

Interactive Merchandise

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CASE STUDY:

CLIENT:

New York Knicks – National Basketball Association

PROJECT:

Activate mobile sports fans to participate in a team Instagram campaign designed to drive merchandise sales and to collect fan data for future promotions.

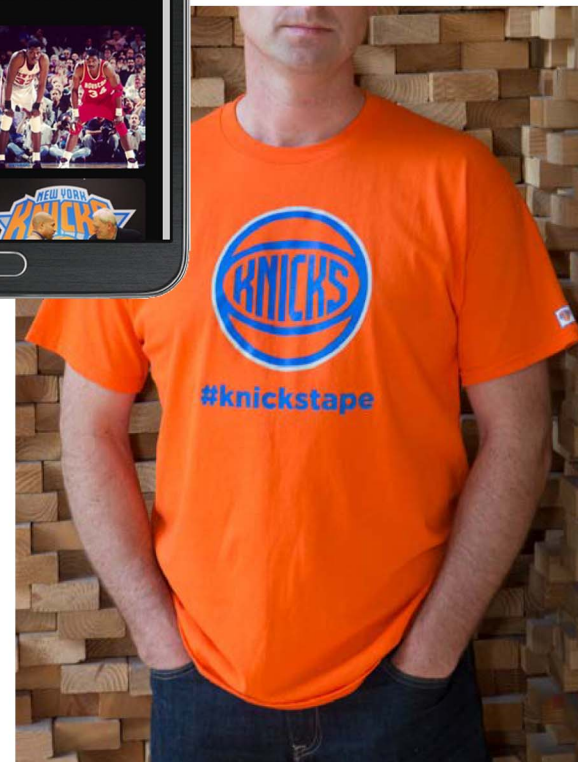
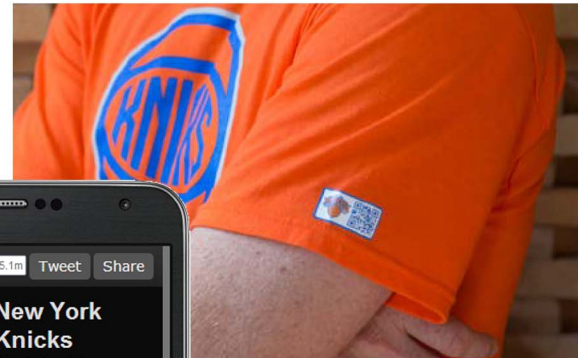
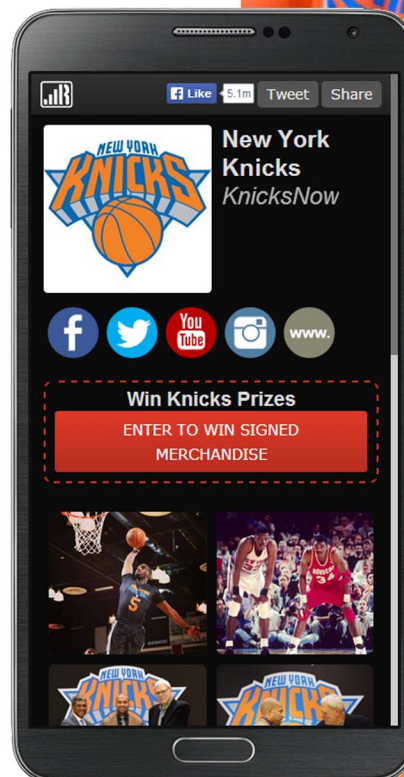
STORY:

This NBA franchise utilized an interactive t-shirt as a new touch-point to reach its mobile consumer fan base. Fans received the tee during the playoffs and were asked to scan the 2D Personal Redemption Code for a chance to win autographed prizes.

The technology integrated with their Instagram site giving their social media a boost and allowing the Knicks to create a One To One conversation with each recipient. The Knicks can now communicate on an on-going basis with these fans for future offers to drive additional engagement and incremental ROI.

INTERACTIVE MERCHANDISE BENEFITS:

- Drives Consumer Engagement
- Delivers Direct-2-Fan Content & Offers
- Creates New Mobile Consumer Touch-Point
- Delivers Measurable ROI & Fan Data
- Increases mCommerce Sales
- Enhances Fan Merchandise Experience



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