



Titan UltraAir PR Campaign

“The Unbreakable Stick”

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Introduction/Situation

The Titan UltraAir hockey sticks are designed to transform the sport by eliminating breakage while maintaining playability and performance. During intense hockey games, conventional hockey sticks often crack, splinter, or snap. The original conventional hockey sticks are made of wood and are usually heavier (Puig Santaulària 31). On the other hand, most recent hockey sticks incorporate carbon fiber, fiberglass, and Kevlar (Puig Santaulària 40). Titan UltraAir utilizes nanotechnology to create a composite material from nanotubes, graphene, and nanovate expertise. These characteristics create a durable and flexible material, giving it a lightweight performance. According to Yang (2, 7), nanotechnology sports products have superior mechanical properties. Some notable benefits are the durability of nanotubes, flexibility, and environmental friendliness (Yang 7, 12).

As a passionate hockey fan and player, my interest in developing the Titan UltraAir grew from frustration from the constant breakage of conventional hockey sticks. In my experience, many players deal with broken sticks that stop practices, disrupt the game, and create significant financial losses. My interest grew after reading about the environmental benefits of sustainable sports products, especially given the increased consumption of sports. My goal is to create a stick that improves the game and allows players to feel better, regardless of their competition level. Major brands like CCM and Bauer have previously launched PR campaigns with professional athlete endorsements and performance-driven marketing. Titan UltraAir can differentiate itself by highlighting durability, sustainability, and cost-effectiveness. In their design focusing on improving hockey sticks, Puig Santaulària (3) recognizes economic and environmental trends that offer a long-term solution to an industry-wide problem. This applies to Titan UltraAir as a vision focused on performance and sustainability.

Titan UltraAir represents a technological breakthrough with new standards in sports equipment. The stick integrates carbon nanotube technology into a high-strength composite matrix, combining flexibility, resilience, and a unique design. The Titan UltraAir does not degrade structurally compared to conventional sticks in extreme playing conditions. The design is, therefore, vital for professional players who require peak performance and recreational players who value gear reliability. Titan UltraAir represents an industry trend towards high-tech, performance-oriented equipment where durability does not replace the flexibility and performance of the product.

Historically, PR campaigns for sports equipment have relied on endorsements from elite athletes and sponsorships with professional teams. By working with top-tier talent, brands such as Bauer, CCM, and Warrior have built strong reputations. Attributes like stick handling, shot power, and lightweight design are emphasized, but longevity and cost-effectiveness are sometimes overlooked. Titan UltraAir seeks to fill this void by marketing itself as the most durable and technologically advanced hockey stick. In addition, Titan UltraAir does not seek to undermine performance attributes but enhance them with additional advantages from the product. Using a strong PR campaign to redefine consumer expectations, the brand strives to reinforce durability as a central purchasing criterion for all level hockey players.

Research: SWOT Analysis

SWOT ANALYSIS



Strengths

One of Titan UltraAir's greatest strengths is its unbreakable design, which ensures longevity with less frequent replacements. This stick is lightweight and made with a highly durable material by combining carbon nanotube reinforcement into a proprietary resin matrix. As Yang (11) noted, nanomaterials improve the strength and flexibility of items, a feature reflected in the Titan UltraAir hockey sticks. The innovative composition affords athletes the luxury of playing at peak performance without the fear of breakage. Reducing the need for frequent stick replacements reduces long-term costs. It also improves the playing experience by minimizing the disruption caused by broken equipment during games and practice sessions.

Titan UltraAir stands out because of its safety characteristics. Sharp splinters and jagged edges from broken sticks can cause cuts and serious injuries, particularly in youth and amateur

leagues (Husen et al. 133). In a discussion by Kumar et al. (151), nanotubes reinforced with graphene have superior strength while maintaining lightness. Titan UltraAir's reinforced structure minimizes breakage, lowering the risk of injury during high-intensity games. In a study of injuries sustained in hockey, Jin and Lee (3) highlighted common injury areas such as the knee, ankle, and wrists. All the statistics were above 10%, stressing the importance of the safety of playing sticks. French (190) also discusses higher incidences of injuries from how the stick is used. Furthermore, the flexibility of its composite materials helps players remain agile on the ice. The Titan UltraAir nanotechnology-enhanced hockey stick is ideal for safety, durability, and precision. Therefore, this makes it a top choice for amateur and professional players. Its innovative design enhances on-ice performance, catering to players with improved control and resilience at all levels. The prioritization of safety and enjoyment delivers a superior and more satisfying playing experience.

