

RED SOX CAMPAIGN CASE STUDY

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QUICK BACKGROUND



BOSTON RED SOX:

- MLB - 1901

CTP BOSTON AGENCY:

- DIGITAL:
  - ADVERTISING
  - PR
- CLIENTS:
  - BOSTON RED SOX
  - RED HAT SOFTWARE
  - EASTERN BANK
  - BREEDERS' CUP

EXISTING APPROACH

Partnership Duration: Over a decade

Key Deliverables:

- Annual Opening Day TV Spot
- Print Campaigns
- Social Media Concepts

Focus:

- Creating Brand-Defining, Award-Winning Work

CASE STUDY SITUATION

CONSECUTIVE DIVISION TITLES



INDIFFERENCE AMONG FANS (HO-HUM)



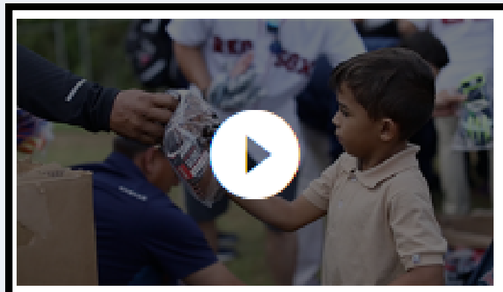
FAMILY THEME BRINGS PERSONAL CONNECTION





PLAYER SPOTLIGHTS

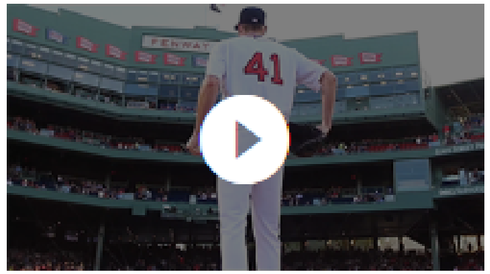
- Highlights Of Individual Players
- Untold Stories
- A Glimpse Beyond The Game



