



activate
SPORTS & ENTERTAINMENT

challenges

» Newark

» Expensive NY Media Market... difficult to stand out amongst tremendous clutter and media noise.

» Competitive Sports Sponsorship Marketplace...
Rangers, Islanders, Yankees, Mets, Jets, Giants,
Knicks, Nets, Liberty, Red Bull

opportunity (start of 2010-11 season)

500 Million

Facebook users

66,492

Devils Facebook Fans

8,047

Devils Twitter Followers

“You can’t just sit here and employ the same methods that you used to 10, 15 years ago. You have to have an edge.”

JEFF VANDERBEEK

objectives

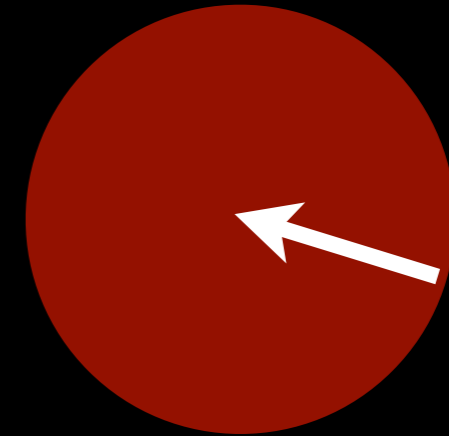
- » Create/foster a Digital Marketing Culture internally
- » Develop a reputation as a Digitally-Savvy Franchise
- » Become a more Fan-Friendly Organization
- » Utilize social/digital channels to Increase Ticket Sales
- » Monetize digital assets... Grow Sponsorship Revenue

... oh yeah, and our budget is \$0. good luck.

// MOVING FROM TWO VENUE EXPERIENCES TO THREE //

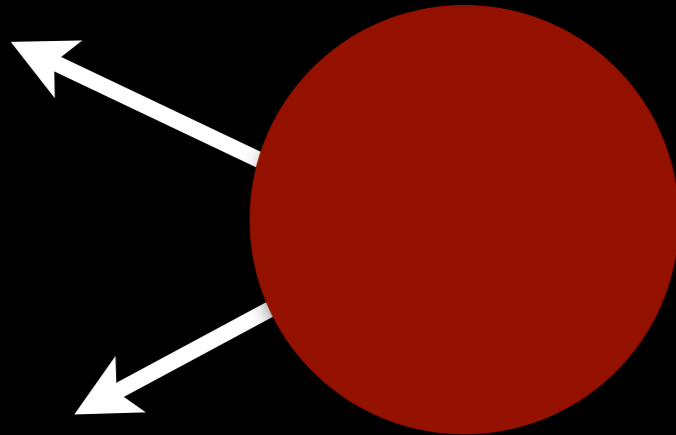
IN-VENUE

Dashboards / LED / Promotions
Arena Media / Jumbotron



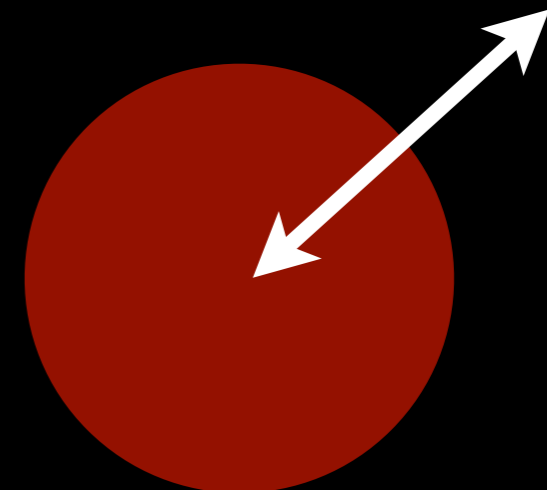
THE BROADCAST VENUE

TV / Radio / Print / OOH



THE SOCIAL VENUE

Website
Facebook / Twitter / Google+
Mobile App / Foursquare



what if...

- » we could put in place a system to better manage the 'social stream chaos?'
- » we created a physical space in the office for Social HQ?
- » we actually 'answered the digital phone?'
- » we 'fan-sourced' the Mission Control logo?
- » we actually brought fans into the process?
- » we could educate the sales force on how to actually 'sell social?'



February 2011 ~ Liftoff



**MISSION
CONTROL**
DIGITAL COMMAND CENTER

Digital Command Center

'Fan-Sourced' Communications Support



results // massive PR & media value

‘No NHL team has taken up social media like the New Jersey Devils.’