Another crucial advantage of Titan UltraAir is sustainability, which aligns with the sports industry's growing focus on eco-friendly innovations. Breakage of conventional hockey sticks is a significant cause of waste because of the amount of discarded material (Malkar et al. 300). Because of their composite material with nanovate, Titan UltraAir sticks should last much longer than conventional sticks. The longevity reduces material waste and makes it an eco-friendly option for players and stakeholders. Fewer replacement sticks mean fewer production costs and less energy, reinforcing Titan UltraAir's sustainability commitment. The stick design is committed to performance and durability, which may appeal to players. Furthermore, it reflects environmental awareness and responsibility in an industry with increased sensitivity to sustainable practices.

Weaknesses

Despite its many advantages, Titan UltraAir faces significant challenges, one of the most pressing being its higher initial cost. Nanotechnology and graphene-applied composites have a lower production cost, but the initial setup is expensive (Guduru and Gupta 473; Singh et al.). The shift from conventional sticks requires capital as well as expertise in nanotechnology. Research and development are also needed to ensure the product is well-suited for the hockey industry. This initial cost affects the pricing and could be significantly higher than traditional hockey sticks. Many casual players and cost-conscious consumers may hesitate to spend that much upfront. Another weakness is player resistance to change, specifically for consumers used to certain brands. Fujak et al. (1670) explain the importance of research and identifying players' needs because resistance may be unavoidable. It may be hard for players to switch to an unfamiliar brand, with many loyal to CCM or Bauer.

The U.S. Environmental Protection Agency (EPA) regulates nanomaterials under the Toxic Substances Control Act (TSCA) (Portney and Stavins). Compliance could increase the timelines and costs required to adopt the product. These regulatory demands may weaken Titan UltraAir's internal environment as it adjusts to be a new entrant to the market. Lack of established brand recognition is another significant weakness. It poses a challenge in a market dominated by long-standing industry leaders. As a newcomer to the hockey world, Titan UltraAir has to prove its worth and gain consumer confidence, unlike competitors who have been part of the game for decades.

Opportunities

Titan UltraAir enters the market where demand for high-performance sports equipment is rapidly growing. More and more, hockey players at all levels are looking for gear that will not

increase costs in the long term and will enhance their performance. It is an expensive sport, so players are leaning towards a durable investment that helps cut expenses with replacement. Titan UltraAir's cost-effectiveness and longevity stand out, eliminating the frequent need for stick replacements. Titan UltraAir has the opportunity to differentiate itself as the most durable and efficient option, whether for elite athletes looking for performance or price-sensitive players looking for affordability. Impola (2023) argues that hockey retains a premium market segment for this reason, Titan UltraAir's entry can sustain a significant market position.

A significant opportunity for Titan UltraAir is to form partnerships with professional teams, leagues, and training academies. NHL players and collegiate teams may give the brand much-needed credibility and visibility in a highly competitive hockey market (Norcliffe and Decosse 102; Wigfield, 13). Collaborating with youth leagues also offers an opportunity to introduce the product early in players' careers, with brand loyalty generated from an early stage. With strategic sponsorships, exclusive team partnerships, and promotional deals, Titan UltraAir can establish itself as a favored partner in the industry, increasing market penetration and fostering consumer trust. The power of these endorsements is that they lend credibility to the brand's claims of durability and performance.

As environmental responsibility becomes a growing concern, sustainability is another key opportunity in the evolving sports equipment industry. Leagues, teams, and organizations in today's world look for eco-friendly solutions to decrease their carbon footprint. Titan UltraAir's durable sports gear minimizes material waste, making it an ideal choice for organizations adopting sustainable sports gear. Titan Ultra Air can gain traction among environmentally conscious players, teams, and sponsors by stressing its role in waste reduction and energy

efficiency. This sustainable-driven branding is critical in enhancing its market positioning and attracting organizations dedicated to responsible manufacturing and environmental conservation.

Threats

One of the biggest threats to Titan UltraAir is the competition from well-established brands that have long dominated the hockey equipment industry. Companies like CCM, Bauer, and Warrior have solidified their reputations and formed long-lasting relationships with professional teams (Jackson et al.77). These companies have accumulated significant market share over the years and, therefore, can withstand some market forces, unlike UltraAir. With all their financial resources, these brands could invest in competing products or durability innovations to challenge Titan UltraAir's brand positioning. Maintaining a competitive edge means Titan UltraAir must continually invest in research and development, enabling its nanotechnology-based design to stay ahead of the competition. Economic sensitivity is another concern, as hockey participation historically dips during downturns. The existence of counterfeit products further poses a significant threat to the product as their availability and prices could limit Titan UltraAir's sales. This is a monumental threat to the prospective business considering an investment in the product.

Another major threat is economic downturns, which could significantly impact consumer spending on sports equipment. However, consumers already know that hockey is an expensive sport, and serious amounts of money are invested into gear, training, and travel costs. Where Titan UltraAir has long-term savings benefits, budget-conscious consumers may choose cheaper alternatives during financial instability. To overcome this hurdle, we must emphasize the cost-effectiveness of the product's progress, focusing on how fewer replacements equate to less money spent over time. Introducing flexible payment plans, discounts, or other ways to finance

the initial expense will make Titan UltraAir more appealing to players of varying financial means.

