

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.



- 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:

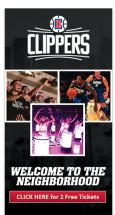
Personalized Post Cards = 5,060 Direct Mail
Designed by Full House Solutions



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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