

MAILER:

NBA Basketball - LA Clippers

OBJECTIVE:

The LA Clippers faced the challenge of increasing online ticket sales to the Clippers Hawaii Classic.

SOLUTION:

eTargetMedia planned and implemented a targeted and effective email marketing campaign for the LA Clippers that segmented an audience of die hard basketball fans and enthusiastic sports fans who have a passion for the game of basketball. These avid NBA fans regularly purchase game tickets and NBA gear and are the perfect audience for a special one day NBA event. The creative featured the LA Clippers Return to Hawaii and promoted the LA Clippers vs Sydney Kings special event taking place at the University of Hawaii in Honolulu. The campaign was geo-targeted to the island of Oahu where the game was taking place. The creative had a strong call to action to motivate sports fans to get tickets now.

OUTCOME:

The email marketing campaign was very successful and delivered an exceptionally high open rate and a strong click through rate that exceeded industry averages. Ticket sales also increased during the email promotion.



The creative features a promotional email for the LA Clippers vs Sydney Kings game. At the top, it says "LA CLIPPERS RETURN TO HAWAII". Below this is a banner image showing Tobias Harris in a blue LA Clippers jersey and Andrew Bogut in a yellow Sydney Kings jersey. The banner includes the NBA logo, the Clippers Hawaii Classic logo, and the NBL logo. Below the banner, it says "SUN, SEP. 30 | 3:30 PM | STAN SHERIFF CENTER". The main headline is "NBA BASKETBALL COMES TO HAWAII" followed by "LA CLIPPERS VS SYDNEY KINGS" and "SUNDAY, SEPTEMBER 30". The body text reads: "See the LA Clippers take on the Sydney Kings of Australia's National Basketball League (NBL) on Sunday, September 30 at 3:30 p.m. HT at the Stan Sheriff Center in O'ahu on the campus of the University of Hawaii in Honolulu." Below this, it says "Tickets for the Clippers Hawaii Classic are on sale now at www.clippers.com/hawaii or by phone at (808) 944-BOWS (2697)." At the bottom, there is a "Get Tickets Now!" button.

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