Objectives

The PR campaign for Titan UltraAir has two primary objectives. The first is to increase brand awareness and drive adoption among professional and amateur players. This objective is informational and aimed at educating the target audience about the unique features of Titan UltraAir. The features that will be highlighted are unbreakable design, safety benefits, and environmental sustainability. The unbreakable design of nanotechnology ensures durability and has been focused on following the instances of impacts from rough play (Jin and Lee 5). The safety advantages stem from this respective design, where the technology offers a lighter stick for less strain on the players' hands and wrists. Because of the strength of the design, sustainability is stressed by fewer replacements of sticks.

To achieve the first objective, we will reach out to players, coaches, and retailers with engaging content, media outreach, and influencer partnerships to ensure everyone knows about the product and its advantages. The campaign will include evidence-based messaging illustrating how Titan UltraAir is significantly better than traditional hockey sticks in terms of performance and longevity. A portion of the campaign will emphasize to potential buyers that investing in a stick that does not wear out quickly reduces ownership costs.

The second objective is motivational, designed to encourage players to transition from traditional hockey sticks to Titan UltraAir. The campaign will employ product demonstrations, testimonials, and professional endorsements to emphasize long-term cost savings, improved gameplay experience, and stronger durability. The campaign employs the SMART, specific, measurable, achievable, relevant, and time-bound model. Among the goals in the second

objective are growing product awareness by 50% over the first six months and achieving a 20% conversion rate among trial users within the first year. They will serve as benchmarks to measure the campaign's effectiveness and facilitate any necessary strategic changes. In the discussion by Wigfield (14), there is often significant resistance to adopting changes or accepting fresh faces and products. This evidence highlights the importance of motivation to encourage acceptance of the new product. Finally, the campaign will center on a blend of education and motivation that positions Titan UltraAir as a top contender in the hockey equipment market.

Audience

Titan UltraAir's target audience comprises professional, amateur, and youth hockey players, coaches, parents, and sports retailers. The demographic breakdown is professional athletes 18-35, amateur and collegiate players 14-30, and youth league players with parents in the 30-50 age range making purchasing decisions. Key decision-makers influencing team purchases include coaches and trainers aged 30-60. Sports retailers are critical in getting the product to the right audience and ensuring it remains visible in the marketplace. It is just as important to understand this audience's psychographics, including a strong understanding of performance, reliability, and cost-effectiveness when buying equipment. Bottecchia and Slavin, for instance, discuss the gender bias in hockey that can be used as an audience opportunity through marketing using informational and motivational directives. In their paper, the authors stress how beneficial it could be if more attention were directed towards female hockey players (Bottecchia and Slavin).

Many hockey players remain loyal to traditional brands, making brand credibility and trust-building crucial to the PR campaign. The lighter performance of the stick could be used as an edge to attract seasoned players with different brand loyalties. Currently, Titan UltraAir is

considered a newcomer, with some skepticism regarding its durability and claims of superior performance. Demos, endorsements, and testimonials are how the campaign must address these concerns. Athletes are performance-driven and value innovative technology but need peer validation before adopting new gear. They care about team efficiency and broken sticks, while parents want their young ones to stay safe and be able to afford hockey. Safety, as one of the characteristics of the new products, is influential for parents hesitant to enroll their children into playing hockey. Targeting these segments with customized messaging, Titan UltraAir can distinguish itself as an industry-leading hockey stick with the highest levels of durability and performance.

Strategy

Strategies	
Education	<ul style="list-style-type: none"> • Content Creation on the Benefits of Titan UltraAir • Instructional Videos • Expert Testimonials
Engagement	<ul style="list-style-type: none"> • Consumer Experiences
Endorsement	<ul style="list-style-type: none"> • Potential Partnerships • Working with Training Academies

To achieve the campaign's objectives, Titan UltraAir will focus on three primary strategies: education, engagement, and endorsement. The educational strategy will be to create content that informs consumers about Titan UltraAir's durability, performance benefits, and long-term cost savings. It will include instructional videos, infographics, and expert testimonials showing the benefits of purchasing an unbreakable hockey stick. This will allow Titan Ultra Air to engage with its audience through social media challenges, giveaways, and community discussions. Consumers will be encouraged to share their experiences using Titan UltraAir, which will help validate the product's claims and build consumer trust.

The endorsement strategy will involve potential partnerships with professional hockey players and teams to build credibility. The stick will be shown to work across the highest levels of play through collaborations with NHL players and collegiate teams. It will also work with youth leagues and training academies, introducing Titan UltraAir to beginning athletes early in their careers and laying the groundwork for long-term brand loyalty. But these strategies are all mutually reinforcing as education creates awareness, engagement builds trust, and endorsement strengthens credibility. Together, they create a total product positioning strategy for Titan UltraAir, a product previewed as a game changer in the hockey industry.

