

Case Study



Problem

2008 was the first year for the St. Petersburg Bowl, making it a brand new project for ESPN. Richter10.2 was approached by the Executive Director for the St. Petersburg Bowl to build a year long strategy to ramp up the attention and impact for the 2009 St. Petersburg Bowl, with the goal of beating the 2008 revenues produced from the Bowl across the board.

Idea

We came up with a year long strategy to define and build the community for the St. Pete Bowl of the type of public that would attend and sponsor the bowl. The idea included a full social media blitz toward the end of the year prior to the bowl in order to massively get the word out and increase the intensity of the buzz.

We developed a brand new website for the ESPN St. Petersburg Bowl that fully encompassed the event as well as giving the new site full social media capabilities. We build a special Social Media Press Kit for the bowl that could be sent out to media and PR contacts which highlighted the key information about the bowl itself and we built and branded the key social media profiles which would be used for the year long strategy to build a community of loyal followers and provide the playing field for the blitz.

Results

The target to beat from 2008 and therefore Richter10.2's objective was to help the St. Petersburg Bowl sell more that 10,000 tickets for 2009. The results came in for the 2009 bowl and were more than double the target, with a sold out game and 28,000 tickets sold.

From a news release:

St. Petersburg Bowl officials announced today the game is sold out.

UCF will face Rutgers in the bowl game Dec. 19 at Tropicana Field. UCF fans purchased more than 14,000 tickets for the game. The stadium's capacity is about 28,000.

"This is very exciting news that in our second year the bowl game is a sellout," St. Petersburg Bowl executive director Brett Dulaney said in a news release. "We look forward to seeing all of the fans and alumni, and we invite the community to join us in the other events surrounding the bowl game."