

MAIN EVENT

RESEARCH REPORT



Prepared for:
Main Event Waco

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Executive Summary

The Mission

The overall goal of this campaign is to increase Main Event's reach and bring back the craze that surrounded its opening while also trying to attract new clients and beat its competition.

The Objective

To achieve 3X ROI and to identify more ways to influence colleges, schools, and corporate to attract new clients.

The Problem

High competition in the entertainment business and low population density in the area.

The Solution



Improve social media presence.



Increase targeted advertising.



Focus on professional and interactive team-building corporate events.

Market Description

Waco is socially driven by Baylor University staff and students.

Competitive Landscape

Main competitors similar to Main Event are Top Golf and Waco Escape Rooms.

Issues and Challenges

Social Media presence and advertising for corporate events and Baylor.

Main Achievements

Hybrid professional and casual environment. Appeals to a large age group and is open for long hours.

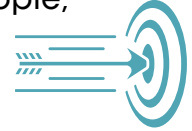
Opportunities

- Improve Social Media presence
- Advertise the private bowling room
- Target more Baylor Students - highlight student discounts
- Increase advertising toward corporate events
- Increase advertising toward school programs
- Advertise on the Waco Moms website
- Getting sponsorships
- Engaging in community events

Company Analysis

Mission:

According to the Main Event website, their mission is "Connecting People, Making Memories... One Smile at a Time".



Culture:

From our observational study, the culture seemed motivating, fun, nimble and kind. The team was very welcoming toward us, and respectful to each other.

From the Main Event website, the culture can be described as unforgettable. This is because the team members are "genuine, they have a passion to serve, they embrace FUN, they are ambitious, they challenge themselves and their team members, they look for opportunities to continue to grow, and they make an impact in the lives of those around them."

Ambitions:

During the client interview, the team seemed very hopeful and ambitious when it comes to Main Event Waco's future. They expressed interest in reaching more Baylor students, improving corporate event advertising and boosting school program advertising. Main Event Waco seems to be open to our advertising suggestions since it may lead to improvement and further success.

Risk Level:

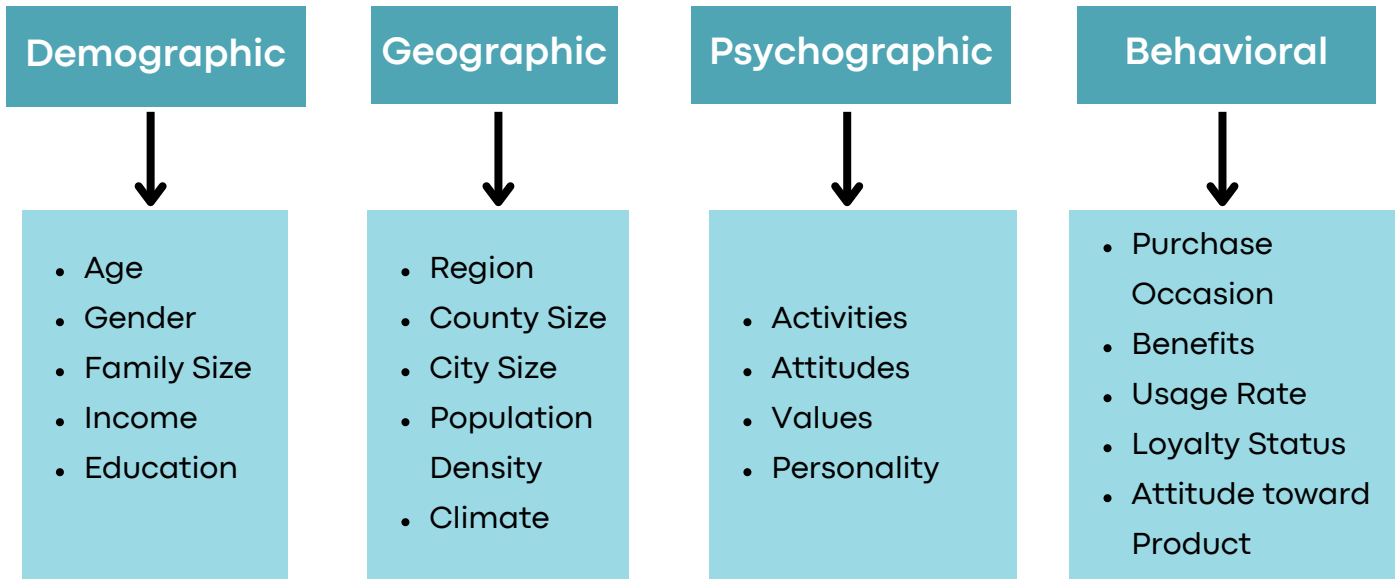
Since Main Event Corporate limits some of our recommendations, there is not an excessive amount of risk to incur. However, with a fairly large advertising budget of \$6,000, there is still room for implementation of certain ideas, leading to an increase in risk.

