

# case study

Ball Park Franks - (360° x 2 = 720°) working the "2010 Mountain Dew Tour"

**Client Objective:** As a key sponsor of the "Dew Tour," Ball Park Franks wanted to leverage their sponsorship on-site with activities that would appeal to a key target audience, young adult males. To do this they wanted to create an interactive environment that included a large physical presence, traffic building to the web, data collection and consumer engagements, to showcase their product

**Why They Chose The Kerry Group:** Because we go to the extreme to give our clients the best! To enhance Ball Park's sponsorship of the Dew Tour, our team designed and produced an open, inviting and interactive stage with Ball Park Franks branding at each of the 2010 Dew Tour Events. The completely mobile, easy-to-execute, branded presence could be easily adapted to varying specifications at any of the tour's multiple venues.

The program featured contests, guest DJs and special giveaways as well as a green screen photo opportunity on the Ball Park main stage. Photo-ops were used to engage visitors by offering a choice of extreme green screen imagery both for bikes and boards. To retrieve their extreme photos, consumers were directed to the website, where they entered their contact information to retrieve and share their photos using various social networking sites including Facebook and Twitter.



**The Results:** We achieved the right mix of brand activation and entertainment elements for the more than 100,000 attendees who participated in the experience.

Over 50% of the thousands of photos taken at the events were retrieved and uploaded by guests to share virally online extending the brand's reach to countless of new additional consumers.

Nothing is too extreme for the Kerry Group. As a matter of fact, we're thinking about installing a half pipe in our lobby.



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