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CAMPAIGN: 2013 READER'S DIGEST BEST OF AMERICA TOUR
CLIENT: READER'S DIGEST
AGENCY: BRITE PROMOTIONS

SPONSORED CONTENT

TOP

CASE STUDIES

Shops

READER'S DIGEST HITS A HOME RUN WITH ITS BEST OF AMERICA TOUR

Sponsored by GEICO®, Beneful®, The Salvation Army and Reader's Digest, Brite Promotions set out on the road to promote the magazine's annual 'Best of America' issue, bringing together the classic American pastimes of baseball and boardwalk style family fun to deliver a guaranteed "home run" event for families to connect with the brand.

The tour brought the magazine's content to life physically on ground and digitally online using the backstop of minor league ballparks across the U.S. as its stage to capture, inform and educate consumers on the brand and its sponsors' pitch.

Event personnel engaged new found fans at the stadium, distributing postcards with an embedded QR-code that when scanned provided them with a free instant electronic download of Reader's Digest issue and auto-entry into the brand's All-American family vacation sweepstakes to Washington D.C. managed and administered by Brite.

At the same time, those visiting with loved ones in tow were offered an All-American family photo opportunity that was captured instantly and shared to their smartphone, e-mail or Facebook page as a personalized keepsake of the day's fun.

Outside, families were invited to see if they could hook a 'ringer' on GEICO's ring toss or catapult the brand's signature gecko character into a basket using a mallet for branded premiums and prizes.

Nearby, pet owners got a treat too as they kept their eyes fixed on a moving dog bowl as our resident sleight of hand tour magician kept them guess-

ing on the whereabouts of their take-home Beneful® pet food sample.

On concourse, The Salvation Army challenged kids to a different type of 7th inning stretch, with relay



races that had them dress up in donated apparel and transfer their outfits to a relay team member for the fastest time to win.

Capping off the day's fun, special on-field and stadium promotions were negotiated by Brite at each venue to integrate sponsor branding into the local personality of the game, such as: first pitch, mascot base runs, t-shirt gun blasting and other branding activities like score board and fan cam mentions.

Reader's Digest promoted the tour online and in-print to let fans know that the tour was coming to a stadium near them. The 10-stop tour resulted in nearly 3 million brand impressions delivering



thousands of sweepstakes entries and capturing hundreds of socially shared family photos to win the hearts and minds of a collective hometown crowd of more than 64,000.