

# Playground Marketing

## Case Study:

North Carolina State University

Coach Yow,  
"I Will, Not Just I'll Try"  
A Story About Never Giving Up

## **Playground Marketing Case Study: Coach Yow, “I Will, Not Just I’ll Try”**

### **Summary:**

Playground Marketing engaged North Carolina State University Hall of Fame Head Women’s Basketball Coach Kay Yow in early September of 2007 to develop a children’s book that taught life lessons based on her storied career and battle against cancer. Using sports as the educational framework, the story featured a young girl, Jackie, who was excluded from typical games on the playground because of her perceived lack of ability. After meeting the N.C. State mascot Struttin’Wolf, Jackie is introduced to Coach Yow. Coach Yow teaches Jackie about determination, a positive attitude and above all, perseverance. The book truly embodies the character and passion of Coach Yow.

### **Exposure:**

To date, the Coach Yow book has garnered significant exposure via numerous media outlets. Recently, Kay Yow was recognized by the Jimmy V Foundation (for Cancer Research) as a tremendous inspiration and in conjunction with the WBCA, the Kay Yow WBCA Cancer Fund was launched. Coach Yow spoke candidly about the children’s book in interviews and articles, supporting the awareness of the book.

#### Exposure Outlets

- NYTimes
- Lexington Herald-Leader
- AOL Sports
- The Wolfpacker (NCSU Alumni Magazine)
- GoPack.com
- PR9.net
- Scout.com Blog
- WUNC (Chapel Hill 91.5 FM)
- WUNC (Manteo 88.9 FM)
- WUNC (Rocky Mount 90.9 FM)

### **Sales Channels:**

After 30 days of being on the market, Playground has seen tremendous growth in the desire of local book retailers to carry the book. Retailers have also inquired about having Coach Yow in-store to do book signings. As of today, Coach Yow has done three book signings that were so successful, the lines had to be cut off due to time constraints.

**Sales Channels (continued):**

Playground continues to see steady purchases via the playgroundmktg.com website and the gopack.com website.

Current Retail Outlets:

- GoPack.com Website
- PlaygroundMktg.com Website
- GoPack.com Store (Crabtree Valley Mall)
- NC State Bookstores
- Quail Ridge Books and Music
- Borders Bookstore (Store #365)
- Borders Bookstore (Store #293)
- Barnes & Noble (Store #2171)
- Barnes & Noble (Store #1990)
- Barnes & Noble (Store #2109)
- Barnes & Noble (Store #2631)
- Barnes & Noble (Store #2126)
- Barnes & Noble (Store #2647)

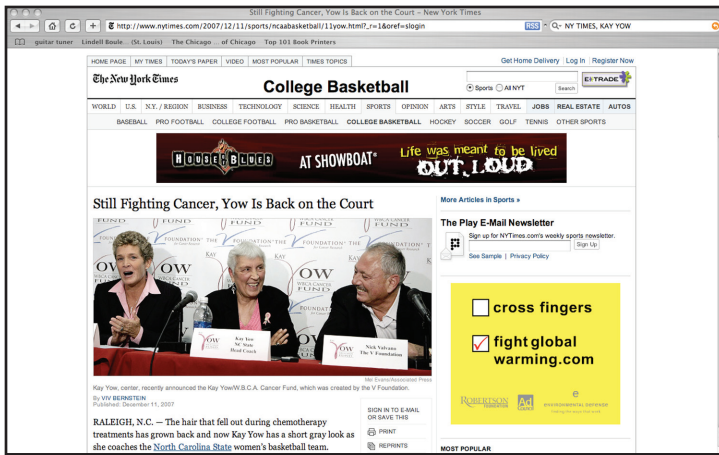
**Sponsorships:**

The Coach Yow book became more than just a retail purchase for NCSU and its fans when Panera Bread agreed to sponsor the purchase of 1,000 books that would be used to create a reading program around the book. Through this corporate sponsorship, NCSU Athletics will be able to donate books to individuals, schools and centers that need support in their mission to educate children and prepare them for life.

**Outlook:**

NCSU Athletics is dedicated to supporting Coach Yow in her book endeavour. We have had numerous conversations with the athletic department, fundraising and the current retailers and they have communicated to us that they are going to continue supporting the sale of the book, implement marketing initiatives throughout the season and build to a season ending sales push.


