

San Diego Padres

Problem

How can the San Diego Padres use out of home to advertise to a wide audience and measure game attendance?

Solution

By circulating ads and geo-fencing areas in proximity of the stadium to measure exposure.

Background

Going into their 2019 season, The Padres were looking to create excitement around their team and their players within the loyal local community after a few seasons of a mediocre overall record. However, being in a very populous city with various other tourist attractions for non-local fans, they also needed to draw attention and generate revenue from this type of consumer as well. They were looking for new and unique ways to consistently advertise to a wide audience who may not be drawn to or familiar with baseball, and this out of home campaign fit the bill.



Objective

San Diego is a hotspot for tourism and local attractions. The Padres wanted to re-engage their existing fan base as well as drive an increase in home game visitation. The Padres aimed to drive measurable foot traffic into home games by leveraging intense wrapped vehicle exposure to target key locations and events. This campaign also strived to effectively retarget the exposed audience online.

Strategy

Leveraging big player acquisitions, trade moves and more was important to the organization heading into the new season. Starting with their artwork on the wrapped cars, their biggest new player, who came over from a rival team, was incorporated into their designs.

As for campaign structure, they chose to set up a geo-fence around their home park, Petco Park, giving their agency the ability to attribute their overall foot-traffic for games on an on-going basis. With this setup, they were able to see what devices had already been exposed to their moving out of home

Plan Details

Markets: San Diego

Flight Dates: March 2019–September 2019

OOH Formats: Wrapped Vehicles

Budget: \$10,000 and over



Results

What started out as a preseason campaign, The San Diego Padres' out of home marketing campaign extended through the entire 2019 MLB season. By creating a geo-fence around their home field, Petco Park, the entire audience and their devices was measured that attended home games. The attribution suite drove a dramatic lift in foot traffic to home games throughout the season.

Padres saw a 1,005% lift in foot traffic versus the non-exposed audience at Petco Park. People who saw the car advertisements were 10 times more likely to attend a game.



Other results included:

- 979%+ Total All Days Visitation Lift
- 175,955,805+ Total Geo-Fenced Impressions
- 203,362,389+ Total Impressions

Attribution technology combined with wrapped cars allowed Padres to finally track how game attendees got there. Being able to know who comes in contact with Padres' advertising, and whether they actually enter the ballpark, is a game changer.