

2026

Taranto

Med Games

Insights Portfolio

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For: The Mediterranean
Games x LDM Partnership



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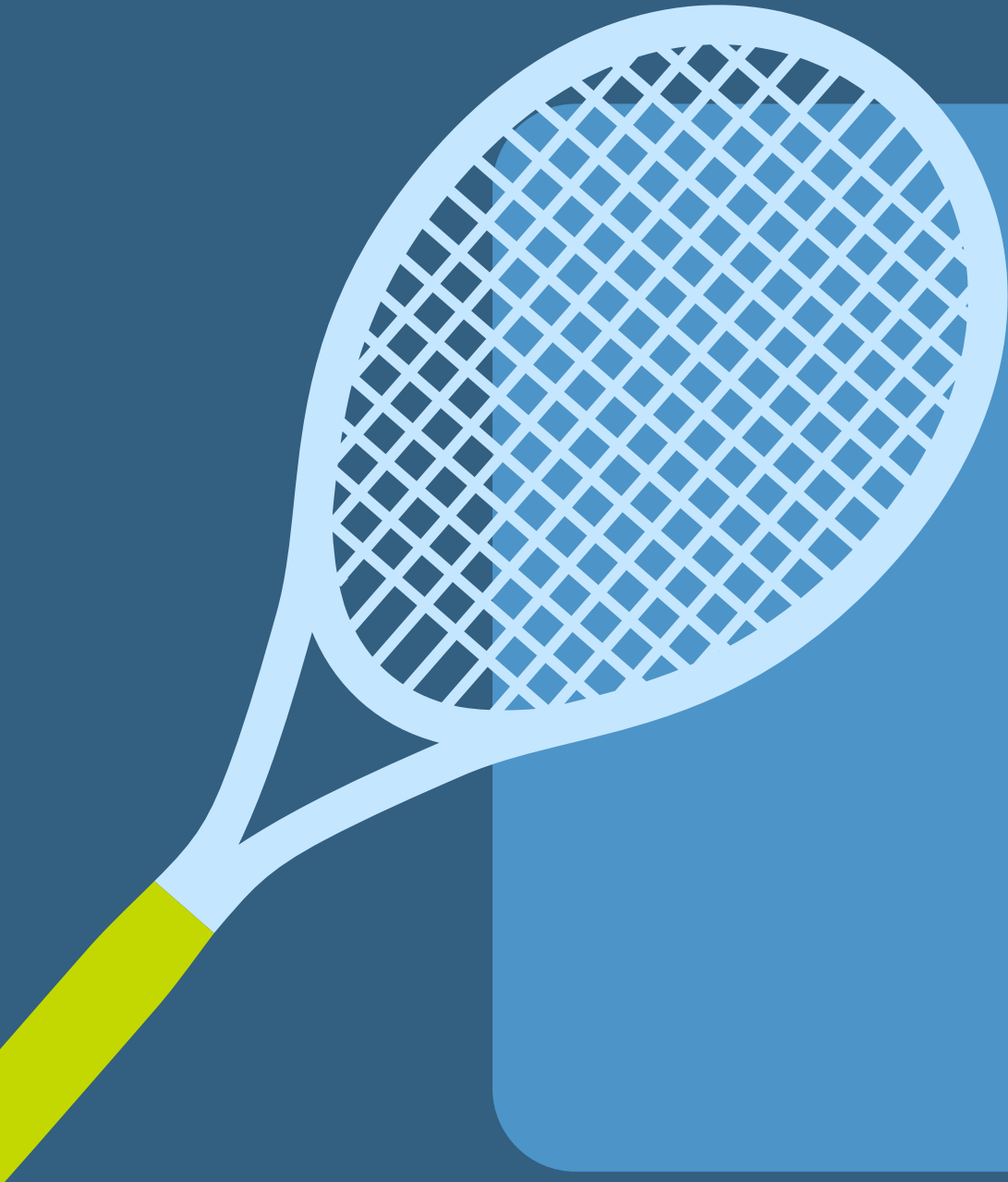
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Buyer Personas



01

Douglas Smith

Gen X, divorced Dad of 2 adult children. Rough childhood, built a life for himself. Loves sports & physical health, esp. Tennis. Luxury travel market.

02

Jacob Johnson

Gen Z, Engineering college student and club tennis player. Came from a wealthy family, now financially dependent. Loves the game & players.

