

YIELD GOES WEST 49



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MARKETING

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West 49 Canadian Skateboard Championships builds brand awareness and communicates events with YIELD-MCC.

YIELD-MCC was engaged by IMG Canada to deploy, to develop a unique and innovative way to promote event sponsors at the West 49 Canadian Skateboard Championships. The campaign strategy was to increase sponsor awareness by ways aside from the traditional forms of media and advertising already at the event.

THE CHALLENGE

IMG solicited YIELD-MCC to develop a unique and innovative way to promote event sponsors at the West 49 Canadian Skateboard Championships. The campaign strategy was to increase sponsor awareness by ways aside from the traditional forms of media and advertising already at the event.

The primary sponsors of the event were West 49, Nokia, Garnier Fructus Style, Billabong and The Switch. IMG were also interested in creating awareness for secondary sponsors and the skaters that participated in the event.

THE SOLUTION

YIELD-MCC based the following strategy upon recent findings regarding SMS technologies:

- ⇒ Approximately 2.5 billion text messages are sent every month in North America
- ⇒ Compared to direct mail marketing campaigns, text messaging response rates are five times more effective.
- ⇒ 56 percent of large consumer brands use text messaging as a marketing channel
- ⇒ SMS traffic has grown in the US by 3,542 percent from June 2001 to June 2003.
- ⇒ (CTIA, InStat/MDR, Juniper, US Census, Forrester and Center for Media Research)

Teens are especially ahead of the curve: 45 percent of Americans ages 12-19 have a cell phone, according to market research company Teenage Research Unlimited of Northbrook, Ill. And 37 percent of teen cell users also use text messaging, with numbers rising every year. (USA Today, 6/4/2003, Tapping into text messaging)

West49

YIELD-MCCs' mission created an engaging, interactive text messaging campaign for the 2004 West 49 Skateboarding Championships, which not only bolstered the value and attractiveness of the event, but also provided an innovative marketing model to promote event sponsors and skaters. Also, our intention was to familiarize IMG clients with this fresh marketing vehicle so that they will be subsequently more apt to participate in future campaigns with IMG.

The campaign was designed in accordance with the existing skateboard competitions already established by IMG at the event. Participants were prompted to text message in to vote for their favorite skater, trick, or brand and in return win instant prizes from event sponsors. Additional contests (Best Seats in the House VIP Contest and Battle of the Brands Contest) were implemented by YIELD-MCC to add to the scope and value of the campaign.

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THE PARTNER

Established in the early 1960's, IMG is the world leader in sports and entertainment management. It is also the largest independent distributor and producer of televised sports, with offices in 30 different countries. IMG represents hundreds of sports figures, entertainers, television properties, artists, musicians, writers,

This provided the opportunity for sponsors to be acknowledged in "Thnx for voting" or "Congrats" messages.

We were able to separate the contests into specific time blocks in order to receive the optimal amount of text messages with the least amount of overlap. The contest scheduling was as follows:

- ⇒ VIP, Best Seats in the House Contest: Sat./Sun. before 12:30pm
- ⇒ Super Rail Contest: Friday 4pm-8pm
- ⇒ Street Trick Contest: Saturday 7pm-7:30pm
- ⇒ Vert Trick Contest: Sunday 4:50pm-5:10pm
- ⇒ Favorite Overall Skater: Saturday 10:30am-Sunday 7pm
- ⇒ Battle of the Brands Contest: Friday 10am-Sunday 7pm

Participants were to refer to the event program and vote in accordingly during the appropriate times. In tandem with the program, the event announcer had a significant role in promoting the campaign during each day of the event.

THE RESULTS

The campaign was a huge success. Response rates for the text voting were higher than any other voting done by IMG in the past. Results are proprietary, but the IMG Action Sports division has already contracted YIELD-MCC to execute the 2005 World Snowboarding Championships.

