

# case study

## Sierra Mist Hits a Homerun at the Ball Park

**Challenge:** Sierra Mist, a long-time sponsor of the North Carolina Durham Bulls, was looking for a refreshing way to bring engagement to a sponsorship activation that consisted of signage. Sierra Mist wanted to associate their brand with the "it" technology of the summer. Oh, and this technology had to fit in a 20x20 footprint, be displayed outside and stored in a closet and be compact and sturdy enough to fit in the bed of a pick-up truck. Other than that, it was really simple!

**Solution:** SSG/Brandintense created the Sierra Mist Nintendo Wii Homerun Derby. The custom Homerun Derby gaming station drew teens, 'tweens and children of all ages to step up and try their arms at the newest gaming sensation while immersed in Sierra Mist branding. A custom batting cage surrounded the electronic equipment to offer increased flat-screen visibility and protection from the elements while creating a simulated Sierra Mist ballpark. When on display, the Sierra Mist Homerun Derby measured approximately 10x10 and folded down to a stored size of just 10x4. With a ten-minute set up time and semi-self managing software, SSG/Brandintense was able to add a sampling element to the footprint and offer ice cold Sierra Mist to spectators and players.



**Results:** The Sierra Mist Homerun Derby was a hit with over half a million Durham Bulls and Sierra Mist fans and over 500,000 baseball fans sampled ice cold Sierra Mist at the ball park. The Sierra Mist Homerun Derby was so popular and easy for the brand, Sierra Mist added additional compact interactive elements to the ballpark the next season.