## EXPOSURE EXAMPLES



### NY Times Article 12.11.07 - By Viv Berstein

Excerpt:

It is that drive that helped inspire a collaboration on the children's book, "I Will, Not Just I'll Try; A Story About Never Giving Up." A portion of Yow's earnings from the book, which came out in November, will go to the newly established Kay Yow/Women's Basketball Coaches Association Cancer Fund created by the V Foundation for Cancer Research, named for Jim Valvano. It is a testament to the respect Yow has earned from coaches that Tennessee's Pat Summitt and Connecticut's Geno Auriemma set aside their rivalry long enough to tape a public service announcement together on behalf of the fund.



COACH KAY YOW...

## TEACHES PERSEVERANCE

**North Carolina State Head Women's Basketball Coach Kay Yow teaches Perseverance in her new children's book, Coach Yow: "I Will, Not Just I'll Try". The Hall of Fame coach teamed up with Playground Marketing to develop a tool to teach young children, ages 6-12, life lessons using sports as the educational framework.**

The 32-page book features a young girl that is left out of the typical playground games because her classmates do not think she is good enough to play in their daily basketball game. The young girl meets Struttin' Wolf on the playground and is taken to a N.C. State Women's Basketball game where she is introduced to Coach Yow. Coach Yow teaches the young girl lessons about determination and perseverance.

Proceeds from the sale of this book support N.C. State Athletics and a portion will be donated to assist in the research to cure breast cancer.

To purchase the book, log on to [playgroundmktg.com](http://playgroundmktg.com) and click the Buy Now link or email your order to [teamwork@playgroundmktg.com](mailto:teamwork@playgroundmktg.com)

**"I Will, Not Just I'll Try" is a great opportunity to reach out to children everywhere and instill in them from a young age the importance of perseverance and a positive attitude. I believe that reading is a fundamental part of a child's development, and there are many great lessons to be learned through sports. I hope that this story has inspired and will continue to inspire both children and parents alike to never give up."**

HEAD COACH KAY YOW

### "The Wolfpacker" Advertisement December/January Issue (8.5" x 11" Back Cover)

The Wolfpacker is an alumni magazine that is sent out to over 10,000 supporters. This is the primary print communication the Wolfpack Club uses to reach out to its alumni.

### NC State Athletics Press Release

Kay Yow Book Teaches Children Perseverance  
Release: 11/15/2007

Richmond, Va. -- Playground Marketing will release its newest children's publication in partnership with North Carolina State University Athletics and Head Women's Basketball Coach Kay Yow Thursday, November 15, 2007. Playground and Coach Yow teamed up to develop a children's book, titled Coach Yow: "I Will, Not Just I'll Try" targeted to youth, ages 6-12, that teaches life lessons based on Coach Yow's storied career and her determined battle against cancer.

"I Will, Not Just I'll Try, presented by Panera Bread, is a great opportunity to reach out to children everywhere and instill in them from a young age the importance of perseverance and a positive attitude," commented Coach Yow. "I believe that reading is a fundamental part of a child's development, and there are many great lessons to be learned through sports. I hope that my career and this story has inspired and will continue to inspire both children and parents alike to never give up."

This book will help continue supporting NC State's existing literacy and outreach programs and generate dollars that will be donated in Coach Yow's name to fight the battle against breast cancer.

When asked about what this book means to NC State, Athletic Director Lee Fowler replied, "Coach Yow is not only a tremendous inspiration to the whole Wolfpack family, but to anyone who has ever been faced with adversity. I think that this is a book that every child should have as it is a great opportunity for parents to teach an incredibly valuable lesson. NC State is proud of Coach Yow and thrilled that she has taken the initiative to use this wonderful children's book to spread her message of perseverance."

Playground worked with Coach Yow over the past eight weeks to develop the theme of the book and the lessons taught in the story.

"Working with Coach Yow on this project has been an unbelievable experience for Playground and we are sincerely proud to be a part of it," said Playground President, Jimmy Sander. "The qualities she demonstrates on a daily basis; the perseverance, the determination, the positive attitude, all show her passion for life and desire to affect the lives of the people she touches. Her willingness to use this book to impact the lives of young people while raising money to fight a terrible disease like breast cancer is amazing and selfless. Kay Yow is a Hall of Fame basketball coach, but more importantly, she is a Hall of Fame person."

Coach Yow: "I Will, Not Just I'll Try is a story based on a young girl that must overcome obstacles in her life and understand the value of having a positive attitude and determination. Coach Yow educates the girl on the benefit of always striving to do her best, in whatever capacity, and never giving up.

The book will be on sale through the NC State bookstore and the GoPack.com store at Crabtree Valley Mall in Raleigh. Phone orders can be placed through the NC State ticket office at (919) 865-1510 and 1-800-310-PACK. Playground will also have the books available for purchase on its website, [www.playgroundmktg.com](http://www.playgroundmktg.com).