos, Slalom, Sideways Slope, Speed Bumps, A-Frame.

 Pictures of Wheelchair Accessible Obstacle Course:
Sample Course Layout

Teeter Totter or The Fulcrum

Materials:
- Platform
  - ¾” Plywood, L-60", W-40"
- Pivot board
  - 4¾"x4¾"
- Side rails
  - 2"x2"x60", 2 each.
- 18 wood screws, #6x2"
- Glue

Equipment:
- Tape measure
- Saw
- Screwdriver
- Drill with 6 bit
- Countersink

Notes:
- The platform should be a minimum of 10" wider than the widest chair/walker.
- For a smaller drop, use a 3½" instead of a 6½" for the pivot.

Instructions:
1. Find the center of the platform and draw a line across it.
2. Drill 6 holes, evenly spaced across the platform approximately 2" from the center. Countersink the holes on the top of the platform. This is the center of the platform.
3. Drill 6 holes evenly spaced along the edge of the platform approximately 2" from the edge. Countersink the holes on the bottom of the platform.
4. Glue (optional) the side rails onto each top edge of the platform and secure with wood screws from the bottom of the platform.
5. If possible, cut the corners lengthwise of the pivot
6. Place the center line of the pivot on the line of holing across the platform with the corner cuts away from the platform, glue (optional) and secure with wood screws.

Safety Concerns:
- The board may jar a person if they go over it too quickly.
- Smaller wheels may not go over the front tip of the platform easily. A metal threshold may be attached to the leading edge of the platform to alleviate this problem.
Pictures of obstacles:
Chart of Contacts:

<table>
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<tr>
<th>Adaptive Obstacle Course</th>
<th>Course Specialty</th>
<th>Length of Race</th>
<th>Obstacles</th>
<th>Location</th>
<th># of Participants</th>
<th>Communication</th>
<th>Response</th>
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<td>Wildcat Adventure Race</td>
<td>Wheel Chair, Ambute, Visual/Hearing impaired, Able-bodied</td>
<td>6 miles</td>
<td>9 scenarios*</td>
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<td>Special Needs Spartan Course</td>
<td>Intellectual and/or developmental disabilities, Cognitive Delays, Significant Learning delays, (Must be Ambulatory, functional vision only)</td>
<td>1/2 mile</td>
<td>*</td>
<td>Uncasville, CT</td>
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<td>Wheel Chair Accessible Obstacle Course</td>
<td>Wheel Chair, Walker</td>
<td>Based on the space and amount of obstacles used</td>
<td>29</td>
<td>Can be applied anywhere</td>
<td>N/A</td>
<td>No</td>
<td>N/A</td>
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<tr>
<td>Paralympic School Day</td>
<td>Wheel Chair</td>
<td>Indoor gym</td>
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<td>Can be applied anywhere</td>
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<td>Disabled Sports USA</td>
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<td>N/A</td>
<td>N/A</td>
<td>Rockville, MD</td>
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<td>N/A</td>
<td>Urbana, IL</td>
<td>N/A</td>
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<td>Course Managers</td>
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<td>N/A</td>
<td>Online</td>
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</tr>
</tbody>
</table>

Contacts made/Waiting on further information:

9Lives Adventures [http://www.9livesadventures.com/](http://www.9livesadventures.com/)


Disabled Sports USA [http://www.disabledsportsusa.org/?gclid=CPTcoMewt8MCFZMkgQodeYUAsg](http://www.disabledsportsusa.org/?gclid=CPTcoMewt8MCFZMkgQodeYUAsg)

Mud run [http://www.mudrunguide.com](http://www.mudrunguide.com)

NCHPAD [http://www.nchpad.org](http://www.nchpad.org)


TOPS program

Wheel:life [http://wheel-life.org/contact-us/](http://wheel-life.org/contact-us/)

Spirit Club [http://www.spirit-club.com](http://www.spirit-club.com)
Conclusion:

We were not able to collect as much information as we would have liked, adaptive obstacle courses for people of all disabilities are a difficult thing to achieve and therefore find. This only convinced us more of the importance of Beast on the Bay and achieving Dr. Gertude A. Barber’s dream to give people of all disabilities the opportunities available to the rest of the world.