Sales Trends:

Main Event Waco has been open for less than a year, so a report on the sales trends and market share in the last seven years is inapplicable. The company has been profitable. It has been reported that the center has exceeded all revenue expectations and profit expectations since opening on April 1st 2022.

Consumer Analysis

Consumer Segmentation



Birthdays, corporate events, social parties and team building are the occasions Main Event relies on for business, with an in-house bar, restaurant, virtual reality gaming, arcade games, bowling, laser tag, colorful lights and lively music that sets the atmosphere.

Primary Research Method: Observational Study

Demographic: Our findings noted there were more teens than adults. The staff confirmed this, although a fair share of working adults enjoys the services provided, regardless of gender. Main Event views Baylor students and high school students as an important consumer market.

Geographic: Main Event Waco suffers from less variety of consumers and has less options than their sister locations offer. External threats in the form of competition threaten to lower consumer rates because of the higher availability of options. The minimum wage is being raised in other states while Texas remains at the Federal minimum.

Psychographic: Main Event Waco has group activities and group packages that target a certain audience. The staff is very friendly and unobtrusive which can balance this and allow for privacy for these special groups.

Behavioral: Previous data notes the primary purchase occasion for Main Event packages is birthdays for teenagers or team-building exercises at the office level. Teens have discounted packages, while adults have access to packages that include a private lounge for more opportunities to bond as a team. From past research conducted, it is evident that this package seems to be their best-selling product because of the benefits it provides, and based on satisfaction surveys, customer loyalty is high as is their attitude toward the product.

Market Analysis

Market Size and Share:

We were unable to find Main Event's market size or share, but we were able to use data for Ardent Leisure, the company that owns Main Event. Between Main Event and Dave and Buster's, who also owns Main Event, the market share is nearly 25% in the U.S. Together, they've generated \$1.9 billion in revenue.

Distribution and Regionality:

Main Event has locations all over the country. They were founded in Lewisville, and have 22 additional locations throughout Texas. Predominantly they are located in the Southeast, but they can be found as far east as Delaware and Maryland and as far west as Arizona and New Mexico.

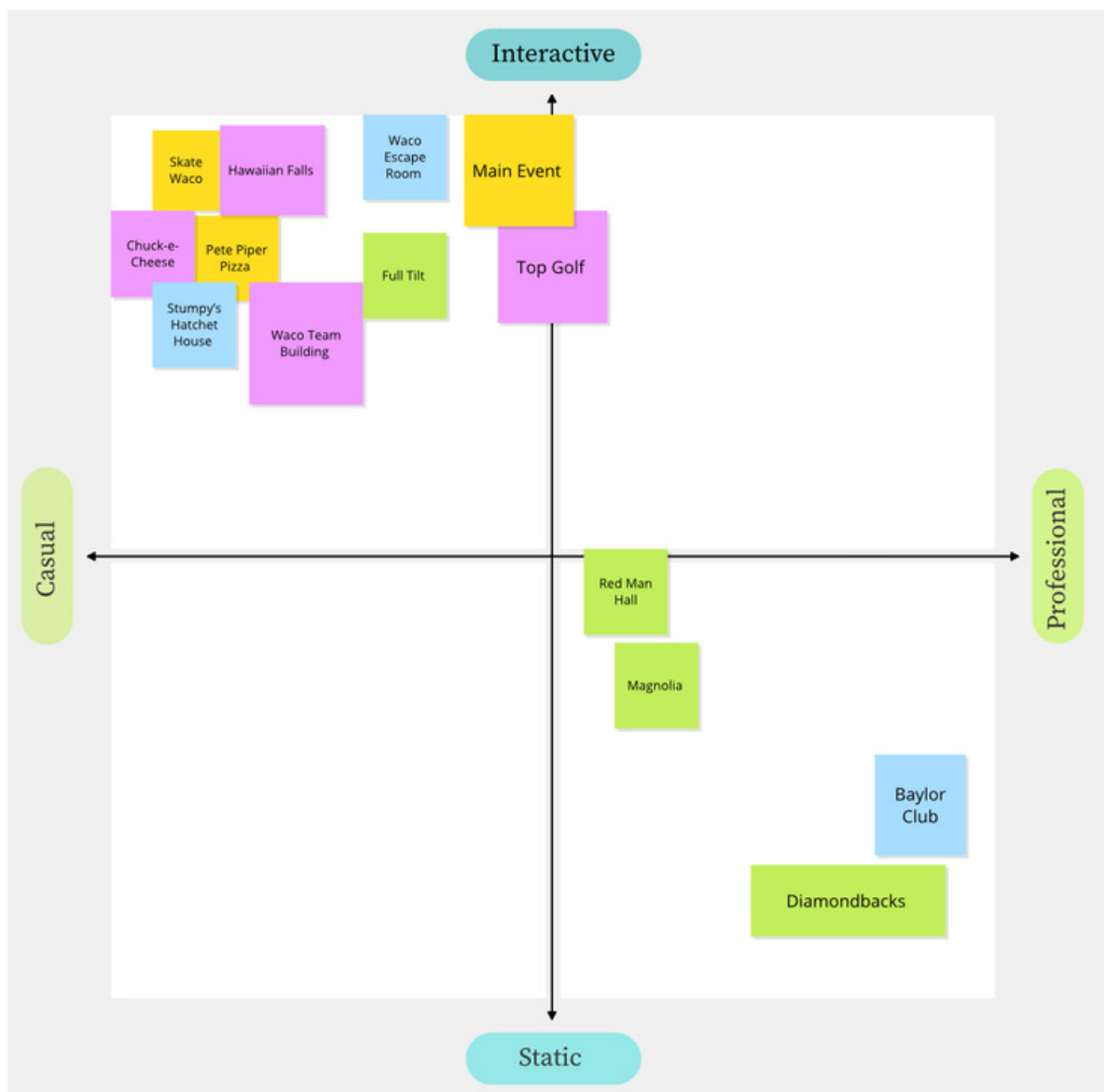
Seasonality: Fluctuations in seasonality include a lull in spending in the spring, but overall the market is fairly steady.

