

## ESPN NBA Western Conference Finals & The Finals

### Problem

How do you raise awareness and ratings for an upcoming sports series?

### Solution

Use digital OOH to encourage travelers to tune-in at the beginning of every game and post live game scores.

### Background

This year the Western Conference Finals and Finals were aired on ESPN/ABC. The challenge was figuring out a way to reach M18-34 and move that dial and increase the viewership from the previous year.

### Objective

The objective was to raise awareness as well as the ratings for these series. Primary Demographic was Males 18-34.

### Strategy

For both WCF and Finals specific digital bulletin locations in both New York and Los Angeles were selected to maximize geographic coverage, meet or exceed the market GRP goals, and provide the most efficient CPMs. Digital lighting was purchased on a daily basis, on the day of the games only.

Because digital allows for creative flexibility, two creatives were included in the scheduling. An initial tune-in creative was posted up until the start of the game and then it switched over to a live-score dynamic creative during the actual games. The live score creative allowed for real time updated scores to be shown to traffic as consumers pass by the various bulletins. This type of dynamic execution provides encouragement to see what happens next and tune in once you get home.

To add another layer, a static layer to the campaign, bus kings and subway 2-sheets were added in NY as well as bus kings and posters in LA. This allowed for a large consistent presence in the markets.

Lastly, remnant digital urban panels became available and were also layered in for the Finals to help provide additional awareness in market and live scoring to NYC streets.



## Plan Details

OOH media was planned in two separate flights supporting both series over about a month period.

### Flight 1:

The first part of campaign for the WCF was in New York and Los Angeles and ran throughout approximately a 1 week period of time.

- Digital bulletins were purchased on a daily basis (day of games only) supporting the WCF (5/19, 5/21, 5/23, 5/25, 5/27).

### Flight 2:

The second part of the campaign for the Finals was in New York and Los Angeles as well and ran throughout approximately a 3 week period of time.

- Digital bulletins as well as digital urban panels were purchased to support the Finals. This was also bought on a game by game basis (6/4, 6/7, 6/9, 6/11, 6/14, 6/16).
- The static media which included bus kings and subway 2-sheets in New York and bus kings and posters in Los Angeles was layered in and purchased for 3-weeks (5/25-6/14, with bonus time on the backend to go through the last game). A hard takedown was set in order to be sure the time sensitive creative was not up much longer past the last game. Because this did not go to game 7, a rush was included as the campaign did end 2 days earlier than expected.



## Results

Though the Eastern Conference Finals were aired on ESPN last year and the Western Conference Finals were aired this year on ESPN, results still showed that the ratings were comparable. Below is a comparison of the average ratings from the games last year for the Conference Finals and the Finals. As shown below, the ratings did increase from 2014 to 2015 across the board.

### Results:

- ECF/WCF HH ratings: The ECF 2014 (4.53) vs WCF 2015 (4.66), WCF in 2015 had a 2% increase.
- ECF/WCF M18-34 ratings: The ECF 2014 (3.74) vs WCF 2015 (4.20), WCF 2015 had a 12% increase.
- The Finals HH ratings: 2014 (9.20) vs 2015 (11.55), the Finals 2015 had an enormous 25% increase.
- The Finals M18-34 ratings: 2014 (7.66) vs 2015 (9.37), the Finals had an enormous 22% increase.