IV. Primary Research

Part One: Focus Group Documentation

Details of Focus Group

Time/Date/Location: February 15, 2015 at 5:00p.m. at Penn State Behrend

Researcher Roles: Luke Mandella- Moderator
Lacey Murdock- Assistant Moderator
Zack Wertjes
Brittany Kiger- Observers
Dave Ohmer

Participants: We had seven individuals participate. Four of them were males, and three were females. We opted with convenience samples, allowing us to select individuals in the young adult category, our target market.

Participant Demographics:

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<td>7</td>
<td>19</td>
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<td>Clarion, PA</td>
<td>IBE</td>
</tr>
</tbody>
</table>

**Data Collection:**

We followed a pre-planned script that consisted of our welcome, ground rules, icebreaker and questions (a copy of the script can be found in Appendix E). Our welcome was simply greeting our guests, informing them of the snacks and beverages, and of course thanking them for their time. Our Icebreaker was simply asking everyone their favorite thing to do for exercise. This created a very nice transition into our scripted questions.

The first questions we wanted to know, was what method of exercise our participants preferred. Three of our responses received pertained with some form of running type cardio. Another preferred a video type instructional workout (Zumba), while another preferred playing Volleyball. Once we knew the method of exercise, we wanted to find out the terrain our participants enjoyed the most. Participant’s #1, #3, #6, #7 all would rather run outside if given the opportunity. #1 stated that she, “likes to people watch while I run,” and specifically likes to run in hilly, wooded areas. #7 does enjoy running on the treadmill however his favorite place to
run is Presque Isle. #5 was the only who mentioned running on a track, because it allows her to monitor the progress of her workout easily. The final part of the question we asked our participants was if they prefer running alone or with friends. #5 believed that running alone is better for exercise because friends can you back, however she did say that, “If i’m not running for an event, than running with groups is fun.”

The next topic we wanted to discuss was the overall awareness and willingness to help non-profit organizations. All of the participants enjoyed helping out these organizations, as many of them have participated in events with a good cause. A chart found in Appendix D shows us the various non-profit events our participants have taken part in. The next step of our question is to discover the motivational factors that led the participants to sign up for these events. Participant #1 was motivated to sign-up with friends. Participant #4 was motivated to do the Alzheimers walk because of a family member had the disease. #6 chose Relay for Life, a large event that raises money for a cancer cure, because of the large impact cancer has on so many people. #5 really enjoyed the competitive aspect of Relay for Life, while #7 just enjoyed the process of helping the less fortunate, stating his pleasure when he saw a, “kid crossing the finish line with a huge smile on his face.” As for the competition aspect of the runs, #5 believes that the races were too long. #6 believes it is a good idea to separate the runners into the ones who are racing, and the ones who are just there to have a good time at a more enjoyable pace. Participant #7 was on the same page as he thought the best way for these organizations be set up is to allow running and walking.

We wanted to get a feel for the knowledge of the Tough Mudder or similar obstacle course events that are participants had. Participants #1, #3, #5 all were aware of Tough Mudder,
all though none of them have ever participated. Despite this, we had asked some of the cooler obstacles that are out there. #1 really enjoyed obstacles where you jump off of something into a water as #5 said she really liked the cargo nets. #7 believed the obstacles should be upper-body intensive, because the rest of the time, you are running. #3 said that she would like to do obstacles that are safe and look really cool. She gave an example of jumping through a controlled fire. Among the reasons the participants listed for signing up for one of these events, #1 and #5 would like to sign up in groups. #1 specifically mentioned the group T-shirts as being cool. We were also curious of the length of the course, and how our target market felt about it. #’s 1, 3, and 5 all thought 13 miles is a good length because it allows for more of a challenge, and its supposed to be a “tough” mudder.

