

READING PHILLIES LDD CREATIVE CASE STUDY

DIGITAL...THE PERFECT PITCH

BACKGROUND

The Reading Phillies, a minor league baseball team in Pennsylvania, had used traditional outdoor with Lamar in the past. However, it has been a challenge because they needed to promote individual games. Therefore, when it was time to renew, digital was the perfect thing to pitch.

CREATIVE STRATEGY

Creating their own designs, in house, the Phillies changed their copy very often. They would post a design the day before the game and a different one the day of the game advertising various events going on at the stadium. Every day brought new and exciting information to look forward to.



A WORD FROM THE CLIENT...

"The digital billboards were really a no brainer for us. They gave us the ability to keep our message fresh with a rotation of layouts on the same design. They also gave us the opportunity to keep our message timely, reflecting our current homestands, day of the week promotions, etc. made the digital billboards hugely successful for us. We could never have done that with the standard billboards. The production costs would have made it economically impossible."

-Scott Hunsicker
Assistant General Manger of the Reading Phillies