

TESTIMONIAL The Kansas City Royals



The Kansas City Royals always hit a home run with their out-of-home campaigns!

The Kansas City Royals know how to make an impact with out-of-home! The 2013 campaign had two exciting boards placed in the heart of downtown Kansas City; one on the east side of I-35 and the other on the west side. The bulletins featured James Shields throwing a super-charged pitch to Salvador Perez that appeared to rip right through the vinyl!

The 2014 bulletin featured Alex Gordon sliding into home while taking the vinyl with him! The back of the structure's face was removed to expose the framework then the vinyl was carefully manipulated to create the "scrunched" look.

The most recent bulletin showcased the speed of Jarrod Dyson. To create the scorched effect the structured was burned before installation and red rope lights were added. These effects actually prompted calls to the fire department from concerned citizens!

These campaigns gained media praise from ESPN, Fox Sports, Ad Week and Buzzfeed just to name a few.

Audience

Adults 18+

Media Mix

Static Billboards

Market

Kansas City, MO

Objective

Walz Tetrick Advertising strives year after year to get Kansas City Royals' fans excited for opening day at Kauffman Stadium.

Rationale

Out-of-home is the perfect platform to create the "wow factor" that will not only resonate with the daily commuter but also gain national attention!