

## Inter Miami - MLS Soccer Team

### Background

The advertiser was looking to promote the addition of international star, Lionel Messi, to the team.

### Objective

#### Increase Social Media Engagement

Inter Miami wanted to create a buzz around the team that would lead to increased media exposure, social engagement as well as increased ticket sales.

### Strategy

Inter Miami used a mix of various formats to blanket Miami. With the increased media exposure of Messi signing with the team the club believed OOH would be excellent for leveraging the groundswell of excitement in the local community and spurring social engagement. Hence, they used a selection of units that would deliver very high reach as well as frequency.

### Plan Details

Market: Miami, FL

Campaign Posting Dates: July - August, 2023

OOH Formats Used: Walls, Trolleys, Transit Shelters

Target Demographic: Hispanic, Soccer Fans, Local South Floridians

Budget: \$10,000 or larger

Total Impressions: 79.5 million

### Results

The campaign results were outstanding, marked by increased social media engagement and sold-out tickets for the season. The impact extended further with a remarkable 527% increase in ticket sale prices, resulting in games being completely sold out. Additionally, the brand experienced substantial growth in its social media following, with an incredible 200% increase in followers.

