

Alexis Lafrenière 13



Narrative Bio

As an NHL first overall draft pick, Alexis Lafrenière is a history-making rookie playing for the New York Rangers. Alexis has played around world representing Team Canada and making a name for himself in the World Junior Championships. He is only the second first overall pick in New York's storied history. Alexis has been compared to some of the greatest players in hockey, such as Sidney Crosby and Conor McDavid, and has been thrown directly onto the ice to square up to them. Here's the catch, he's only 19-years-old.

Hailing from Saint-Eustache, Quebec, Alexis began his hockey journey as a toddler on skates cutting up the rink his dad built in their backyard. The son of Nathalie Bertrand and Hugo Lafrenière, he grew up as a regular Canadian hockey-loving kid alongside his sister, Lori-Jane. She played net for her brother so he could practice his stick skills as a kid. This drive continued as Alexis grew older. While most teenagers were scouring the internet and picking up on the next trend, Alexis was perfecting his backhand and running drills. A glance at his Instagram shows his development has always been his primary focus. Alexis's story of hard work and perseverance through injuries to his NHL debut opportunity is one for the ages.

His approach to life has always been based in his love for hockey.



Career Highlights

Lafrenière began his career with the Quebec Major Junior League Hockey for Rimouski scoring 35 goals and 77 assists in 52 games. On the international scale, Alexis scored four goals and had six assists in the 2020 IIHF World Junior Championship with Team Canada in five games, winning 1st place and earning tournament MVP.

In the NHL, the rookie recently moved up to first line, and second line power play team, and is on the ice for an average of 13 minutes a game.

LW | 6'2" | 193 lb | Age: 19



Situation Analysis

Alexis is a 19-year-old rookie playing for the New York Rangers as a left winger. He is looking to build a brand that reflects his hockey skills and the infamy he has gained as the first overall draft pick. His brand must work with him being compared to the game's best players. Recently promoted to the Rangers' first line, Alexis is looking to prove himself to his teammates and fans as the powerhouse player he is. On and off the ice, he has a massive amount of potential and faces pressure to prove himself at just the age of nineteen.

Our client wants to bring fans to his side and support the trust that Coach Quinn has given him.





SWOT Analysis

Alexis Lafrenière



Strengths

- New York Rangers — Large market
- 19-years old — New, young player
- World Junior Champion — Global reach
- #1 Draft Pick — High potential

Weaknesses

- Canadian background — new to the US
- Rookie player in older game — potential growing pains

Opportunities

- Young standing on the team
- Coach's support
- Lack of social media presence

Threats

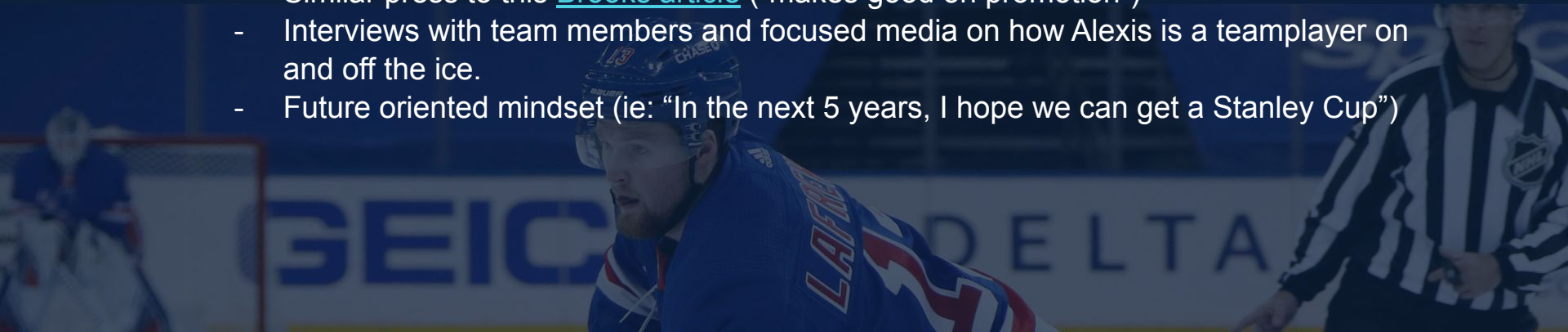
- Tied to NY Rangers' reputation
- Being overshadowed by other NY sports teams and stories
- Talks about being traded in the future

Communication Objectives

1. Build a reputation in US by increasing social media followers by 40% within the next year
2. Differentiate Alexis from other rookies in the NHL by securing 3 local news placements and 2 national placements before the 2021-22 season.
3. Highlight Alexis as a rising star on the Rangers with 3 local events in the NYC area during his rookie season.

