

Flimp Case Study: Sports Marketing

Video Email Event and Ticket Promotion

Client: Bausch & Lomb Tennis Championships



Bausch & Lomb

Championships

The Bausch & Lomb Tennis Championships is a premier women's professional tennis tournament held at the Amelia Island Plantation in Amelia Island, Florida. The annual tournament is part of the worldwide Sony Ericsson WTA Tour. Playing on clay courts, the singles competition includes 56 main draws and 32 qualifying players with a 16 team main draw doubles competition vying for \$600,000 in prize money.

Marketing Objective

Octagon Worldwide, the tournament organizer was interested in finding a fast, cost effective way to generate buzz and sell tickets online using available web video content and email marketing in advance of the tournament. They also wanted to track and measure the video email campaign engagement and response results.

The FLIMP Campaign

Using the FLIMP Rich Media platform and video content produced by PGA Tour Productions, Flimp Media developed three custom branded interactive flash videosites to promote the tournament for the 2008 Championships. Each videosite message announced well known top-seeded tennis players as they signed up to play in the event. The Flimp campaigns were designed to sell tickets and raise awareness of the upcoming tournament by featuring video of marquee participants including Lindsay Davenport, Venus Williams and Tatiana Golovin. The flash videosite campaigns were created using the FLIMP create and edit WYSIWYG and required no programming. Each was sent to the tournament opt-in email database in the weeks leading up to the start of the tournament in early April 2008. Following email distribution, tournament organizers and directors were able to instantly access viewer

The screenshot shows a promotional email for the Bausch & Lomb Championships. At the top, it says "Bausch & Lomb Championships" with a logo and "THE TRADITION CONTINUES". Below that, it says "April 7 - 13, 2008 | Amelia Island Plantation | Amelia Island, FL". The main content features a yellow box with "VENUS WILLIAMS Coming to Amelia April 7-13, 2008". To the right, there is a photo of Venus Williams and a text block: "The Bausch & Lomb Championships is less than two months away and tournament officials are thrilled to announce that Venus Williams will join all-star former champion Lindsay Davenport in their pursuit of the 2008 trophy at Amelia Island Plantation, April 7 - 13. As one of the most successful players on the Sony Ericsson WTA Tour, Venus Williams enters the 2008 Bausch & Lomb Championships having amassed 36 Tour singles titles, including six Grand Slams and an Olympic gold medal in both singles and doubles. Currently ranked No. 7 in the world, the former No. 1 will be making her seventh Bausch & Lomb Championships appearance, having won the Bausch & Lomb Championships in 2002." Below this, it says "36 Singles Titles...6 Grand Slams...Venus is Back! Order your tickets today!". At the bottom, there are buttons for "ticket information" (800.486.8366 ORDER ONLINE!), "quick links" (PACKAGE INFO, MATCH SCHEDULE), "FOR ADDITIONAL INFORMATION: www.blchamps.com", "Contact Us", and "Send to a Friend". There are also logos for Sony Ericsson WTA TOUR and Bausch & Lomb Championships.

engagement, response and viral data in the FLIMP Account reporting dashboard.

Campaign Results

According to the B&L Tournament Director, John Arrix, "The Flimp video email campaigns helped us create awareness for our player field, educate

fans on some of the new rising players and stimulate ticket sales. In addition, the viral effect from each send helped us contribute many new contacts to our email database."

Three flimp videosite email campaigns were sent separately by email during a one month period prior to the start of the 2008 Bausch & Lomb Championships. In total, 11,100 video emails were received and 2,700 flimp mails were opened for an email open rate of 24.32%. A total of 1,888 viewers including viral recipients watched the video messages, representing an exceptionally high email campaign click thru rate of 69.92%. Of those viewers, 1,319 or 69.86% watched the video messages to completion. A total of 395 viewers or 20.92% of total viewers clicked a response link and 91 people, or 8.09% of viewers forwarded the flimps to friends using the videosite "Send to a Friend" button. The average viewing time per viewer was 54 seconds and the combined viewing time for the campaign was over 28 hours.

"The flimps helped us create awareness for our player field, educate fans on some of the new rising players and stimulate ticket sales. In addition the viral effect of each send helped us contribute many new contacts to our email database. In '09 we plan to send out daily audio-visual flimp recaps to fans to generate even more interest. Even though this will be our 29th consecutive year on the WTA tour, Octagon is always looking for new ways to market our properties."

John Arrix, Tournament Director
Bausch & Lomb Tennis Championships

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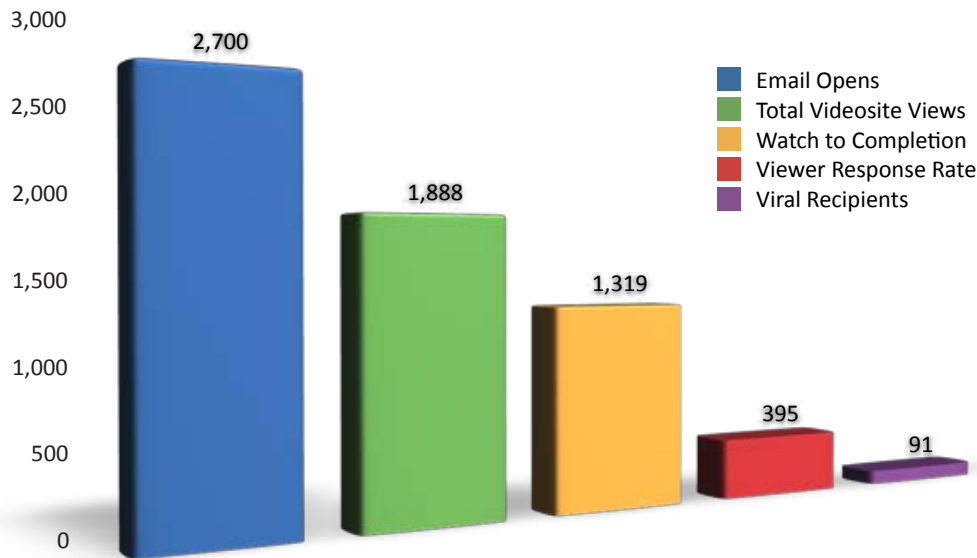
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Bausch & Lomb Championships FLIMP Videosite Campaign. Viewer Engagement and Response Data



Target Audience Actions	Viewers	Response Rate
Received video email campaign	11,100	100% of delivered emails
Opened email with flimp videosite message	2,700	24.32% of email recipients
Total videosite views (includes views from viral recipients) ¹	1,888	69.93% of email opens
Watched to completion (watched entire video)	1,319	69.86% of videosite viewers
Response links clicked (videosite response)	395	20.92% of videosite viewers
Forward to a friend (sent to a friend) ²	91	8.09% of videosite viewers

1. Multiple views by the same person within 5 minutes are counted as one videosite view.

2. Viral Recipients data does not include messages forwarded directly from email agent (such as Gmail, Outlook, etc.).

Using FLIMP, three separate flash videosite email marketing campaigns were created, launched and tracked by viewer email address to promote the 2008 Bausch & Lomb Championships tennis tournament.

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Video Duration	30 sec.	30 sec.	34 sec.
Total Viewing Time	8 hr., 22 min., 12 sec.	6 hr., 47 min., 45 sec.	13 hr., 24 min., 18 sec.
Average Viewing Time	48 sec.	54 sec.	1 min.

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