The next topic of discussion was the Barber National Institute and it’s annual Beast on the Bay event. Everyone of our participants were somewhat aware of BNI, while four of them were also aware of the Beast on the Bay. A chart in Appendix A shows the market channel through which they heard about the event. We then asked the group what would motivate them to sign up and make the event enjoyable. Participant #5 believed that a competition in which participants would compete to raise the most money would be fun. #1 mentioned the idea of a family hour where participants could mingle with the people that the event is designed to help. When this idea was brought up, the rest of the groups body language and reactions made it seem as if they agreed that this would be a fun aspect to the event. We are aware that BNI has tried something similar to this with the after party. Luke then informed the group of the adaptive course and the running buddies for the disabled. Participant #7 said, “That’d be awesome,” in reply. When we asked about price to sign up, Participant #1 felt that for college kids, anything
over $15 dollars would be too much. #3 stated that, “running is free,” therefore the cost would have to be outweighed by the cause. They also didn’t like the idea of an increasing fee the closer to the event, because to sign up earlier is too much of a gamble. It is hard to predict when you’ll have free time months in advance.

The final question we asked was some possible ideas for the event. Everyone seemed to really like the idea of having a photographer (or several photographers) take pictures of the participants during the event, then making the photos available for purchase at a later date. The idea of awards for the best obstacle and the top finishers also seemed to have merit. The last idea that had some notoriety was a costume contest because this would be a fun add-on mini-event that the disable could also take part in.

**Summary of Results:**

The overall impression from question #1 was that the participants preferred running outside, while running was the most abundant form of exercise by far. On a small scale, we see that the age 18-23 demographic enjoys running outdoors, and that it can be fun to run in groups. If we relate this to the Beast on the Bay, we have an event with a good amount of running, on multiple outdoor terrains, making it appear that our participants would enjoy the Beast on the Bay event.

We were very impressed with the enthusiasm that our participants displayed when talking about helping others and participating in non-profit events. Everyone seemed to have a lot of experience in these events as well, giving us the insight that two separate running groups (the same method used by the Beast on the Bay) was the best method to balance fun and competition. If we were to take our sample of 7 individuals and relate it to the population of young adults,
then we could hesitantly conclude that the majority of people enjoy taking the time to participate in the events designed to raise money for non-profit organizations.

We get the impression that there is some basic knowledge out there about the Tough Mudders, but as a whole, the target is still fairly uninformed about the events. We gained a few ideas for enjoyable obstacles but further research is required to see if they could fit in with the Beast on the Bay.

Our biggest takeaway from our questions on BNI, and perhaps the entire focus group, is the willingness to pay a large fee. The young adult demographic does not have a large disposable income, therefore the fee is viewed as much larger to them, as it is to graduated adults in the workforce. We were happy to see that over 50% of the group has heard of the Beast on the Bay, meaning the marketing is working to some degree in the city of Erie.

Appendices B and C contain information on the social media use from our participants. We found that every member of the group uses social media very frequently, with the most popular site being FaceBook.