More Cora



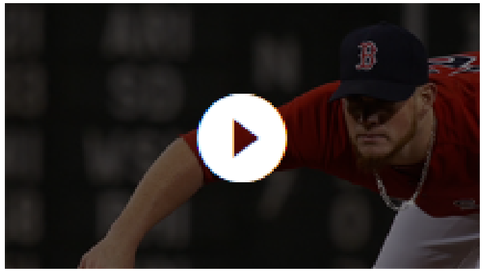
More Devers



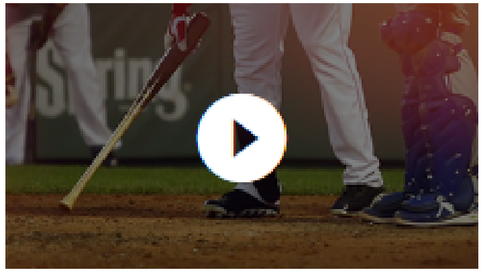
More Sale



More Mookie



More Kimbrel



More JBJ







PRINT CAMPAIGN

- **PERSONAL EXPECTATIONS**







NEW CAMPAIGNS

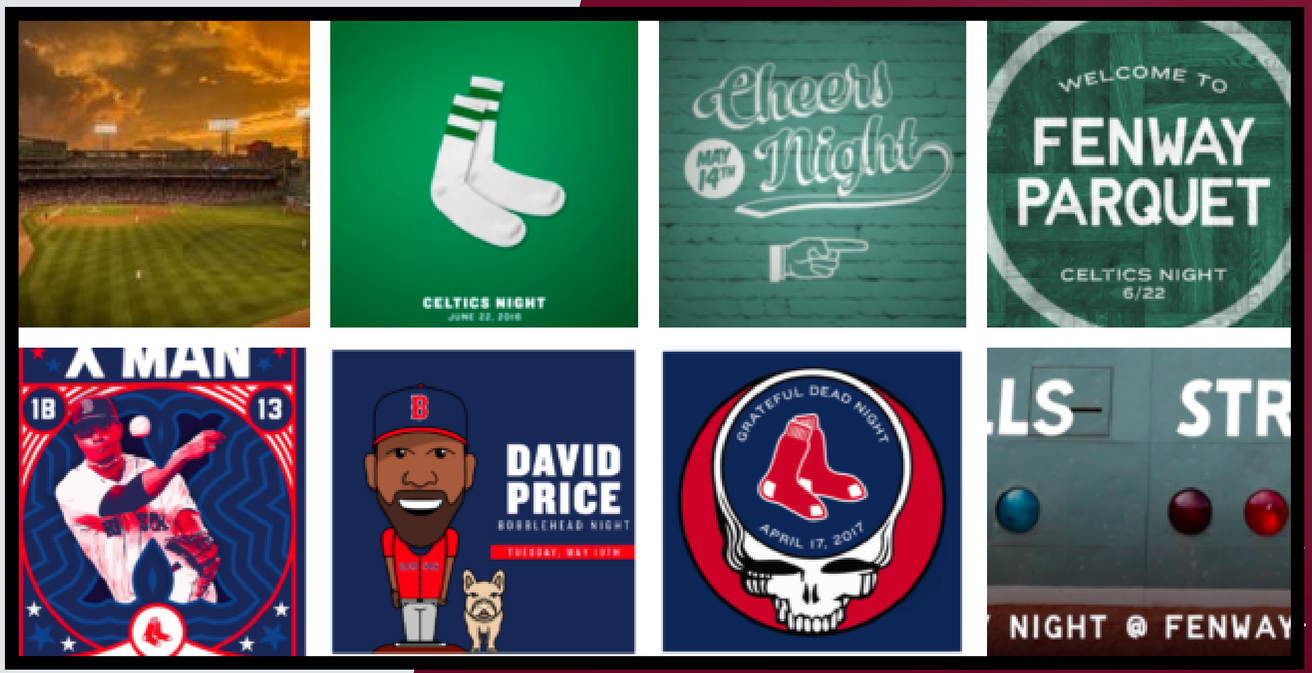
Each Year Different ‘Feel’

- "Play Ball" - 2017
- "Tick Tock" - 2016
- "My Fenway" - 2015



"Play Ball" - 2017

SOCIAL EXECUTIONS



DISCUSSION QUESTIONS



#1

WHAT CHALLENGES DO YOU THINK THIS CAMPAIGN WILL FACE WITH THE RISE OF POPULAR SPORTS SUCH AS: BASKETBALL, FOOTBALL, AND SOCCER?

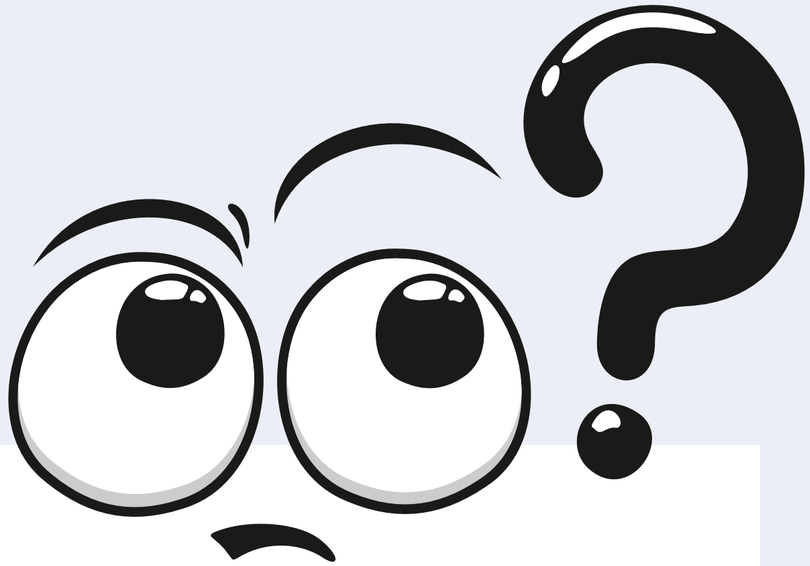
DISCUSSION QUESTIONS



#2

DO YOU THINK MARKETING EACH YEAR AS A NEW “FEEL” IS EFFECTIVE?

DISCUSSION QUESTIONS



#3

DOES THIS CAMPAIGN TACKLE THE ISSUE “INDIFFERENCE AMONGST FANS” WELL?

THANKS!

RESOURCES:

- http://www.agencyspotter.com/CTP
- http://www.nytimes.com/2023/01/05/sports/baseball/rafael-devers-boston-red-sox.html
- http://www.ctpboston.com/work/boston-red-sox/season-campaign/