

THE OKLAHOMAN'S ALL-CITY PREP SPORTS AWARDS CAMPAIGN DETAILS

Excerpt:

The Oklahoman created and executed a once-in-a-lifetime awards experience for 560+ outstanding high school athletes, headlined by International Tennis Superstar, Venus Williams and brought in an ROI of 27%. With 1,000+ attendees, this marks the largest awards event in Oklahoma City for the second year in a row. Finally, our event contributed to our community as we selected a non-profit beneficiary, Fields & Futures, to receive a donation from the proceeds.

Challenge:

The Oklahoman is the market leader in delivering the most comprehensive and high quality high school sports coverage; however, many consumers, particularly those new to our market are unaware of this and instead rely on inferior and limited local TV and radio coverage.

Objective:

Create a high-impact marketing initiative that promotes The Oklahoman's leadership in high school sports coverage.

Campaign:

We created The Oklahoman's All-City Prep Sports Awards Event, which featured international tennis sensation Venus Williams and honored more than 500 local high-school student athletes. The event was supported with a multi-media promotional marketing campaign, including social, print and digital ads, TV and radio, and email blasts. These channels provided event promotion, brand awareness for The Oklahoman, and brand exposure for our sponsors.

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Results:

- Attracted many of OKC's largest companies as sponsors, helping us reach financial ROI of 27%
- More than 1,000 attendees, making our event the largest of its kind in the nation and OKC's largest event of the year
- Significant gains in brand favorability for our sponsors, including an 88% increase for our title sponsor, Braum's Ice Cream and Dairy Stores.
- Improved brand favorability for The Oklahoman with 93% of attendees saying they viewed The Oklahoman more favorably following the event.
- 95% of attendees were pleased with the event
- 96% of attendees said they would recommend the event.
- Attendee quotes included:
 - "Everything was perfect from the moment we entered the building until we left."
 - "The night was well-organized, had a glamorous feeling and was a wonderful way to honor youth who are working extremely hard and excelling at their sports which ultimately benefit themselves, their schools, their communities..."
 - "The details taken were amazing: red carpet, wonderful food and a high-profile guest. Love the inspirational speaker and recognition of the Courage Award Winner."
- Campaign Metrics:
 - 12,742 page views
 - 10,074 unique page views
 - 2:14 avg time on site
 - CTR for Facebook ads, LinkedIn ads and email exceeded industry benchmarks (HubSpot, WordStream, LinkedIn, MailChimp) by 33.87%, 305.1%, and 452.5% respectively.

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PRINT

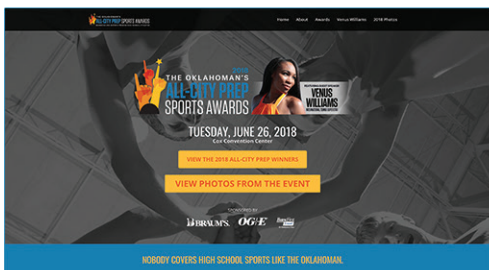
SOCIAL



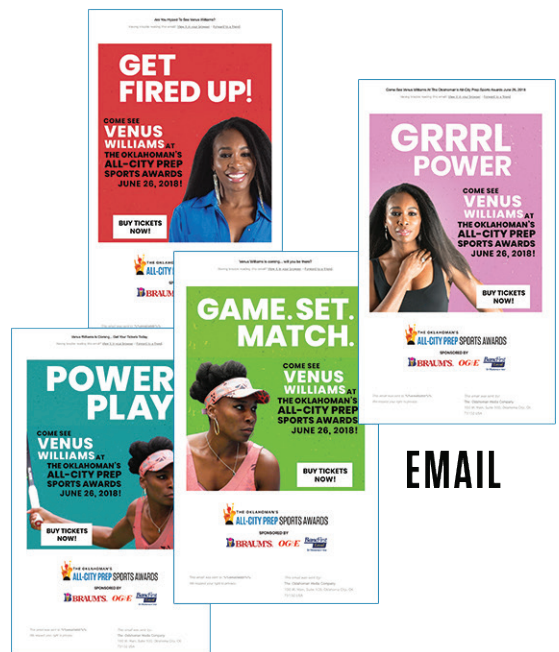
TV



DIGITAL



WEBSITE



EMAIL