**Part II: Personal Interview Documentation**

**Methodology:**
- Our group did personal interviews on random individuals that we knew. Our group met with individuals on a one on one basis at a location of their choice to interview them. We began our interviews on Thursday, February 26th and completed the interviewing process by Monday, March 2nd.
- Our respondents were sixteen individuals’, ages ranging from nineteen to twenty-five. As a group, we interviewed eight males and eight females. All sixteen of our interviewees were college students. The majority of our interviewees were from the Erie or Pittsburgh area.
- Our group’s main objective was to obtain information that would help the Barber National Institute promote the Beast on The Bay. Our group wanted to find out
how many people have ever participated in this event and for the people who haven’t, the reason they haven’t. It was essential to obtain information about if or if these individuals have not heard of the event. Being that our main objective was to promote awareness for the event, it was important to ask questions in order to determine the most efficient way to reach our intended target market (ages 16-25). The information that our group was trying to obtain by asking the first question on our list refer to appendix table a question 1, was if the interviewee would be a potential participant for our event. If they do not like to run, it would be challenging to promote a running based obstacle course to our interviewee. Analyzing the next question on our list, refer to appendix table a question 2, our group wanted to know how many individuals actually prefer running outdoors or indoors. Taking a look at the next question on our list refer to appendix table a question 3, our group wanted to know what type of terrain individuals like to run on so that we could recommend a certain type or course(s) to the BNI. Moving along, refer to appendix table a question 4, our group wanted to know if these individuals have heard of this event mainly to determine how they have heard of the event. We asked the following question refer to appendix table a question 7, because we wanted to determine if the way that the interviewee has heard of the event was an effective way to get them to participate and if they were someone who liked to participate in these events. We also asked what motivated the individual if they haven’t because we wanted to obtain information on how to better motivate people. Referring to appendix table a question 11, the reason that we asked this specific question was to directly inform the BNI of the most preferred time of day that individuals like to participate in these type of events. Moving along, our group wanted to find out what individuals think about charity events in general and if they have ever participated in such events. The reason that this is important to us is because we want to know if individuals have ties with charities for certain reasons or if they are familiar with charity events at all. By asking if they would be inclined to participate if they event was intended for people with physical or mental disabilities refer to appendix table a question 16, our group wanted to obtain information on if stressing the idea that it is to benefit the disabled would be a way to lure individuals in. Our group wanted to know what individuals would be willing to pay refer to appendix table a question 17, so that the BNI has a better idea of how much to charge. The next two questions, refer to appendix table a question 18 & 19, were mainly to identify if individuals prefer to participate in these events together. This information would benefit the BNI so that they would know if it would be more beneficial to offer group discounts. Group discounts would not only influence individuals to participate but has potential to influence them to tell
their friends. *Referring to appendix table a question 20 & 21*, as a group we thought it was essential to inform individuals what the BNI was actually about. *Referring to appendix table a question 22*, our group wanted to mainly obtain information on why or why not these individuals have to have no heard of the Beast on The Bay so that we could determine how to better reach the individuals who have not. *Referring to appendix table a question 24*, this was just a general question to obtain information on the best social media sites to market to these individuals.

- Interviewee demographics:

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<td>Female</td>
<td>Reynolds, PA</td>
<td>Yes</td>
</tr>
<tr>
<td>21</td>
<td>Female</td>
<td>Sacramento, CA</td>
<td>Yes</td>
</tr>
<tr>
<td>19</td>
<td>Female</td>
<td>Erie, PA</td>
<td>Yes</td>
</tr>
</tbody>
</table>
Summary of Results: As a group we determined that 63% of our interviewees enjoyed running and 37% of them did not. Our group found that 75% of our interviewees preferred running outdoor and 25% preferred running indoor. Generally, individuals stated that they like to keep their outdoor runs adventurous and love to run on grass. “I love running around bends and uphill”, stated one of the participants. Discovered was that, 100% of our interviewees have heard of obstacle courses. The common obstacle courses that the interviewees named were The Tough Mudder, The Color Run and The Spartan Dash. 94% of our interviewees had positive things to say about charity events and said that they liked the idea of helping others. Most of the individuals interviewed had heard of charity events and obstacle courses via Facebook and the radio however, have not participated in these events. A lot of the interviewees stated that they had heard of these events from a friend or family member that had participated. “I participate in obstacle course to stay connected with family and friends”, stated one of the interviewees. Every person interviewed stated that they would much rather prefer to participate in one of these events with a group of individuals and would be more inclined to participate if a group discount was offered. College students seemed to want to pay anywhere from ten to twenty-five dollars to participate. “I would love to participate, I am just broke”, stated a student. Most of our interviewees would prefer to participate in this event in the morning or early afternoon. The students seemed to have participated in events that were promoted at their schools or in their neighborhoods. Mainly the students who participated in charity events had personal ties with the events. Our individuals have heard of the BNI, but most were unfamiliar of what exactly they do. 81% of our interviewees use Facebook, 75% use twitter, 69% use Instagram and 69% use snapchat on a daily basis.

