



Team Marketing Report

The source for sports marketing ideas

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Carrier increases fan satisfaction; delivers additional revenue source



Super Bowl commercials are famous for identifying the next big trends in sports marketing.

However, this year, the marketers who caught a glimpse of the future were in line at the concession stand and not watching television.

Concession customers at this year's Super Bowl quickly became walking billboards for a new food carrier that could serve as a revenue generator and expense reducer for properties ranging from the MLB Anaheim Angels to the Class AAA Buffalo Bisons.

Costa Mesa, Calif.-based Easy Carry uses a patented design that allows fans to carry a large quantity of concession items to their seat. The packaging also creates a new piece of advertising inventory.

"We've taken a non-revenue generator and given teams a product that touches on all cylinders," said Paul Davis, President of Easy Carry. "It increases per caps, fan satisfaction and broadens the possibilities of new revenue streams."

Baseball teams, like the Angels, report spending between \$25,000 and \$100,000 in purchasing the more than 500,000 concession carriers needed each season. While the unit cost of Easy Carry is higher than the 5 to 20 cents unit cost of traditional concession

carriers, the company is shipping the product at no cost to teams.

That's because Easy Carry will allow teams to sell advertising exposure on the product to corporations as either a stand-alone deal or as part of a larger sponsorship package with the team or facility.

In addition, for teams and facilities not wanting to sell their own inventory, Easy Carry will handle sponsorship sales for the units and share in the revenue.

While the 50,000 carriers used at the Super Bowl did not have a paid advertiser, Easy Carry used the opportunity to trumpet its own name (see image). In addition to the game's logo, the company attached its own business cards to the carrier to help promote the product to the sports executives in attendance.

"We realized that the possibilities for using this as a tool for direct marketing is limitless and more efficient for companies looking to build a direct relationship with consumers," Davis said.

In comparing the marketing possibilities of the carrier to traditional direct mail marketing, Davis might have a convincing argument.

Company research found that a concession carrier will be touched and seen by an average of four fans. In comparison, a traditional direct mail marketing campaign generates an exposure rate of about 40 percent.

The company is in discussions with more than 50 properties, including the Angels, Bisons and the MLB Los Angeles Dodgers.



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