



“MISSING YOU”

SEASON SEAT HOLDER RENEWAL CAMPAIGN

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OBJECTIVE

To retain existing Season Seat Holders following a poor season on the field, while facing a difficult economy.



BACKGROUND

OFFSEASON: Typical focus is on retention, then new business.

2009: Leveraged first Postseason appearance in 26 years (2008), to sell Season Tickets to many new buyers.

2010: Disappointing 2009 season + poor economy = challenge to retain Season Seat Holders.



BACKGROUND (CONT'D)

- **Retention is the backbone of any Season Ticket campaign**
- **“It’s easier (and more cost effective) to keep a current customer than to attract a new one.”**
- **Primary emphasis for the 2010 campaign shifted from new business back toward retention.**



THE SOLUTION

A two-pronged, non-traditional, creative and innovative campaign designed to re-establish connections between Brewers Sales Representatives and Season Seat Holders.



Milwaukee Brewers
"Missing You" Campaign
in Action



“MISSING YOU” CAMPAIGN

PHASE 1: VALENTINE’S DAY CARDS



“MISSING YOU” CAMPAIGN

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- Hand-addressed red envelopes arrived at homes around Valentine’s Day.
- Piqued curiosity.



“MISSING YOU” CAMPAIGN

PHASE 1: VALENTINE’S DAY CARDS

- Variable data card contained customer’s name and Brewers Sales Representative’s name.



“MISSING YOU” CAMPAIGN

PHASE 1: VALENTINE’S DAY CARDS

- Inside of the card was signed electronically by Prince Fielder and Ryan Braun, and included phone numbers.



“MISSING YOU” CAMPAIGN

PHASE 2: PUZZLES



“MISSING YOU” CAMPAIGN

PHASE 2: PUZZLE

- 35-piece puzzle arrived in homes.
- Piqued curiosity.



MILWAUKEE BREWERS
2010 jigsaw puzzle



“MISSING YOU” CAMPAIGN

PHASE 2: PUZZLE

- A sealed card was included inside the puzzle box.



“MISSING YOU” CAMPAIGN

PHASE 2: PUZZLE

- Puzzle is one piece short.



“MISSING YOU” CAMPAIGN

PHASE 2: PUZZLE

- Card explains with a tie-in message to the campaign.

BY NOW YOU'VE REALIZED A KEY PIECE IS MISSING.
THAT PIECE IS YOU.



“MISSING YOU” CAMPAIGN

PHASE 2: PUZZLE

- Card explains with a tie-in message to the campaign.

You're an important part of our team and without you, the 2010 season won't be the same. We'll miss having you in the crowd. And you'll miss all the excitement from Braun and Fielder, the best one-two punch in all of baseball.

Please give us a call today to get a piece of the action... or, at least the final piece of the puzzle.

(414) 902-4100



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“MISSING YOU” CAMPAIGN

PHASE 2: PUZZLE

- Final puzzle piece available by calling Brewers Sales Representatives.



THE RESULTS

- 12% response rate
- Recovered over \$1,049,000 in lost revenue
- Surpassed 2010 Renewal goals
- 4th highest Season Ticket base in franchise history



THE RESULTS (CONT'D)

- **Strengthened relationships between Brewers Sales Representatives and Season Seat Holders**
- **Opened doors for future sales opportunities**



THANK YOU!