Part Three: Overall Conclusion from Primary Research
Introduction
Our primary research of a focus group and personal interview questions gave us insight into the age group of sixteen to twenty-five year old men and women and how they feel about running, obstacle courses and charity. We found many of the same topics and ideas that seemed to keep popping up. In both cases, we saw that participants preferred to run outside as opposed to inside. Five out of seven participants expressed pleasure when running outside. In the interview, 75% of responses were in favor of running outdoors. Another major similarity that we saw was the high opinions towards non-profit organization and charities. 94% of the interviewees had positive words towards these type of organizations, while 6 of our focus group
members have all donated time, as well as money, to these events. Both of these stats show positive signs for the Beast on the Bay, as it in an outdoor event supporting the needy. One area that BoB is not closely following the beliefs of our samples is price. Based on the interview, people in the age range of 16-25 feel most comfortable paying around $25 to join an event like the Beast on the Bay. One of the focus group members believed that college kids typically wouldn’t want to spend more than $15 with the reasons being, low disposable income and the fact that exercise can be free. When it came to social media, there was no surprise. Facebook was the most popular site used in both cases, with Twitter and Instagram also being very prominent. The usage rate for almost everyone involved was very frequently active in social media, with the majority using the site daily.

V. Market Analysis: Cleveland

Cleveland is a rich and historic town located in upper Ohio, sharing the shores of Lake Erie. With a population of about 390,000 people, the city of Cleveland is in the top 50 largest cities in the United States and more than three times larger than the city of Erie. 53% of the population is African-American, 37% is Caucasian and 10% is Latino. This is a very large discrepancy from Erie, which has a 75% caucasian population. With a much higher rate of diversity, it is important to design marketing strategies that cater to all ethnicities. The average age of the Cleveland is 35.7, about 2 years older that the average person from Erie. Since the age discrepancy isn’t very different, the age approach for marketing doesn’t need to differ from current tactics. 37.1% of the Cleveland population is between the ages of 18 and 44, as Erie has 39.7% of its population in this age group. Although the percentage is lower, Cleveland will have a much larger segment of the population within the ages of 18 and 44 due to it’s size.
All of the previous stats come from the 2010 census. We believe Cleveland is a great target market for The Beast on the Bay, with a drive of about an hour and 40 minutes. The city has many organizations, sports teams, non-profits and local business’s with a large amount of diversity. There are several different ways that we could reach this large market. All of our recommendations will be in the following section. Some of the tourist attractions in Cleveland include the Rock n Roll Hall of Fame, the Cleveland Zoo, the Horseshoe Casino, Quicken Loans Arena, Progressive Field, and First Energy Field. There is a big culture in the city for athletic competition, meaning that there will be thousands of determined individuals who would welcome the challenge of the Beast. With a large music scene, Pandora and radio advertisements are perfect methods of breaking into this market. According to radio-online.com, the top 4 radio stations in Cleveland are WMJI, a classic hits station, WGAR, a country station, WHLK, a pop station, and WZAK, a hip-hop station. This information will be useful when designing both internet and FM radio ads.

VI. Assessment and Recommendations: Promotions of Beast on the Bay

Pandora online radio could be a great new market to reach the 16-25 year old age group. Internet radio is listened to by 124 million americans and Pandora is the top choice. Pandora has several options in an easy-to-use format with massive success rates. The first option you may choose from is whether you want to advertise on phone, tablet, computer or all three. We feel that the only choosing phone would be the best of the three options, as bundling all three is likely to be much more costly. Our research has led us to find that advertising through Pandora starts at $5,000. The next option you have is video, audio, or banner advertising. Again, we believe that the cheapest option, while still remaining successful, would be banner ads. The banner ads come in two different mobile sizes, 320x50 and 300x250. The latter is more likely to grasp the users attention because it blocks the view of the album cover of their current song. Pandora is able to target selected markets that we choose. Erie is the obvious choice, however we feel like this would be a great way to spread the word to the citizens of the Cleveland area, and possibly Buffalo and Pittsburgh. We may also target age groups and gender. The target age BNI should go after is fairly broad, as is the participants in the Beast on the Bay. Certainly both genders would be included as well. There is also the option to advertise based on genre. If the price discrepancy is low, BNI would ideally market on all genre’s, but if it is only possible to select a small number of genres, then pop, country, hip-hop and rock should be considered. Another huge perk that Pandora offers is advertising to
select audience segmentations. This would allow us to narrow our reach even further to increase the success of the ads. The ads typically run from 4-6 months. Ideally a decision on Pandora advertising should be made by early summer.

