

Case Study

Revised March 2013



The Results

18%

increase in ticket sales



Custom Wall Calendar
#DC3501

The Backstory

NHL ticket sales had declined drastically over the last several years. Fans were simply not filling seats.

NHL surveyed fans and found they were not invested in teams or players. 82% could not name a single hockey player on their home team, so lack of personal connection was evident. To counteract this, the NHL needed to connect fans to players and reinvigorate brand recognition.

Many promotional tactics were discussed but only one stood out as being able to accomplish all goals. A direct mail piece that contained relevant information, so useful it would not be immediately thrown away.

The Challenge

- To provide an easy to mail, big impact giveaway

The Solution

ADG developed the "Star Player" promotion. This full color calendar promoted the home town team and was developed for each applicable area. It featured 12 players (one for each month), an informative bio/stat section and incredible action shots.

As an additional value for fans, calendars also included the local team's game schedule, special events and promotional giveaways.



Our fans are the lifeblood of hockey. It was about time to give something back.

- Greg Bryant
Promoter