

PITTSBURGH PIRATES LDD CREATIVE CASE STUDY

DIGITAL HITS A HOME RUN

BACKGROUND

The city of Pittsburgh and the Pittsburgh Pirates were hosting the 2006 MLB All-Star Game in July. This event put the team and the city in the national spotlight. With a relatively dismal season at hand, the Pirates did not have a player in contention to represent the team in the game. As a point of pride, the Pirates wanted to get a Pirate player voted into the game to represent the team and the host city. The online votes make up the majority of the weight in the MLB All Star selection process.

CREATIVE STRATEGY

The objective was to use the flexibility, reach and frequency of our Digital Network to increase traffic to pirates.com and get a player voted in to the All Star game. They selected 4 players that had the best chance of getting voted in and put together a campaign targeting Pittsburgh Metro. Four designs were alternated on all 10 Digital Panels in our network, reaching 300,000 people every day.



RESULTS

The results were almost immediate. The campaign started June 15th and the All Star game was on July 11th. During this short period of time two Pirates players were voted in and made the National League All Star Team. Jason Bay, in 16th place when the campaign began, moved into 1st place among outfielders, outpolling competitors from teams with much larger fan bases.