



BAY AREA BLITZ

ONE REGION. ONE GOAL. ONE CHAMPION.

BAY AREA HOST COMMITTEE | SEPTEMBER 2018

ROLLING OUT A MARKETING CAMPAIGN FOR THE GREATEST WEEKEND IN COLLEGE FOOTBALL

To raise awareness of the CFP National Championship weekend, a Bay Area advertising agency decides to embrace and promote a stadium-sized mystery.

By Mark Purdy | #MPwritesCFP

Let's face it. There is a big question about January's championship weekend in Northern California.

Specifically, the big question is how to best convey the magnitude of what is about to descend on the South Bay and capture the attention of the Bay Area's population for college football's title, with a busy Bay Area audience often more focused on pro sports, the newest pinot noir release or the coolest IPO offering. Not necessarily in that order.

So how do you answer that big question?

By posing another question: "GUESS WHO'S COMING?"

That's the master plan of Brian Bacino, anyway.

Bacino is among the primary brains behind the Bay Area 2019 advertising campaign that is scheduled to soon overwhelm billboards, radio speakers and television sets across area codes from Monterey to Marin.

The "GUESS WHO'S COMING?" campaign, is about getting people interested in which two teams will make it to Levi's® Stadium on the night of January 7, to decide the College Football Playoff national champion. But it also is a teaser for the entire four days of activity that will cater to families, as well as fans, and so much more.

"The question gets you excited," says Bacino. "You know, that's what your mom asks or tells you when your favorite uncle is going to visit."

Except in this case, the uncle will be bringing along dozens of players and thousands of fans. The uncle will also bring two marching bands, two potentially furry mascots and two potentially non-furry (but likely laser-beam intense) head coaches.

Bacino is the chief creative officer for Baker Street Advertising in San Francisco. He and two other Baker Street team members, Bob Dorfman and Corey Stolberg, were tasked by the Bay Area 2019 Host Committee to convey the mojo that will envelop downtown San Jose and Levi's® Stadium in Santa Clara during the weekend of the game—particularly the events that will allow local fans to interact with the championship environment, the two competing teams and their followers.



The Ultimate Two And You, as it were.

And so, the “GUESS WHO’S COMING?” strategy was born. It was adapted to various posters and digital platforms. The words were accompanied by an image of Levi’s® Stadium and a blank four-team bracket to represent the four teams that will be selected for the playoff format in December.

Throughout autumn, multiple “GUESS WHO’S COMING?” billboards will be seen across the area. Radio ads are already airing, with various voices taking stabs at which two teams will eventually reach Santa Clara. Television commercials are also in the pipeline.

More adventurously, a “takeover” is underway at Silicon Valley’s busy rail station in Mountain View. Bacino is calling it a “station domination.” All signs on the platforms where CalTrain and VTA Light Rail converge to off their passengers will feature Bay Area 2019 graphics. A film crew from Baker Street will be on hand to record peoples’ reactions and utilize their sound bites in another series of television commercials.

Bacino expects that the Mountain View train commuters’ awareness for the January game will run the gamut from very strong “can’t wait” to very “huh?”, which is fine. This is an opportunity to engage those who are already college football enthusiasts, and those who will have the opportunity to be – if they take advantage of all the exciting elements surrounding the national championship game. Bacino’s ad agency is named after Sherlock Holmes’ address in the famous detective novels. And he knows there’s no mystery that capturing the full attention of the diverse Bay Area is a challenge. But he sees it as an invigorating one for his Baker Street colleagues. The decision five years ago to play the College Football Playoff National Championship at a neutral site has given the Bay Area the opportunity to host the sport’s apex night for the first time. That’s definitely something new and shiny to tout.

Also, while Northern California can sometimes be slow to focus on the particulars, the fact that the Orange Bowl and Cotton Bowl are playoff sites and will host the national semifinals on December 29 should make the Bay Area sit upright and understand what will be at stake when the winners of those two games show up a week later at Levi’s® Stadium, right in the neighborhood. The ad campaign is designed to both build anticipation and juice up the enthusiasm for when the two teams – and their out-of-town followers – arrive. The “GUESS WHO’S COMING?” meme should leave no doubt that something fun will be happening the first weekend of January in Santa Clara and in downtown San Jose. The slogan and/or signage will also appear on bus shelters, radio talk shows, social media, the ABC Saturday Night college football game telecasts on local affiliate KGO-TV, plus various pop-up events.

“Perhaps this is not a traditional college football market, but it has great football traditions,” said Bob Dorfman. “And this is not only the pinnacle of college football, it is even a bigger story for the Bay Area. It’s an event, a big event. And the Bay Area turns out for those. So the goal is to continue to ensure everyone in the Bay Area understands how big it is.”

