



# KROENKE SPORTS ENTERPRISES

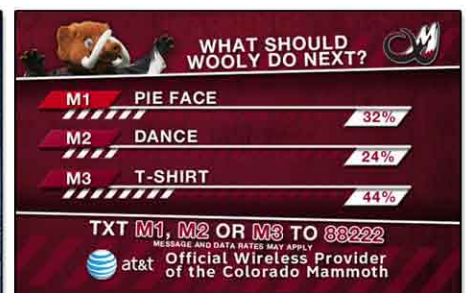
## CASE STUDY

### OBJECTIVES

- Partner with Kroenke Sports Enterprises to derive an integrated mobile strategy and equip them with our proprietary mobile marketing platform so campaigns can be implemented across their Denver Nuggets, Colorado Avalanche and Colorado Mammoth teams.
- Provide AT&T, their Official Wireless Provider, with an interactive medium for fan participation within the Pepsi Center.
- Utilize the bounce back message opportunities to highlight their brands and encourage opt-in participation into an exclusive mobile club.

### SOLUTION

- Txtstation Control Center, our web-based campaign management and reporting platform.
- Txtstation Pro, our web and Flash-based graphics display platform.
- Engaging and customized mobile tactics such as the DJ Bedz Beat of the Game and What Is Next.
- Two automated reply messages directly back to participants' phones. The first encourages opt-in to that team's exclusive mobile club to receive regular outgoing text messages containing news, scores and special offers. The second message directs fans to an offer on the latest handset.



### POST CAMPAIGN RESULTS

- In-stadium promotions average a 1-3% response rate.
- Of those unique participants, 12% have signed up for the mobile text club.
- AT&T messaging reaches thousands of their subscribers, along with the in-game exposure and differentiation that real time graphics provide.
- Messages are sent regularly throughout the season.