Tactics

Video Campaign

A series of videos will feature themes of the flexibility of the stick, safety, and sustainability. In seeking to attract substantial appeal, the first video will be of a pro player engaging in slap-shots with a focus on the sound and impact as well as the product's status afterward. A tagline such as “built to last” will emphasize the product’s strength. Other videos will feature a nanotechnology expert educating viewers on the contents of the stick, while a third video will be of parents discussing the product’s safety features. The videos will be shared across YouTube, Instagram, and TikTok, reaching a broad audience ranging from amateur players to professionals. The campaign will encourage engagement through comments, likes, shares, and testimonials from elite athletes, building credibility.

Social Media Challenge

The #UnbreakableHockey social media challenge will invite players to record themselves testing their Titan UltraAir sticks in action. Powerful shots, creative plays, and extreme durability tests will prove the product’s real-world resilience as participants will showcase these

feats. As social proof for the brand's claims, user-generated content can help foster awareness and engagement through this initiative. The best submissions will be featured on Titan UltraAir's official platforms, increasing visibility and interaction. Incentives for participation will include exclusive merchandise, personalized gear, or training sessions with professional hockey players. The challenge will be both informational and motivational, subject to the awareness from getting the product and recording themselves testing it, and motivational as peers encourage each other to try the product through the challenge.

Retail Demonstrations and Pop-Up Events

To enhance direct consumer interaction, Titan UltraAir will partner with significant hockey retailers to host in-store product demonstrations and pop-up events. During these sessions, players, coaches, and parents will experience Titan UltraAir firsthand, putting its durability to the test before committing to purchase. Product experts will be on hand to answer questions, offer insights, and explain the science behind the technology. As an enticement to adopt the product, customers who show up will receive discounts, special deals, and limited-edition accessories. This tactic supports the motivational objective, as direct engagement leads to consumer confidence in switching from conventional hockey sticks to Titan UltraAir. Titan UltraAir integrates hands-on experience with promotional offers to educate consumers about its long-term value and superiority.

Timetable

Phase	Timeline	Key Activities
Research & Development	Months 1-2	<ul style="list-style-type: none"> Finalize material composition and production process. Conduct initial testing and gather feedback from focus groups. Identify potential challenges and adjust the design accordingly.
Production & Marketing Preparation	Months 3-4	<ul style="list-style-type: none"> Begin mass production of the Titan UltraAir. Develop marketing materials, including promotional videos and social media outreach. Establish relationships with key retailers and distributors.
Product Launch & Awareness Campaign	Months 5-6	<ul style="list-style-type: none"> Official launch of the Titan UltraAir in select markets. Engage professional players, coaches, and teams for endorsements and sponsorships. Initiate influencer marketing and product demonstrations at hockey events.
Market Expansion & Customer Engagement	Months 7-9	<ul style="list-style-type: none"> Expand retail and online distribution channels. Conduct product trials in professional and amateur leagues. Gather initial customer feedback and testimonials to refine marketing strategies.
Brand Consolidation & Continuous Improvement	Months 10-12	<ul style="list-style-type: none"> Strengthen partnerships with sports organizations and leagues. Collect and analyze performance data for potential improvements. Launch additional product variations or customization options. Continue aggressive marketing to sustain brand momentum.

Evaluation

KPIs	Social Media Engagement Metrics	Endorsement & Influence	Market Optimization & Strategic Insights
Sales Data	Video Views	Professional Partnerships	Predictive Analytics
Brand Awareness	Shares & Likes	Customer Testimonials	Data Monitoring
Consumer Engagement/User Satisfaction	Participation in the Challenge	Product Reviews	Strategic Adjustments

From the table above, the campaign's effectiveness will be evaluated through multiple key performance indicators (KPIs), including sales data, brand awareness metrics, consumer engagement, and user satisfaction surveys. Social media engagement will be measured by video views, shares, likes, and hashtag participation that are trusted to provide insight into the campaign's reach and audience interaction. Conversion rates between product trials and purchases will also be evaluated to gauge the adoption of Titan UltraAir in the market. Qualitative insights into overall product success and perceived value will be gathered from customer feedback via testimonials, reviews, and post-purchase surveys. If successful, the campaign will include a 50% increase in brand awareness, a 20% conversion rate among trial users, and endorsements from professional hockey players. Beyond securing Titan UltraAir's position as an industry leader in durable sports equipment, these indicators will serve as key inputs to provide the predictive insight and foresight needed to build and enhance trusted relationships with stakeholders. Market trends, engagement data, and consumer responses will be continually analyzed to make strategic changes that optimize impact and long-term market success.

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