



PORTLAND TIMBERS SAMMY AWARD SUMMARY

CLEAR CHANNEL

NO PITY

CLEAR CHANNEL



SPRING
2011



090799

CLEAR CHANNEL

PRESTIGE MOTORS

FINE PRE-OWNED AUTOMOBILES

OBJECTIVE

Sell out our full season ticket inventory. The campaign was launched to complement the existing buzz surrounding the team, and further galvanize our overall club message and branding.



CONCEPT

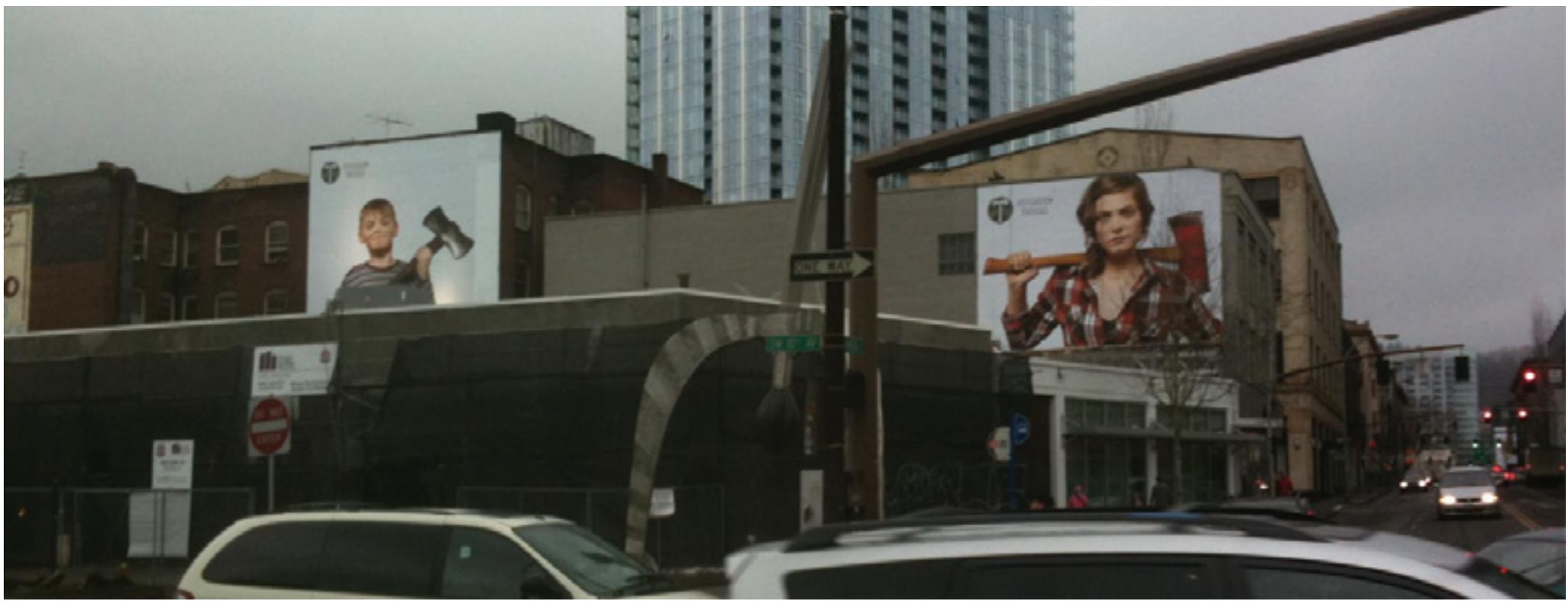
We wanted to incorporate and showcase our amazing fan base and the tremendous in-match atmosphere they create – to highlight the authenticity of Timbers fans and the faces that make up the Portland community.

Additionally, to further cement the authenticity of the campaign we integrated our team brand icons – the chainsaw and the axe. They are embedded in the heritage of our team, and are extremely strong visual pieces with great significance to our fans and organization.



CAMPAIGN DETAILS

- Scheduled assets went to market in November 2010 and ran through March 2011.
- Secured 21 billboards in the greater Portland metro area.
- We intentionally clustered multiple boards in the same location to further enhance the presence of the creative. We also worked to find unique, less standard (odd-size walls and installations) locations to give the pieces more of an artistic feel.





SUPPLEMENTAL PROGRAMMING

In addition to the core campaign, we generated the following ancillary programming based on the OOH creative platform. These included:

- Interviews of billboard campaign “featured fans” posted to portlandtimbers.com.
- “Downloadable” wallpaper of OOH creative.
- OOH creative applied to print and digital media platforms.
- A free, three day fan photo campaign hosted at our downtown team store. Fans had the opportunity to get individual pictures taken in the likeness of OOH imagery. Images were posted on a team created Flickr page for fans to download and share.
- Fan imagery developed into posters and in-stadium displays. **CREATIVE SHOWN ON PAGE 7**
- Fan photo shoot billboard contest run on team Facebook site. **CREATIVE SHOWN ON PAGE 8**
 - Generated over 5,200 new followers during week long contest



YOU CANNOT STOP US

WE ARE THE ROSE CITY

www.facebook.com/media/set/fbx/?set=a.10150137501332236.305655.182844932235

facebook

Home Profile Account

We Are Timbers Fan Billboard Contest

By Portland Timbers (Albums) · Updated about a month ago

Like Tag Photos



Final NO PTY billboard to feature fans... chosen by YOU!

To celebrate the upcoming Timbers home opener – and the greatest fans in Major League Soccer – we’re putting up one more billboard, right around the corner from JELD-WEN Field. This billboard, located at 17th and Burnside, will feature people from the fan photo shoot held at the Timbers store.

We’ve narrowed them down to 100, and we’re asking YOU to choose the final four. The four photos with the most LIKES will be featured on the billboard for all of Portland to see.

Rules: LIKE as many photos as you choose to. Share and promote your personal favorites with your friends. Just make sure you pick the people you believe embody the NO PTY spirit of Portland Timbers fans. Photo likes will only be counted on photos within this album (likes from previous posts do not count). Voting will end Wednesday, March 30 at 5 p.m. and the four winners will be announced.

Like · Share

148 people like this.

View all 41 comments

Lezlie Fleming PHOTO #33 FOR SURE!!!
March 29 at 3:31pm · Like

Claire Dean Oh please. #64!
March 29 at 9:44pm · Like · \times 1 person

Steve Carver PLEASE PLEASE PLEASE vote for 57! she is a super cool mom and lets face it, there are THREE die hard Timbers fans, and two of them are LIFE LONG!
March 29 at 11:06pm · Like

Jonagain Offagain #5
March 29 at 11:20pm · Like

Joseph Thomlinson You guys should do top 5!!
March 30 at 2:19pm · Like

Write a comment...





RESULTS

- Sold out all season ticket inventory for 2011 season.
- Sold out every 2011 regular season match.
- Helped generate a season ticket waiting list of over 5,000 fans.
- 97%+ season ticket renewal rate for 2012 season.
- Generated local and national media coverage.



MEDIA COVERAGE

PLEASE CLICK THE LINKS BELOW:

The Oregonian - January 18, 2011

KGW - January 29, 2011

KGW - January 26, 2011

thehangline.com - January 19, 2011