One specific area of advertisement that can possibly bring in a large quantity of people and donations is on the corporate side of things. After taking a look at the Tough Mudder website, we found a page strictly devoted to signing up large companies. They offer different packages that companies can choose from that come with additional benefits from the individual registration. The benefits are food, beverages, bag check-in, reserved start times, seating, VIP parking and even private tents. To get companies on board, they would need some incentive to sign-up as a group as opposed to individually. One way would be to provide a discounted rate for the more people who sign up together, or we could provide additional features to the groups who sign up in teams, such as the options that Tough Mudder provides to corporations. Companies will sign-up because they view the obstacle course as a team building affair, as well as a boost in company moral. Tough Mudder has had huge name companies participate in their events, granted that they hold several events across the country. Among the big names that attended are Samsung, Facebook, Mercedes Benz, T-Mobile, and LinkedIn. The human resources manager from Hyatt stated, "It's an opportunity for us to bring our teams together, and do some types of team building that we could never do on the 9 to 5 at work every day." There are several large companies that are headquartered in the Cleveland area that we feel would be good candidates for a similar program. Specific marketing initiatives could be made to target these companies and promote the event. One idea would be to send out kits with merchandise, photos, videos, and information that would persuade them into signing up, or at least creating a discussion for the company to have with its employees. Another option would be to send out representatives of Beast on the Bay to make pitches in person to these companies. This could be an opportunity for people to volunteer and contribute.
<table>
<thead>
<tr>
<th>Company</th>
<th>Annual Revenue</th>
<th>Number of Employees</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goodyear Tire</td>
<td>18.8 Billion</td>
<td>72,000</td>
<td>Akron, OH</td>
</tr>
<tr>
<td>Progressive</td>
<td>15 Billion</td>
<td>27,250</td>
<td>Mayfield Village, OH</td>
</tr>
<tr>
<td>Sherwin-Williams</td>
<td>7.8 Billion</td>
<td>37,000</td>
<td>Cleveland, OH</td>
</tr>
</tbody>
</table>

Another way of successful promotion of beast on the bay the we have determined to be effective via the focus group, personal interviews, and other research are Facebook and Twitter posts that have a call to action. Furthermore, we have similarly found that potential participants in events similar to the Beast on the Bay strongly prefer to participate with a friend or even in large groups. The combination of both of these finding can easily be incorporated into social media post that will yield great results like the following few examples:
The Key is to get a chain of excitement started with each post. For every person that likes, comments, or shares a post there is an exponentially greater number of people who will see it and potentially do the same. Greatly increasing the events exposure as well as creating a buzz with in-friend groups or social circles. Facebook and Twitter also have options to “boost” or “promote” posts. These options naturally come with fees which are based on how many users the post will be seen by or suggested to but they can be done effectively for a reasonably cheap price. For example, Facebook gives the option to have a post “boosted” for a few hundred people for $200. This boost can be specified to Facebook users by specific items the users have liked such as food & health, travel, sports, etc. These categories can be broken down into even more specific sub categories to better reach the intended audience as well as by choosing the region the user lives in. Twitter has very similar advertising and paid posting options for users to take advantage of.
VII. Conclusions

The Focus group and personal surveys gave us some great insight into how potential participants ages 16-25 feel regarding obstacle runs like the Best on the Bay. In general, we found that runners are much more likely to participate when it is with another friend or a group of friends because the team aspect is much more important to them than the individual's performance. Furthermore, participants of both the focus group and the personnel surveys agreed that the cause which the event is supporting is very important in determining their participation. This stems from two reasons: One is if the participant(s) have a personal connection to the cause; and two, they participant like to see what the event is benefiting as much as possible.

