Grand Slam Branding

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Signage plays a role in exposure for companies at the 2011 Home Run Derby.

Did anyone out there catch the 2011 Major League Baseball Home Run Derby held on ESPN last night? I found the following press release sent to me this morning from Front Row Analytics, a firm that specializes in conducting analyses for sporting and entertainment events, corporate sponsors and naming rights, television, and movies, a bit of a capper to the event—especially when it comes to branding and visibility:

“According to Front Row Analytics, for the fourth year in a row State Farm Insurance Company (sponsor of the Home Run Derby for the past five years) increased its broadcast media value during the competition, earning over $45 million in broadcast exposure time.

“According to Front Row's evaluation analysis, State Farm received 2 hours, 6 minutes, and 54 seconds of exposure during the event held at Chase Field in Phoenix, Arizona. The exposure State Farm received was attributed to signage on ESPN announcer podiums, right field wall, left field, center field, upper deck banners, LED banner around stadium, dugout top and lining, on-deck plate, on-screen logo, on-screen scoreboard, presenting check, banners behind players, field signs, and verbal mentions by the ESPN broadcast crew.

“Last year, State Farm received 97 minutes and 35 seconds of exposure with a broadcast media value of $33,000,000. In 2009, State Farm earned $22,850,000 of broadcast exposure

and in 2008 the company gained $12,252,083 worth of media value.

“Another big winner was Miller Lite, whose Chase Field signs in center field and above the ‘Diamond Club’ brought in 13 minutes and 54 seconds and over $4,000,000 worth of broadcast exposure.”

One of the big topics we’ve been writing about lately in the magazine has been the subject of vinyl branding. This Home Run Derby example is a very interesting angle on the many different ways branding signage can encompass non-vinyl applications as well.

Any thoughts about how signage played a solid double (or even a triple) in the revenue figures being generated here? Any thoughts on how, as sign makers, these figures might be able to help you generate additional branding/exposure for sports teams in your markets?

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