



PHILADELPHIA FLYERS

CASE STUDY

OBJECTIVES

Create new and interactive features to improve the entertainment experience of Flyers fans at all home games. Additionally, offer potential and existing team sponsors the ability to separate themselves from the sponsorship clutter and activate beyond branding and awareness.

SOLUTION

Offering a consultative approach, Txtstation recommended starting simple and implementing two unique mobile promotions. The first, a txt-to-screen application sponsored by Verizon Wireless, encouraged fans to send customized messages to the jumbotron by texting the word 'SAY' followed by their message. The second promotion, titled the 'XM Music Break', asks fans to decide on which band they would most like to hear during the next stoppage in play. The promotion features two prominent bands each night and fans can text either of the two options to '55333'.

PHILADELPHIA FLYERS USE MOBILE TO IMPROVE IN-GAME ENTERTAINMENT, ENGAGE FANS

At the start of the 2007-2008 season the Philadelphia Flyers, a member of the National Hockey League (NHL) since 1967, and Txtstation, a leading global mobile marketing company, combined forces in an effort to integrate mobile into their game production. Txtstation, having run thousands of venue campaigns in the past, created a couple of unique promotions for the two-time Stanley Cup Champions. The ideas were instantly embraced by sponsors and fans alike and the results proved that mobile and interactivity trump the old-fashioned static graphic and call-to-action.



POST CAMPAIGN RESULTS

Halfway through the 2007-2008 season, the two promotions have generated over 40,000 messages. In terms of participation rate, they routinely garner 2-14% of the overall attendance at the Wachovia Center. Fans love the real time aspect as they gain instant gratification once their vote or message registers on the big screen. And from a sponsor standpoint, both XM and Verizon Wireless understand and appreciate the value of mobile. Each participant of the XM Music Break receives a reply message directly to their phone pushing them to a custom URL for exclusive XM/NHL offers. Verizon Wireless uses the same opportunity to opt participants into an ongoing mobile Flyers alerts club.