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Client: Ballpark Franks

- Ballpark Franks key sponsor of “Dew Tour”
- Branded stage at all 2010 Dew Tour Events
- Program featured contests, guest DJs and giveaways
- Green screen photo opportunity, photos retrieved from website
- Share photos using social media
- Target: Young adult males

Strategy

- Create an interactive environment to extend brand reach
- Create a large physical presence for traffic building to the website, data collection and consumer engagement to showcase the brand



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Kerry Group Responsible For

- Design and development of event theme
- Event/tour management
- Hiring, training and management of staff
- Design, implementation and management of digital components

Business Results

- 100,000 attendees
- Successfully extended brand reach
- High volume of web site interaction as evidenced by 50% of event photos retrieved by consumers and posted on social media sites

Elements Handled By Vendors

- Stage build-out



thekerrygroup

INTERACT • INFLUENCE • ENGAGE