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Case Study: LIONS BASEBALL

Go! Go! Lions was an integrated mobile ad campaign carried out with the Seibu Lions, a Japanese major-league professional baseball team, executed using the Fancharge platform, an integrated suite of mobile marketing and fan engagement applications for live sports and entertainment. The campaign was carried out between May 21 and June 14, 2009 in Tokyo and Saitama, Japan.

Objectives

The objectives of the campaign were to (1) use mobile to establish a 1-to-1 channel to the fan base, and identify brand with mobile accessibility; (2) exploit mobile to collect detailed data on make-up of customers; (3) drive greater attendance to the stadium using mobile incentives (4) drive greater purchase of F&B, merchandise, and tickets via mobile (5) make the game a more exciting experience for fans through mobile premiums and incentives (6) put mobile at the center of live events, from sign up through ticketing, commerce, and in-venue interaction.

Campaign Deployment

In the campaign, Lions fans received a call-to-action (via radio, television, print, Internet and mobile) to send a mobile trigger that enabled them to register their personal details via the Fancharge platform. Preregistered users received personalized branded mobile home pages and were entered in a series of timed drawings to win game passes loaded with additional digital premium content. These loaded passes were delivered direct to their phones as QR codes. Winners' phones were scanned at the venue on game day to claim free tickets, branded goods, mobile content, discounts on F&B, upcoming tickets, and entry in a jumbo-screen mobile competition for signed team merchandise, also claimed via QR.

The campaign featured celebrity talent and team-branding in media, in the venue, and on the phone. It also featured a live, giant-sized mobile phone character, nicknamed “keitai-chan,” who roamed the audience mingling with the crowd, as well as with the team and sponsor mascots.

The venue was equipped with marketing street teams, wireless mobile QR scanning stations, and roaming staff with portable RFID devices delivering coupons and other enhancements to users via their phones. Activity was monitored in real-time, on-site for the client via the Fancharge Manager platform, enabling just-on-time adjustments to inventories of tickets and incentives.

The campaign was a first even for Japan where mobile ad campaigns are at the forefront of the marketing industry. By creatively deploying a full range of mobile technology and tailored incentives throughout the entire event lifecycle, from fan engagement out-of-venue, interaction at-venue, enhanced in-game experience, to post-game follow up, the campaign successfully exploited mobile for marketing, ticketing, customer identification, POS commerce, data collection, CRM, brand-building, and future remarketing.

ROI

The campaign was extremely effective, collecting over 8,000 mobile responses and profiles from fans for a single game. 1000+ mobile-activated fans lined up early at the venue with QR codes to collect campaign gifts, and some 4,000, or more than 10% of the audience, participated in the in-venue competition for signed uniforms, baseballs, and other prizes.

The campaign aided sales promotion, as shown by the fact that 80% of registered fans redeemed mobile promotions for food/beverage and merchandise and 20% responded to offers on next-event tickets. Team officials also credited the campaign with helping drive attendance to sell out on campaign game day with a full crowd of over 35,000 people.

The campaign also drove brand awareness, viral activity, and media coverage. Exit interviews showed 80% of participants wanted to repeat the experience. Furthermore, 83% of mobile competition winners completed their RSVP for the game, and 92% of RSVPs actually attended using their mobile QR pass. The

high response level was reinforced by media coverage, which highlighted the uniqueness of the mobile campaign in print, web, and on radio and local TV.

For more details, including a documentary video of the Fancharge application suite in action at the game, contact info@fancharge.com.