



Case Study Manufacturing

This manufacturer of lawn and garden products wanted to engage MLB enthusiasts while highlighting its connection to baseball. This client's relationship with MLB provided the opportunity to reach consumers attending MLB FanFest—an event that celebrates the MLB All Star Game.

Challenge

Provide a genuine baseball experience that caters to MLB fans bolstering brand awareness, social media engagement and sales.

Solution

BI WORLDWIDE created a custom photo opportunity that invited attendees to don authentic MLB All Star jerseys, baseball bats and helmets. Photos featured an overlay that resembled a baseball card, including client branding and the MLB All Star logo. Photos were immediately delivered to consumers via email who were also given the option to sign up for a monthly newsletter featuring seasonal lawn and garden products.

Results

BIW increased brand awareness and engagement in a variety of ways.

- Total of 2,473 photos taken over five days
- Over 58,000 online impressions as a result of social media sharing
 - Over 1,200 new Facebook likes over five days
 - Opt-in rate of 45% for manufacturer newsletter