The goal is also to get a conversation started about which teams might ultimately show up here and to connect the whole big sandwich to the high-tech landscape surrounding the game location. That’s also covered in the “GUESS WHO’S COMING?” imagery.

“It’s kind of subtle,” says Bacino. “But you might also notice that the brackets are designed to look like circuitry, as a reference to Silicon Valley.”

Ryan Oppelt, director of the Bay Area 2019 Host Committee, was happy when he saw the campaign theme for another reason on another level.

“The ‘Guess Who’s Coming’ theme is about much more than the two teams,” said Oppelt. “It’s about which musical acts might be coming when the free concerts for the game weekend are announced in November. It’s about which celebrity chefs might be coming for the Taste of the Championship event when we announce that later in the season. It’s about which marching bands will be coming along with their teams.”

This explains why, as Oppelt sees one of the "GUESS WHO'S COMING?" billboards or hears a "GUESS WHO'S COMING?" commercial on his drives down Bay Area freeways, his blood starts pumping a little faster.

"It's also our 'Hearts and Minds' campaign locally," Oppelt says.

The hearts of the Bay Area have always had a proclivity for both spectator and participatory sports. The minds of the Bay Area have always been intrigued by things that are new and significant to the region.

The favorite uncle is coming to town. By January, he definitely won't be sneaking into town unnoticed.

Guess who's coming? The plan is, everybody.

THE COLLEGE FOOTBALL PLAYOFF NATIONAL CHAMPIONSHIP
GUESS WHO'S COMING

01.07.19

Levi's[®]
STADIUM
BAYAREA2019.COM

CEO ROOTING SECTION: BRAD SMITH

A BAY AREA BLITZ FEATURE WITH A SILICON VALLEY CHIEF EXECUTIVE OFFICER TALKING ABOUT COLLEGE FOOTBALL

Brad Smith has served as Chairman and Chief Executive Officer of Intuit, Inc., since 2008. He will transition into the company's executive chairman role on Jan. 1, 2019. Intuit is a business and financial software company that has developed accounting and tax preparation software such as TurboTax for small businesses and individuals. The company's headquarters are in Mountain View.



WHAT IS YOUR FAVORITE COLLEGE FOOTBALL TEAM AND WHY?

My favorite team is the Marshall University Thundering Herd. I grew up in Kenova, West Virginia, a town of 3,500 where the states of Kentucky, Ohio and West Virginia meet on the Ohio River. (Thus, the inspiration for the name KEN-O-VA.) The population is 3,500 if you round it up! The town was famous for being a high school football powerhouse: The Ceredo-Kenova Wonders. They won 10 high school football state championships in a 20-year period before being consolidated into neighboring schools as the population declined. Ceredo-Kenova High also produced standout Major League pitcher Don Robinson and Grammy Award-winning singer Michael W. Smith. Yet Kenova is perhaps best known for being home to Tri-State Airport, where the Marshall University football team's charter plane came up short of the runway and crashed on a rainy November night in 1970. The entire team perished. This inspired the film, "We Are Marshall,"

starring actor Matthew McConaughey. I was six years old when the plane crashed. I remember the sirens and the news flashes on the local TV stations as if it were yesterday. The airport was a mile away from my home. Marshall was a 15-minute drive in the neighboring city of Huntington. From that tragedy, I watched families, a community, a university, a football program and a state rebuild from those ashes and go on to seize glory as Marshall became one of the winningest programs of the 1990's. Along the way, it produced elite athletes such as Chad Pennington, Randy Moss and Byron Leftwich. All three were Heisman Trophy finalists. I ultimately attended Marshall University, as did both of my brothers, several aunts and uncles, my cousins and my niece and nephew. We Are All Marshall!

WHAT IS YOUR FAVORITE MEMORY REGARDING YOUR TEAM?

While I didn't attend the game, it would have to be the 31-28 victory over East Tennessee State in 1984. I was a Marshall University sophomore that season. The triumph in the ETSU Mini-Dome in Johnson City, Tenn., on Nov. 17, 1984, gave the Thundering Herd its first winning season in 20 years. The victory also symbolically completed the comeback of the program from the 1970 plane crash.

WHAT IS IT ABOUT COLLEGE FOOTBALL THAT MAKES IT SO COMPELLING AND EXCITING TO YOU?

I think college football is the purest version of the game. It is where athletes are also students in pursuit of building a brighter future for themselves and their families. That pursuit can take the form of professional football dreams, earning a diploma or a variety of other goals. But the passion and hunger embedded in those dreams shows up in the game. School rivalries mean something and traditions remain steadfast over multiple generations. And when it is at its purest, you see the elite student athletes, such as those nominated for the William V. Campbell Trophy (the "Academic Heisman") go on to become major pillars and leaders both on and off the field, any given day, almost any team can win.