03

Kristi McClave

Millennial, single mom of 2 young boys. Mom doesn't love sports, but both boys do, especially tennis. Looking for a fun summer family vacation.

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Primary Persona

- **Age: 53, Gender: Male**

In the stage of life of trying new things. A recent empty nester. Financially stable and willing to travel.

- **Occupation: Retired**

Represents Generation X, currently 45 to 60 years old.

- **Location: Llano, Texas**

Grew up in a small town and likes community and locality. Overwhelmed by chaos or big city's.

- **Quote**

"I want the best of the best when it comes to traveling. Expensive experiences mean you can afford it".

Behaviors & Media Consumption:

- Uses Facebook regularly.
- Cares deeply about what others think of him, espeically his family.
- Watches Fox news and other news outlets daily.
- Likes to pay for exclusive online offers and for promotions.
- Large name brand customer, opportunity to make Med Games a name brand itself.

Goals & Motivations:

- **Family:** Wants to share a travel experience with his kids and potentially his girlfriend.



- **Exclusive:** Desires a luxury Italian experience in Italy to feel accomplished & enjoy his favorite sport.
- **Event:** Experience a live sport event for the first time, and make new connections with like-minded people.

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Primary Persona

Paint Points:

- **Value:** Focused on the risk vs. the reward. Is the trip actually worth it to him? Childhood concerns.
- **Planning:** Needs structure and pre-planned options. Gets frustrated when things aren't quick and easy in the lifestyle he lives now & built.
- **Information:** Info and news about the event needs to be clear & efficient. Facebook is much more informational.

Research Trends:

- Gen X adults are one of the fastest-growing audiences & are looking for more sport tourism!
- Financial stability and more free time, connecting to the Med Games appeal.
- Being active is trendy, tennis connects to this because of its lower injury risk and easier learning curve.



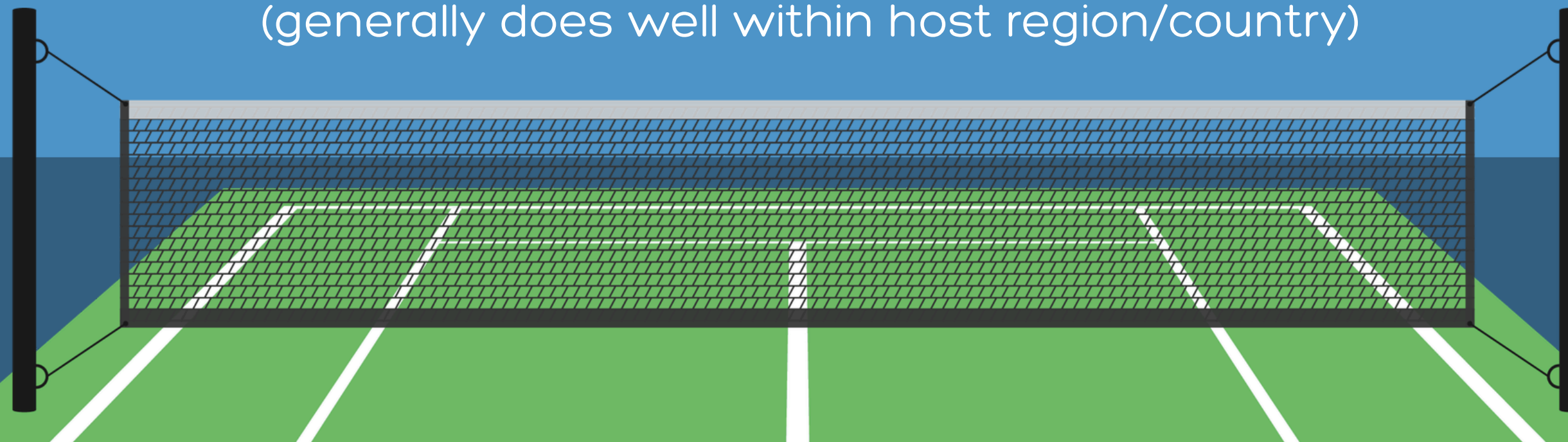
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Comparative Analysis

