

## Chicago White Sox

### Problem

How does a baseball team rebuild it's fan base?

### Solution

Use out of home (OOH) to increase awareness of promotional giveaways and to drive event ticket sales.

### Background

The Chicago White Sox needed to sell tickets while trying to rebuild. The Cubs across town had won the World Series which added to the problem. The Sox decided to promote giveaways like T-shirts and concerts using OOH.

### Objective

To sell tickets, plain and simple. They targeted the entire designated marketing area of Chicago for all ages.

### Strategy

Used Digital Billboards to promote individual game day giveaways and promotions. Update their creative weekly and run multiple versions at the same time. The campaign was a package of 32 Million impressions adults 18+ over 8 weeks. They also used bus shelters in limited locations targeting the south side of Chicago.

### Plan Details

Campaign ran 5/15-7/9 on Billboards and 5/15-7/23 on Shelters.

### Results

The White Sox drew 1.6 Million people to their games in 2017 even though they only won 67 games. Attendance was higher during promoted giveaway games.