Finally, pulling all of this together, as well as our market research for Cleveland, Ohio we have determined what we think to be the best methods to break into this market. We would recommend a combination of Pandora internet radio adds, Facebook/Twitter posts, and promotion to big Cleveland businesses. Pandora allows for regionalized advertisements in a number of different way such as voice, small or large banner, or video advertisements. All of these have varying price ranges based on the frequency they play and the type of add. The advantages that these bring are their regionality and how can be shown to users listening to specific types of music. Similarly, Facebook and Twitter post or ads can be “boosted” or “promoted” to users is specific regional areas and to users that have liked selected categories or different interests. These ads are reasonably cheap and can reach a very specific targeted market.

Lastly, promoting the Beast on the Bay at large companies in the greater Cleveland area is a great way to attract large groups of participants. We have identified Goodyear Tire, Progressive, and Sherwin-Williams as the best companies in Cleveland to reach out to. They all
have a very large number of employees and well as high annual revenues. These are important for a number of reasons. One, with so many employees localized in one area it is very easy to get the word out and promote advertising to all these people with little effort. Secondly, the high revenues suggest that the companies themselves may be inclined to sponsor employee involvement in the event, paying for the sign-up fee, which in turn would strongly encourage many more employees to attend who would not have if they were paying out of pocket.

All three of these marketing techniques are what we believe will give the Beast on the Bay the Best chance to break into the Cleveland market.

**VIII. References**


http://censusviewer.com/city/OH/Cleveland

http://censusviewer.com/city/PA/Erie


http://ratings.radio-online.com/cgi-bin/rol.exe/arb019

IX. Appendix

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Do you enjoy running?</td>
</tr>
<tr>
<td>2</td>
<td>If yes, do you prefer indoor or outdoor running?</td>
</tr>
<tr>
<td>3</td>
<td>Preferred type of terrain you like to run on?</td>
</tr>
<tr>
<td>4</td>
<td>Have you ever heard of an obstacle course?</td>
</tr>
<tr>
<td>5</td>
<td>If yes, what events have you heard of?</td>
</tr>
<tr>
<td>6</td>
<td>How have you heard of these events?</td>
</tr>
<tr>
<td>7</td>
<td>Have you ever participated in one of these events?</td>
</tr>
<tr>
<td>8</td>
<td>If you have, what motivated you to participate?</td>
</tr>
<tr>
<td></td>
<td>Question</td>
</tr>
<tr>
<td>---</td>
<td>------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>9</td>
<td>If you have not, what would motivate you to participate?</td>
</tr>
<tr>
<td>10</td>
<td>If you have not heard of obstacles courses let me explain…..Now that you have a better idea of what an obstacle course is, what are some things that would motivate you to participate in one of these events?</td>
</tr>
<tr>
<td>11</td>
<td>If an event was held in September in Erie, what time of the day would be best for you?</td>
</tr>
<tr>
<td>12</td>
<td>What are your opinions on charity fundraisers?</td>
</tr>
<tr>
<td>13</td>
<td>Can you name any charity fundraisers that you have been involved in?</td>
</tr>
<tr>
<td>14</td>
<td>If yes, what motivated you to do so?</td>
</tr>
<tr>
<td>15</td>
<td>If not, why have you never participated?</td>
</tr>
<tr>
<td>16</td>
<td>If there was an obstacle course that would be held to benefit the needs of individuals with mental or physical disabilities, would you be inclined to participate in this event?</td>
</tr>
<tr>
<td>17</td>
<td>If the given event was to benefit individuals with physical and mental disabilities, what price would you be willing to pay?</td>
</tr>
<tr>
<td>18</td>
<td>Would you be more inclined to participate in an obstacle course with others or alone?</td>
</tr>
<tr>
<td>19</td>
<td>If there was a student discount or group discount offered, would you be more inclined to participate?</td>
</tr>
<tr>
<td>20</td>
<td>Have you ever heard of the Barber National Institute?</td>
</tr>
<tr>
<td>21</td>
<td>What have you heard about it?</td>
</tr>
<tr>
<td>22</td>
<td>Are you aware that the BNI hosts an annual obstacle course called the Beast on The Bay?</td>
</tr>
<tr>
<td>23</td>
<td>If yes, how did you hear about this event and have you ever participated in it?</td>
</tr>
<tr>
<td>24</td>
<td>What social media platforms do you engage in on a daily basis?</td>
</tr>
</tbody>
</table>

A.)
Participants Who Are Aware of Beast on the Bay | Where They Heard of it
---|---
1 | Radio
3 | Radio
6 | Radio
7 | Runner’s Website

57% of the group is aware of the event.
42% of the group heard about it on the radio.