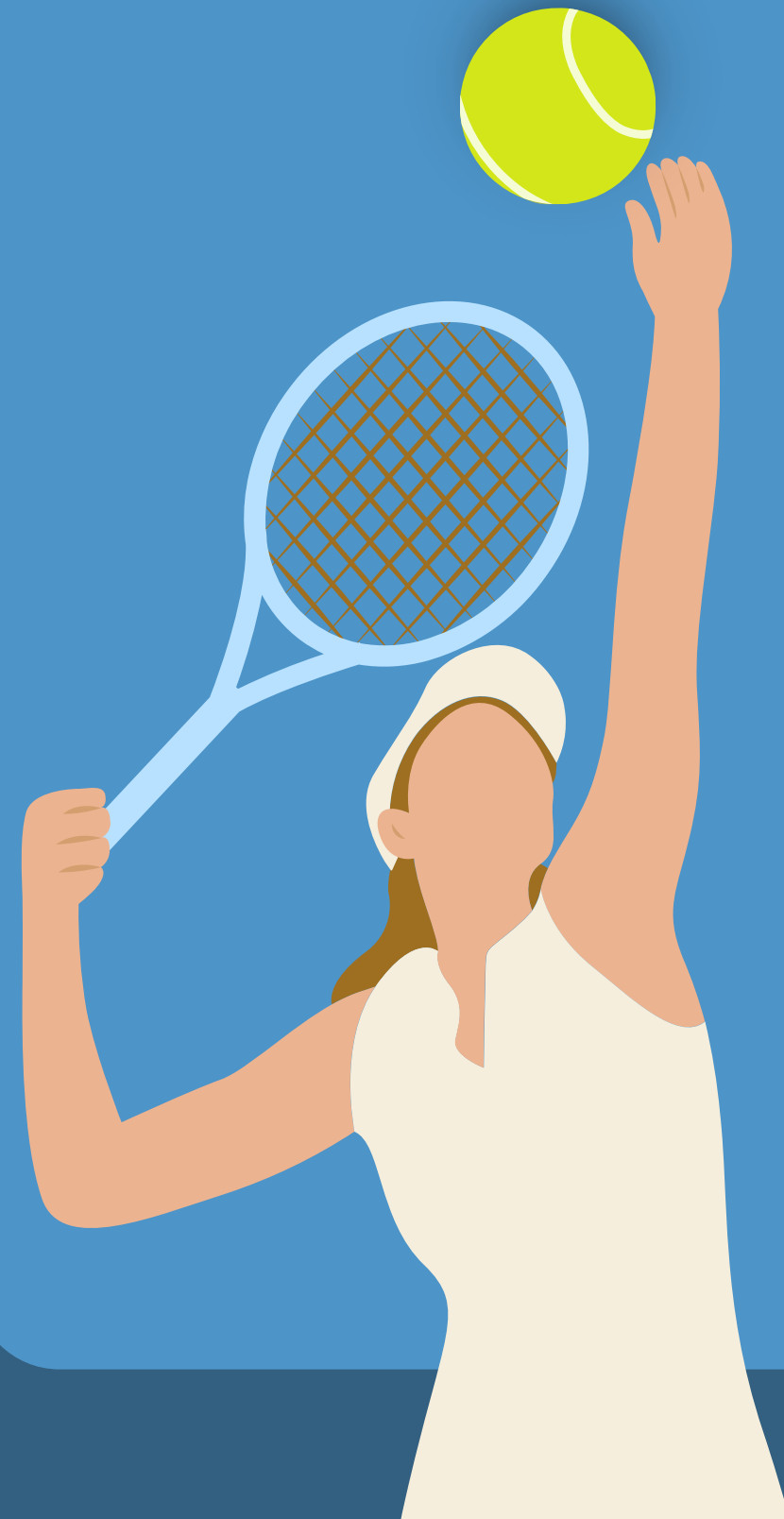
- #1: Olympics - 5 billion people engaged with the games, (84% globally)
- #2: World Cup - 5 billion viewers watched the games, 1.5 for final match
- #3: Copa América - 10-12 million U.S. viewers, 700,000 game attendees
- #4: Pan American Games - 6,900 athletes & highest U.S. engagement
- #5: Mediteranean Games - 5 million algerian subscribers in 2022
(generally does well within host region/country)



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SMART Objectives:

1. Increase Instagram, Facebook, X, and TikTok engagement for the Med Games by 50% by the end of the games.
2. Increase sponsorship brand deals with American companies by 25% by the start date of the Med Games.
3. Increase local Italian & Mediterranean country TV viewership through local & international news outlets by 15%.
4. Increase event revenue by 35% by the end of the games.
5. Increase game ticket sales by 30%.