Strategies and Tactics

1. Build a reputation in US
 - Partner with NYC-based organizations for education, hockey, etc.
 - Increase followership on social media with SEO and collaboration with NYC Rangers' social media
2. Differentiate
 - Focus on youth and skill on social media
 - Partner with local hockey teams and lead skills clinics
 - Become branded as a family-focused athlete
3. Game changer
 - Similar press to this [Brooks article](#) (“makes good on promotion”)
 - Interviews with team members and focused media on how Alexis is a teamplayer on and off the ice.
 - Future oriented mindset (ie: “In the next 5 years, I hope we can get a Stanley Cup”)



Social Media Audit - Marco



<https://www.facebook.com/alexis.lafreniere.944>

3,930 followers, last post was June 4, 2017



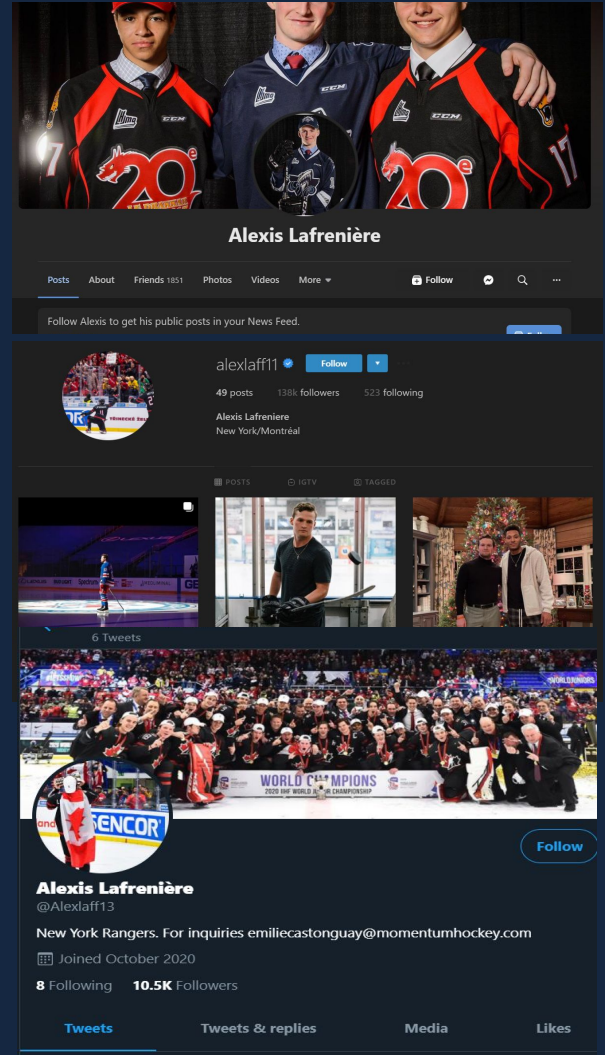
<https://www.instagram.com/alexlaff11/>

138k followers, 49 posts, last post was January 15, 2021



<https://twitter.com/alexlaff13>

10.5k followers, 6 tweets, last retweet was Feb. 17, last original tweet was January 29, 2021.





Averaging 150 likes/reactions,
20 comments per post.



Averaging 35-45k likes,
150-200 comments per post.



Averaging 400 likes, 50-60 retweets,
30-40 comments per post.



Problem #1: FAR less engagement than other teammates on social media (Jonny Brodzinski has 1,900 tweets on Twitter, Ryan Strome has 55.4k followers and 1.5k tweets).

Problem #2: Some posts are only in French.

Opportunity #1: Increase engagement and user interaction on Facebook, Twitter and Instagram by posting 1-2 times a week.

Opportunity #2: Create posts in BOTH English and French in order to attract speakers of both languages.

Opportunity #3: Use New York Rangers Twitter Page (1.4M followers) in order to promote, amplify, and boost Alexis's posts.



Media List

Publication/Blog Name	Website Link	Journalist Name	Designation	Email
New York Post	https://nypost.com	Larry Brooks	Writer	sports@nypost.com
USA Today	https://usatoday.com	Vincent Z. Mercogliano	NHL Writer/Analyst	vmercoglia@lohud.com
NHL Insider	https://www.nhl.com/	Amalie Benjamin	Staff Writer	amaliebenjamin@gmail.com
Newsday	https://www.newsday.com	Anthony Rieber	Sports Journalist	anthony.riever@newsday.com

SBNation, Kelly Hinkle, Reporter, hinx1218@gmail.com

BroadStreetHockey.com, Thomas P. Williams, Contributor, <https://twitter.com/nosalaryretained>

