



Emma Heim, Alyssa Antonio, Elizabeth Kern, Quinn Calhoun and John Romero

2026

CLIENT PRESENTATION



Blazer Boosters

INTRODUCTION

The Portland Trail Blazers are a historic NBA franchise with a passionate fan base and strong ties to the Portland community. However, changing media habits and evolving entertainment preferences have made it more difficult to engage younger audiences.

- The Blazer Boosters campaign focuses on reconnecting with Generation Z fans by meeting them where they already spend their time — on social media, through creators, and through interactive experiences.
- Our campaign aims to strengthen the relationship between the Trail Blazers and younger audiences by making the team more visible, accessible, and culturally relevant.





SWOT / PEST FINDINGS

Strengths

- Brand identity/voice, loyalty, partnership

Weaknesses

- Clarity, broadcast friction, operational constraints

Opportunities

- Community, local moments/experiences, Gen Z habits

Threats

- Divided attention, safety risks, new competition

Political

- Resistance from lawmakers, funding, city of Portland

Economic

- Inflation/cost of living, streams of revenue

Sociocultural

- Community building, entertainment

Technological

- Increased social media usage, technological advancements



PROBLEM / OPPORTUNITY

THE PROBLEM:

Finding effective ways to market the Blazers to Gen Z in order to secure the next generation of fans.

- Gen Z is less likely to attend a live game
- Gen Z is less likely to watch a full-length live game
- The main way Gen Z digests sports content is through a short-form model

THE OPPORTUNITY:

Capitalizing on the interest in short-form content, specifically through social media.

- Building upon the Blazers' existing social media presence and content
- Utilizing our lived experience as Gen Z to provide first-hand knowledge
- Increasing engagement among Gen Z by partnering with content creators on social media



AUDIENCES



Blazer Boosters

Generation Z

Demographics

- Born between 1997–2012
- Focus group: High school students (ages 14–18)
- Located in Portland metro area
- Portland, Beaverton, Hillsboro, Gresham, Vancouver WA
- All genders

Financial Reality

- Mostly financially dependent on parents/guardians
- Limited disposable income
- Some work part-time jobs

Values & Psychographics

- Value authenticity, transparency, and individuality
- Care about social justice, inclusion, and mental health
- Budget-conscious and social, like to spend time with friends and within school communities

HIGH SCHOOL STUDENTS



AUDIENCES



Blazer Boosters

Generation Z

Common Interests

- TikTok trends
- Gaming
- Music & concerts
- Fashion and sneakers
- School sports and activities

Media Consumption

- TikTok (primary platform)
- Instagram Reels
- YouTube Shorts
- Streaming platforms (Netflix, Hulu, etc.)

Content Preferences

- Short highlight clips
- Memes and viral moments
- Fast, entertaining, relatable content

HIGH SCHOOL STUDENTS



AUDIENCES



Blazer Boosters

Generation Z

Current Relationship

- Recognize the Portland Trail Blazers brand
- Often watch highlights or viral moments
- Low emotional investment in attending games

Barriers

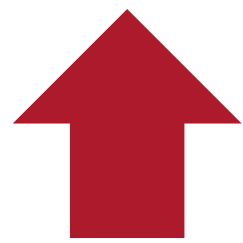
- Ticket prices
- Transportation
- Length of games
- Competing entertainment (gaming, streaming, social media)

Opportunities to Engage

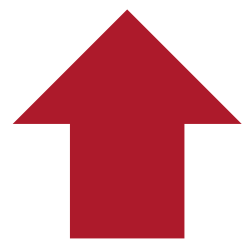
- Discounted or student tickets
- School partnerships or sponsored events
- Interactive digital content (polls, giveaways, challenges)
- Behind-the-scenes, humorous, and relatable storytelling



OBJECTIVES



20% Gen Z Digital Engagement
By October 2026



20% Gen Z Game Attendance
By February 2027





STRATEGY AND TACTICS

To accomplish this objective, we recommend implementing an earned digital-first social media strategy that prioritizes short-form video content and partnerships with Gen Z influencers to increase authentic engagement and strengthen the connection between Generation Z audiences and the Portland Trail Blazers.





Strategy and Tactics



Influencer Collaboration

Partner with 5-8 Oregon-based Generation Z micro-influencers (5K-50K followers) located in the Portland and Eugene areas to attend select Portland Trail Blazers home games and create short-form TikTok and Instagram Reels content.



Behind-the-Scenes

Provide Generation Z audiences with exclusive behind-the-scenes access to the Portland Trail Blazers through short-form social media content such as pre-game shootaround footage, locker room tunnel walks, custom merchandise reveals, and quick player Q&A clips.



Pre/Post-Game Debriefs

In addition to sharing highlights from Portland Trail Blazers games, incorporate short pre- and post-game video segments that capture player predictions and reactions. Before games, players can answer quick questions such as their predicted final score or how they are feeling heading into the matchup.

BUILDING THE FUTURE OF BLAZERS FANDOM



Stronger Gen-Z Connection

Long-Term Fan
Loyalty

Increased Digital
Engagement



THANK YOU!

Blazer Boosters

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