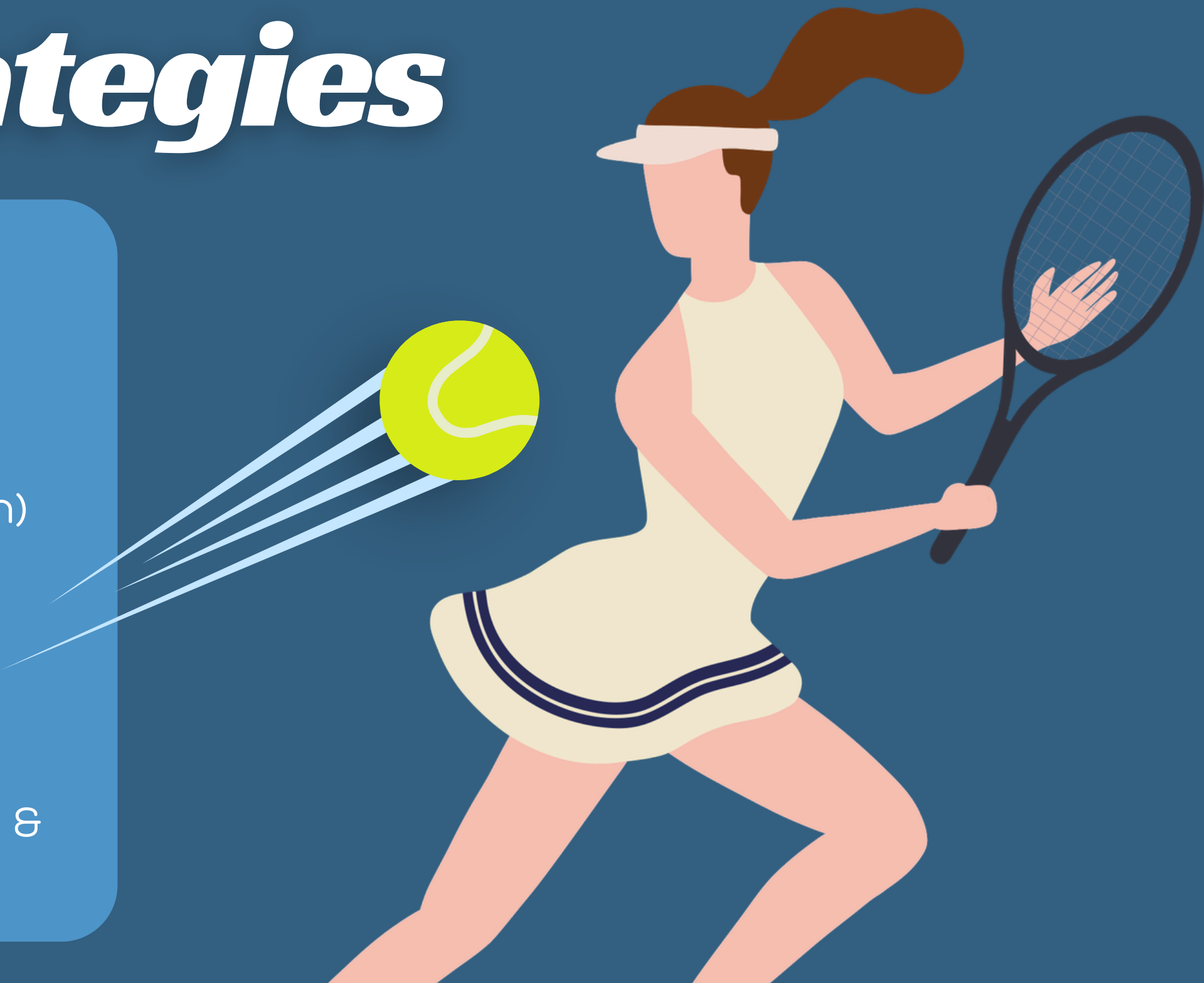
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3 Personal Insights & Strategies

1. Marketing Campaign & Media Mix
 - a. Utilize Objectives
 - b. Create Sponsorships/Brand Deals
2. Brand The Luxury Good/Service (not its own)
 - a. Partner With Hospitality Providers
 - b. Connect With Local Vendors (Ex. Pizza)
3. Olympic Recognition
 - a. Promote Utilizing Connections for Event & Brand Awareness



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***Thank
You!***