Bleacherreport.com, Lyle Richardson, Blogger, <https://www.spectatorshockey.net/>

NBCsports.com, James O'Brien, Editor/Writer, <https://www.linkedin.com/in/obrienjamest/>

CBSsports.com, Shanna McCarriston, Journalist, q30television.com

Rotowire.com, Jan Levine, Writer/Columnist, <https://twitter.com/airjan23>

Media List Continued (Addresses & Contact Info)

New York Post: 1211 Avenue of the Americas, New York, NY 10036, (212) 930-8500

USA Today: 7950 Jones Branch Drive, 1-800-872-0001

NHL: 1185 Avenue of the Americas, New York, NY 10036, 1-212-789-2000

Newsday: 6 Corporate Center Dr, Melville, NY 11747, (631) 843-2700

SB Nation: 126 5th Ave, New York, NY 10011

Broadstreet Hockey: 1201 Connecticut Ave NW 11th Floor

Bleacher Report: 153 Kearny St 2nd Floor, San Francisco

NBC: 30 Rockefeller Plaza, New York, NY 10112, 1-212-664-4444

CBS: 51 W 52nd St, New York, NY 10019, (212) 975-4321

Rotowire: 740 Regent St. Suite 200, Madison, WI 53715, (608) 310-4278

Community Outreach Initiative

Alexis's initiative will focus on improving literacy rates among NYC elementary schoolers. This initiative will be part of The MSG Company's "Garden of Dreams" program and partner with NYC's "Children's Aid" organization, which helps underprivileged youth access education support resources. Alexis will fundraise money for school books and at-home reading activities for children in underprivileged NYC areas.

Events will feature him incorporating literacy challenges into physical activities to make reading fun and energizing. The events will also promote online literacy summer activities to help children retain lessons. Participants will receive prize packs featuring Rangers gear to wear on their special day.

Importance to Client

Alexis's mother is an elementary school teacher in Quebec

Slapshots for School Books



In partnership with Garden of Dreams and Children's Aid

Alexis Lafrenière



Media Event

Alexis Lafrenière will lead reading-centered physical activities and hold a book fair for all New York City public school elementary schoolers in attendance. Lafrenière will also speak about the importance of literacy and giving back through his “Slapshots for School Books” initiative.

Children will play sport competitions like hockey and basketball while applying literacy lessons that vary based on grade level.

All NYC Public School elementary schoolers will bring home one free book of their choice.

Alexis is available for photographs and autographs for the hour after the physical activities conclude.

Event winners will be awarded New York Rangers tickets and prize packs.

Link to the [media advisory](#)

Slapshots for School Books



In partnership with Garden of Dreams and Children's Aid

Alexis Lafrenière



Media Event Communications Plan

Paid

- Sponsored posts on Facebook, Instagram and Twitter
- Native advertising articles in prominent hockey publications

Earned

- Pitches to local news media
- Feature on *Hockey Night in Canada*
- Feature on the Spittin' Chiclets podcast
- Feature on *NHL Now*
- Feature on *Outside the Lines*

Social

- Social media campaign with hashtag #SlapShotsForSchoolBooks — every like, RT, favorite, share, etc. = one book donated
- Reddit “Ask Me Anything” event
- Twitch fundraising events playing NHL 21

Owned

- News posted on NHL.com/rangers and Rangers-owned media
- News posted on NHL-owned media
- Posts on the Garden of Dreams website
- Features during Rangers TV telecasts and MSG Network programs

Q&A

Q: What drove you to create Slapshots for School Books?

- My mother is my biggest hero in life. She's a first grade school teacher up in a small Quebec town. She has always stressed the importance of a quality education and, even more importantly, making learning fun. I wanted to spread this joy of learning with New York City's elementary schoolers and find a way to keep them engaged in the learning process.

Q: As a young athlete, what does community service mean to you?

- Being a New York Ranger means a lot more than just playing hockey. It's about being an active member in the community, helping others and being a good role model for any kids that may look up to you. I hope that this program helps set an example for the importance of volunteering and serving a greater cause that the fans at home can all practice in their lives.

Q&A

Q: How do you handle the pressure of the fans and teammates as a young player in the league?

- It can be hard to be under a sort of microscope most of the time, especially with the way the draft turned out, there are high expectations for me. I have been working really hard to up my game and just stay focused on my skills. That is the only way I can prove myself for my team and for our fans.

Q: What does hockey mean to you?

- Every since I was little, I loved working on teams and having a good time with my friends on the ice. I've come to love getting on the ice every day to get better and have a good time. Being in the NHL has been a dream come true. I am just lucky to live that dream each and every day.

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