B.)

<table>
<thead>
<tr>
<th>Preferred Social Media</th>
<th>Total</th>
<th>Male</th>
<th>Female</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>5</td>
<td>3</td>
<td>2</td>
<td>71.4%</td>
</tr>
<tr>
<td>Twitter</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>14.3%</td>
</tr>
<tr>
<td>Instagram</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>14.3%</td>
</tr>
</tbody>
</table>

C.)

<table>
<thead>
<tr>
<th>Participant Number</th>
<th>Time Spent on Social Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participant</td>
<td>Type of Non-Profit Event</td>
</tr>
<tr>
<td>-------------</td>
<td>--------------------------</td>
</tr>
<tr>
<td>3</td>
<td>● Helped build homes for those in need</td>
</tr>
</tbody>
</table>
| 1           | ● Special Olympics  
             | ● THON |
| 4           | ● AJO  
             | ● Alzheimer’s walk |
| 6           | ● Relay for Life |
| 5           | ● Relay for Life |
| 7           | ● Various benefit walks (at least 1 per year) |
Subject Name: Barber Beast on the Bay

Welcome: Good evening everyone. We are here today to get your opinions on obstacle courses and charity athletic events. We are very grateful that you all have taken time out of your busy lives to help us with our research.

Introductions: I am ________ and I will your moderator tonight. This is _________ who will be my assistant moderator.

Purpose: We would like to gather some data on the level of involvement people aged 16-25 have with obstacle courses, mentally and physically disabled people, and their overall opinions towards exercise and social media.

Ground Rules (written on presentation paper):
1. The first rule is to show respect for everyone in attendance tonight.
2. Going along with respect for each other, we ask that only one person speak at a time.
3. We wish that everyone gets an opportunity to share and discuss.
4. Lastly, we ask that everyone is actively listening to their peers when not talking.

Icebreaker: The first question we want to ask everyone is, what is your favorite method of exercise.

1. Where is your favorite place to exercise? What other workouts do you do? What is the motivation behind your workouts and why?

2. Do you prefer exercising alone or with others? Why do you prefer this to the other?

3. How often do you run?
   1) Do you prefer indoor or outdoor running?
   2) What type of terrain do you enjoy running on the most?

4. What are your opinions towards non-profit organizational fundraisers?
   a) What drives you to participate?
   b) How often do you participate?
   c) Do you enjoy fundraisers that have a competitive aspect too it?
   d) What is the most money you would contribute to participate in a

5. Did you run in last years Color Run or any similar fundraisers with physical activity?
   a) What was your reason for signing up?
b) What emotions/benefits did you experience after running.

6. Are you aware of Tough Mudders?
   a) If not, are there any other extreme obstacle courses that you are aware of?
   b) What kind of obstacles did you find in these courses (Mudder or others)?

7. Have any of you participated in these events?
   a) What was your reason for doing so?
   b) How much money did you spend and how much would you be willing to
      spend to participate?
   c) Did you sign up alone or in groups?
   d) What would be your ideal length in a course in miles?
   e) Are there any obstacles that you haven’t seen in an event, but think it could be
      a good match?

8. Have you ever heard of the Barber National Institute?
   a) Have you ever been involved in a fundraiser helping the disabled? If yes, what
      ones?
   b) Are there any other ways that you’ve helped the disabled?

9. Are you aware BNI host an annual obstacle course called the Beast on the Bay?
   a) How did you hear about this event?
   b) What could drive you to run in the event
   c) Would you consider being a buddy for an Adaptive Course runner?

10. What social media outlet do you use the most?
    a) On a scale of 1-7, how frequently do you use social media?
    b) How many different social media sites do you use consistently?

11. Is there anything else you wish to add toward our discussion of obstacle courses, the
    disabled or social media use?