Development Potential:

Main Event has significant development potential and room for growth. Their ambitions are high and set beyond their current circumstances, hoping to reach demographics they have yet to grasp. Locally speaking, influxes in Baylor's student populations offer more potential consumers. This, coinciding with marketing toward this demographic, signifies future growth. History shows they identify and satisfy consumer needs, and it is probable they will continue to do so.

Competitive Analysis

The perceptual map was created based on interviews about consumer's perceptions of Waco's corporate team building spaces and activities. When searching for corporate team building events in Waco, Main Event is not on any lists regarding Trip Advisor, blogs, or Yelp. Main competitors similar to Main Event are Top Golf and Waco Escape Rooms. However, Main Event has an edge in which professionalism and a casual environment can be included on the event based on the package. Focusing on professionalism in future endeavors with team building events will push Main Event in an area that Waco is not experiencing-professional and interactive corporate team building events.



Climate/PEST Analysis

Political



The minimum wage is being raised in other states while Texas remains at the Federal minimum wage which is \$7.25 an hour.

Economic



Inflation is raising the prices of food options, because it is costing more for Main Event to obtain the ingredients. This is adding pressure on them to raise prices in order to keep their margins.

The median age in Waco is 28.9

The median household income in Waco is \$40,349

Social Trends



Population: The Waco population is growing at a rate of 0.97% annually and the population has increased by 2.96% since the last census in 2020.

Waco is socially driven by Baylor University staff and students during the school year.

Demographic Makeup: 43% white, 32% Latinx American, 22% African American, 2% Asian American.

Technological



VR Technology is becoming more advanced and Main Event is trying to keep up with the improvements.

Researchers at MIT have found that more than 80% of technologies improve at around 25% per year.

Strengths

- Long hours, open until 2:00 am
- Appeals to all age groups
- Radio Advertising
- Bar and food
- Private spaces available
- Food truck advertising
- Strong LinkedIn Presence
- Clean and well kept

Weaknesses

- Social Media
 - Frequency of posts
 - Consistency of brand image
 - Use of videos
- High price of tickets
- Advertising for corporate events
- Advertising to target Baylor organizations

SWOT

Analysis

Opportunities

- Improve Social Media, specifically Instagram
- Advertise the private bowling room
- Target more Baylor Students
 - Advertise group events to organizations and greek life
- Target more corporate clients
 - Advertise Fast Wifi, clear screens, and privacy
- Increase advertising toward corporate events
- Increase advertising toward school programs
 - Advertise on Waco Moms website

Threats

- Businesses in the entertainment industry, and businesses that can hold corporate events
 - Top Golf
 - Urban Air
 - Peter Piper
 - Chuck-E-Cheese
 - Hawaiian Falls
 - Magnolia
 - Baylor Club
 - Waco Escape Room

Primary Research

For our primary research, we chose to conduct an observational study and face-to-face interviews.

Observational Study

The objective of our observational study was to observe how customers naturally respond to the Main Event Waco environment. The customers did not know they were being observed, and they were not interfered. The purpose was to gain insight on the behavior of the customers and the environment.