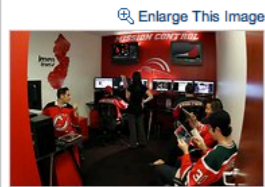


The New York Times

Devils Use Social Media as a Promotional Tool

By DAVE CALDWELL
Published: March 19, 2011

NEWARK — Jeff Vanderbeek, the Devils' owner and a New Jersey native, says it makes good business sense to listen to his team's fans because they are customers, or can be. He had about a dozen meet-and-greet receptions with hundreds of fans on his first Jersey tour last off-season.



The receptions went well, but Vanderbeek wanted the team's connection to the fans to be tighter and more immediate. So the Devils have begun a social media project that call Mission Control, using converted Prudential Center offices.

Fans and volunteers at the Devils' offices in Newark monitor social media and other Web sites for news related to the team.

Slap Shot

If it happens on ice and it involves hitting and scoring, The Times's Slap Shot blog is on it. Go to the Slap Shot Blog



RECOMMEND
TWITTER



Devils put fans to work to boost online follow

USA TODAY's Robert Klemko spins you through the world of sports and social media.

The New Jersey Devils took an unprecedented step in connecting with fans with Mission Control, a high-tech hub for fans at the team's Prudential Center headquarters.

Management held contests to find the team's biggest fans, giving the winners prizes. The volunteers conduct fan conversations on Facebook, Twitter and other social media sites, lead online chats, conduct surveys and

New Jersey Devils and Their Fans Take a Bold Step Forward With "Mission Control"

Inspiring Funny Typical Scary Outrageous Amazing Infuriating Extreme

Read More: Dell Computers , Gatorade , Jeff Vanderbeek , Mls , Nba , New Jersey Devils , Newark , Nfl , Nhl , Red Bull , Sports Marketing , St. John's University , Sports News

SHARE THIS STORY

Just a few years ago, the debate on how this "new and social media" platform could either help or hurt the

participation has spiked by 7% on Twitter and 1% on Facebook since the

managing partner of the Devils, says Mission Control has paid immediate prizes. The prizes held strictly on the team's social media platforms grossed more than \$17,000 in the last season. The team is going to spend money on local advertising. In one Twitter session, the Devils held a promotional giveaway. One fan suggested stress balls shaped like hockey pucks, a

MediaPostNEWS

ONLINE MEDIA DAILY

Home > Online Media Daily > Friday, Feb. 18, 2011

Devils Invade Twitter, Facebook And Blogs

by Laurie Sullivan, 3 hours ago



The New Jersey Devils launched a media hub at the Prudential Center in Newark, N.J., where select fans rotate on schedules to monitor social media buzz before and during games. The fans, dubbed "army generals," monitor the buzz from a high-tech room, Mission Control, on the third floor of the building.

The plan is to "become a well-oiled social media machine" that supports the New Jersey Devils and the Prudential Center, including the concerts, boxing and other events held there. Costs run \$250,000 for equipment and capabilities, which Richard Krezwick, president of Devils Arena Entertainment, the operating company for the franchise and building, considers a marketing expense.

The project is about 80% complete, including two new positions that report into marketing, he says. "The plan is a living document and we will change and adapt with it."

The project's Twitter account -- @DevilsGenerals -- and blog -- DevilsArmyBlog.com -- provide a firsthand voice from about 25 devoted fans that broadcast along with the franchise's management that began late last year. The call to action for social savvy fans who

Like Be the first of your friends to like this.

SHARE

Twitter Facebook

Short But Sweet

TAGS: Twitter, Facebook, Sports, Social Media, Search



So into this mix of access comes the New Jersey Devils, who launched "Mission Control" on the third floor of the Prudential Center in Newark. The Devils, once at the bottom of professional sports in the fan engagement category, have become one of the leaders in a league (the NHL) which probably does the digital space better than any other sports property.

results // *engagement*

66% Increase

in Social Media Engagement Metrics

350% Increase

in Devils Facebook Fans

400% Increase

in Devils Twitter Followers

results

year 1 revenue



\$100,000+

in incremental Ticket Sales Revenue

\$500,000+

in new Corporate Partnership Revenue

results // *change in perception*



**Digitally/Socially Engaged
Brand of the Year - Gold Medal**
Bulldog Reporter



**Finalist - 'Arts, Entertainment
& Media Campaign of the
Year' Award**
PRWeek



Rich Krezwick, President, Devils Arena Entertainment



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