

Kansas City Royals

Problem

How does a Major League Baseball team get its fans excited for the upcoming season?

Solution

Promote an OOH campaign to highlight the upcoming season and start social media dialogue.

Background

The KC Royals were coming off of their 2015 World Series win.

Objective

To get the fans even more excited for the 2016 season, while also creating a social media dialogue with #SalvySplash.

Strategy

"When we launch our yearly campaign, the goal is always to make the biggest impact possible across all available channels and OOH advertising is a very effective way to accomplish that. Given the large majority of billboard creative within the market is fairly static, we've found that by cranking up the creativity and offering a unique visual to the audience, we are very well positioned to catch the eyes of passing motorists and create a positive, real time dialogue about our brand." Brad Zollars, KC Royals

Plan Details

Markets: Kansas City

Flight Dates: February 2016, extended through April 2016 by popular demand

OOH Formats Used: Static Bulletin

Target Audience: General Public 18+



Results

OOH has become a tradition for the Kansas City Royals starting 4 years ago. This year it expanded on the tradition by incorporating a social media contest for the fans to participate in. This campaign received a lot of press and social media buzz.