BIG PLAYS BY THE BAY

COUNTING DOWN NORTHERN CALIFORNIA'S 10 MOST NEWSWORTHY COLLEGE FOOTBALL MOMENTS

College football has been played in the Bay Area for 133 years with numerous great players and games – plus some remarkable stories that have been forgotten. Bay Area Blitz contributor Mark Purdy has picked the 10 best stories. He will count them down in the monthly newsletter leading up to January's College Football Playoff National Championship at Levi's® Stadium.



NO. 5: THE WONDER TEAMS OF CAL WITH A BRICK FOUNDATION

Football in the 1920's was not like football in the 2010's. The ball was more oval and more bloated. Players went both ways, on offense and defense. Yet you could make a case that the best Bay Area football teams of all time occurred in that era. All of them wore the blue and gold uniforms of the California Golden Bears.

In 1960, the Helms Athletic Foundation attempted to rank the top teams of the previous six decades. Top choice as No. 1 overall? It was the 1920 Cal squad, which went undefeated in nine regular season games and outscored opponents, 424-14, and then shut out Ohio State in the Rose Bowl Game, 28-0. And that was just the beginning of a stunning five-year stretch. From 1920 to 1925, the Golden Bears didn't lose a game. They had just four ties. They were named mythical national champions in four of those five seasons by at least one recognized ranking organization. And they were collectively given a very cool nickname by sportswriters of the day: "Wonder Teams."

The man who orchestrated all this was head coach Andy Smith, who had been recruited away from Purdue University by Cal officials in 1915. Smith instituted a disciplined, detailed style of football and almost demonically recruited top-tier California high school players. He found one of the best in his own back yard. Harold "Brick" Muller was a multi-sport athlete at Oakland Tech High and eagerly enrolled at Cal to play for Smith.

Back then, freshmen were ineligible for varsity football. But Muller ran roughshod over the Cal upperclassmen in scrimmages while also excelling in track and field. One month before the 1920 season began, he won a high jump gold medal at the Summer Olympics in Belgium. Then he returned to campus and dominated on the gridiron. At 6-foot-2 and 210 pounds, with huge claw-like hands to better grip the bulbous football, Muller was used in every conceivable way. During the Rose Bowl Game victory over Ohio State, he threw a 53-yard touchdown pass on a trick play, caught two passes and recovered three fumbles.

In 1921, Muller became the first West Coast player to be named a first-team All-American. He capped off his career the following season by leading the Bears to a 28-0 crush of rival Stanford. Muller passed up a career in pro football, then in its early years, and entered medical school. He became an orthopedic surgeon and Cal's team doctor. Tragically, his coach never lived to see it. Smith died of pneumonia following the 1925 season. But he and his teams left a concrete legacy. The Wonder Teams were such a gate attraction that their ticket proceeds ended up financing Cal's Memorial Stadium, which opened in 1924.

CHAMPIONSHIP CAMPUS



DOWNTOWN SAN JOSE



JAN. 4-6, 2019

A three-day, family-friendly event inside **San Jose McEnery Convention Center**.



JAN. 4-6, 2019

A free, outdoor concert series in **Discovery Meadow** features a variety of national recording artists.



JAN. 5, 2019

An opportunity to watch both teams and coaching staffs participate in media interviews at **SAP Center at San Jose** free of charge and includes a complimentary ticket to Playoff Fan Central.



JAN. 6, 2019

Extra Yard 5K is the official road race of teachers and education taking place at **Plaza de César Chávez**.



JAN. 6, 2019

Purchase tickets and sample gourmet food and beverages from the Bay Area's most notable restaurants and breweries at **The Tech Museum of Innovation**.

LEVI'S® STADIUM



JAN. 7, 2019

The ultimate game day tailgate at **Levi's® Stadium** for fans who want to experience extreme tailgating leading up to the College Football Playoff National Championship.



JAN. 7, 2019

To learn more about suite and ticket packages, please visit: www.bayarea2019.com



The College Football Playoff National Championship Guess Who's Coming Sweepstakes

Who do you think will participate in the College Football Playoff Semifinals? [Make your pick now](#) for a chance to win two premium tickets to the College Football Playoff National Championship on January 7, 2019 at Levi's® Stadium. For more information, please visit: www.bayarea2019.com/GuessWhosComing.



Stay up-to-date on all Bay Area Host Committee news by following along on social media, or by visiting us at BayArea2019.com. #BayArea2019 | #CFBPlayoff