

NEW MOVERS = NEW CUSTOMERS



LA CLIPPERS GENERATE OVER \$150,000 WITH INTERNATIONAL AND NEW MOVER CAMPAIGNS

THE GOAL: SELL SEASON TICKETS TO HIGH INCOME NEW MOVERS

THE PREPARATIONS:

The Clippers worked with Full House Solutions to develop a targeted audience of high income, new movers.

1. International Prospects

- Ethnicities: Chinese, Filipino, Japanese, Korean, French, German, Italian, Serbian
- Household Income = \$250,000+; Length of Residence = 0-1 Years

2. High Income New Movers from Other NBA Markets

- Past 6 Months; New to Area; Household Income = \$200,000+

3. Balance of High Income New Movers

- Past 5 Months; New to Area; Household Income = \$200,000+

The Offer: "Welcome to the Neighborhood" with 2 complimentary tickets to an upcoming game.

Touch Points:

Personalized Post Cards = 5,060 Direct Mail
Designed by Full House Solutions



Web Ads = 36,000 Impressions
Sent to a portion of direct mail audience



THE RESULTS:

Leads = 430

Season Tickets Sold = **28**

Revenue = **\$152,000**

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