We conducted the study around 2:00 pm on a Friday. The space was not very crowded at this time of day. We each received tickets and a wristband and acted as real customers. We interacted with several multi-player games, viewed the laser tag room, bowled in the private bowling room and sampled the food.

The multi-player games were exciting and easy to use. They were placed sporadically, so they were somewhat hard to identify. The Mario Kart multi-player game was one of our favorites.

After playing a few games, we observed the laser tag room. The laser tag room had dim lighting and neon paint on the walls. Next, we bowled in the private bowling room. The room was very hip, clean and closed off from the rest of Main Event. While we were bowling, we ordered pizza, drinks, mozzarella sticks, cheese fries and chips and queso. Our favorite were the cheese fries. The customer service was good.

The multi-player games, laser tag, food and bowling room seemed attractive to a wide range of ages; corporate clients, college students and local schools.



Primary Research

Interviews

The second phase of our primary research was conducting interviews with Baylor students in greek life. The goal was to gain knowledge on why they would choose Main Event as a location for social events, barriers when choosing Main Event and what the students look for when deciding on a location. We reached out to both sorority and fraternity members. Below are our most insightful questions and responses:

Have you considered Main Event as a social venue for your organization?

"We would consider Main Event for mixers in the fall semester because in the spring our events are more formal." - Sorority member #1

"No... not personally, but if it was an option I would be excited to go." - Sorority member #3

What do you prioritize or look for when choosing a venue?

"We emphasize enough space to accommodate everyone when looking for venues or places. The second thing we prioritize is aesthetics." - Sorority member #1

"Just that they are fun and the popularity of them among organizations." - Sorority member #2

"I look for somewhere where there's something for everyone to do, it's very versatile, so like everyone will have fun... for boys and girls." - Sorority member #3

What are some barriers when considering Main Event?

"I don't feel like there is a ton of barriers for Main Event. A lot of times sororities are required by Baylor to pay for transportation when a venue is a certain distance away. Main Event may be outside of this range. This leads into a cost barrier." - Sorority member #1

"We were going to plan with Main Event but it ended up not working out. The pricing was easier if we did it ourselves instead of choosing a package." - Sorority member #2

"It's kind of like marketed towards little kids, so like people might not want to go because you just think it's like little kids there." - Sorority member #3

What are your impressions of Main Event?

"My feelings when considering Main Event as a site for a social event are that it is chill, calm, informal, and fun." - Sorority member #1

Secondary Research

A qualitative analysis of the differences between Top Golf and Main Event was conducted by looking at reviews on Yelp, Facebook and Trip Advisor. The three main incentives for going to Top Golf were the staff, food and ambiance. Some of the cons were the bar service, loud music, outdoor environment, accommodation for large groups, defective equipment and wait times. As for Main Event, the incentives were wait time, staff, family-oriented and fun environment. Some of the cons for customers were the food and expense.

From this, Main Event's edge over Top Golf is the indoor environment, wait times, and accommodation for larger groups. When working with local blogs, future advertising expenditures, etc. these aspects should be highlighted.



Top Golf Address:

2301 Creekview Drive,
Waco, TX 76711

Main Event Address:

2420 Creekview Dr., Waco,
TX 76711

Recommendations

- Improve team building by advertising VR and laser tag
- Improve Instagram by posting and making a business profile to collect data
- Themed posts to improve profile aesthetic
- Infographics through Instagram/Facebook stories
- Sponsored Instagram posts
- Connecting to Baylor Greek Life and show that they can get a student discount
- Snapchat filter that appeals to younger students
- Advertising to smaller Baylor Events (ie tailgating, Sing, Homecoming events)
- Access to other community events
- Get reviewed and on the top search page for looking at corporate events using local SEO
- Showcase bowling room for groups
- Target corporate and Baylor students/athletic teams



Objectives

- Identify more ways to target groups, corporate clients, schools and college students
 - We plan to allocate **50%** of the budget toward corporate clients, **30%** toward Baylor students and **20%** toward schools

Main focuses:

- Improve digital presence
 - Invest in local SEO for corporate events
 - Focus on Instagram, TikTok, Snapchat, Facebook, websites
 - Consistency of brand across social media platforms
 - Frequency of posts
- Increase age diversity awareness on social media
 - Include posts tailored toward college students
 - Group activities like bowling, laser tag, multi-player games; great for Greek life events
 - Include posts tailored toward corporate clients
 - Advertise fast Wifi, clear screens, privacy, food catering
 - Increase advertising at Baylor events
 - All-University Sing, Dia Del Oso, Baylor Homecoming
 - Show activities that interest all ages and genders

**End goal:
Achieve 3x ROI**

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