

TESTIMONIAL The Kansas City Royals



“The results in recent years have been staggering.”

“When we launch our yearly campaign, the goal is always to make the biggest impact possible across all available channels and Outdoor advertising is a very effective way to accomplish that. Given the large majority of billboard creative within the market is fairly static, we’ve found that by cranking up the creativity and offering a unique visual to the audience, we are very well positioned to catch the eyes of passing motorists and create a positive, real time dialogue about our brand. The results in recent years have been staggering.”

Bradley Zollars
Kansas City Royals



Audience

General

Media Mix

Static Billboards

Market

Kansas City

Objective

To get the fans even more excited for the 2016 season while also creating a social media dialogue with #SalvySplash.

Rationale

Out-of-home has become a tradition for the Kansas City Royals starting 4 years ago. This year they expanded on the tradition by incorporating a social media contest for the fans to participate in!