



Yankee Stadium Tray Research

Prepared for:





Impact of Branded Trays

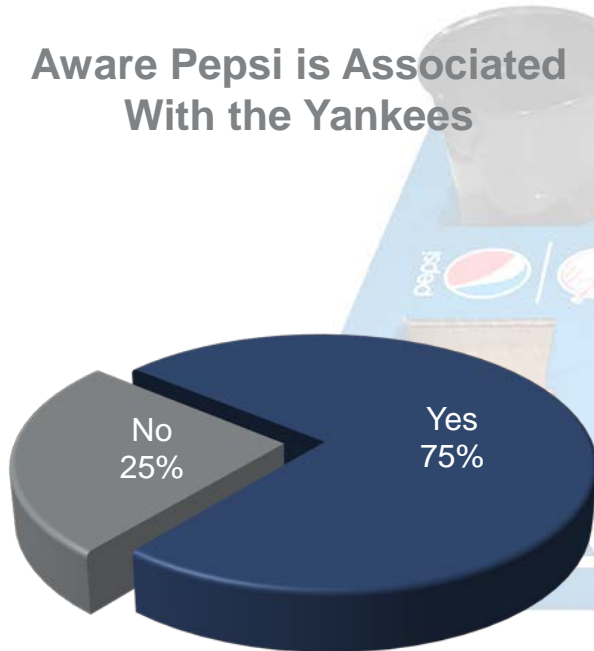




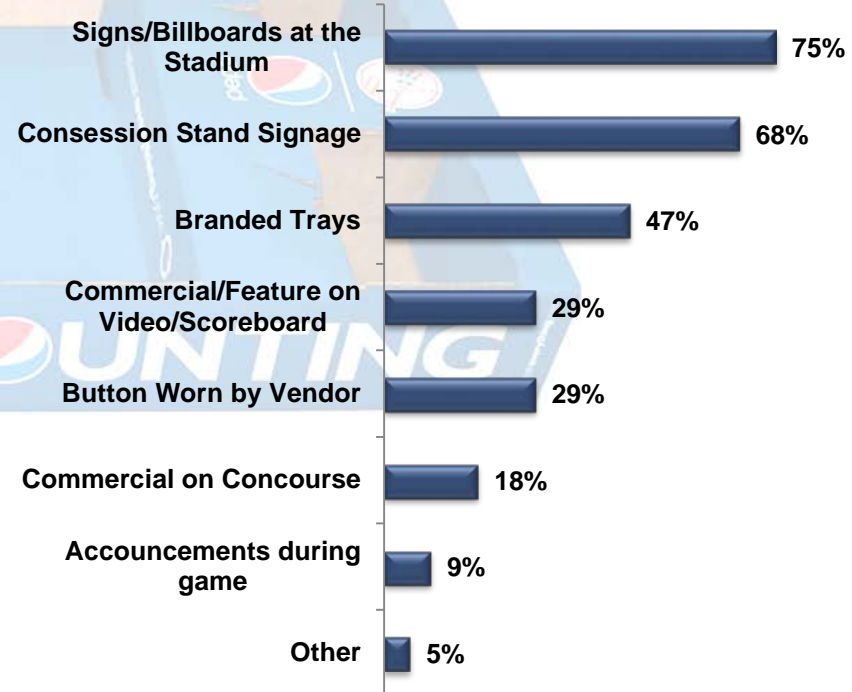
The Branded Trays played a significant role in generating Pepsi sponsorship awareness, with nearly half of all fans aware of Pepsi's sponsorship citing the branding on the Trays.

Branded Trays Impact on Awareness

Aware Pepsi is Associated With the Yankees



Sources of Pepsi Sponsorship Awareness



Base = % Friday/Saturday

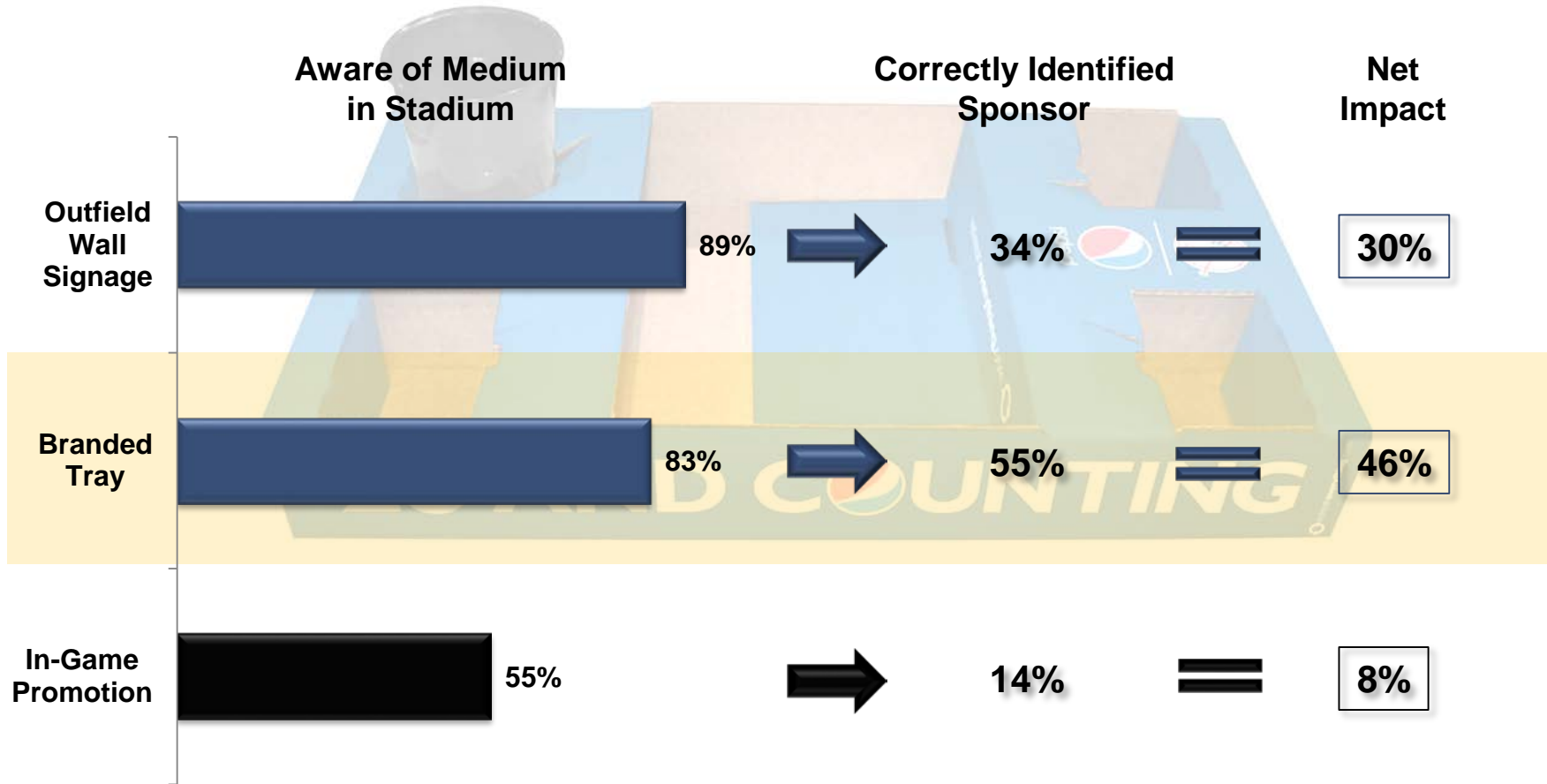
Thinking specifically about the Yankee's game you attended, please indicate which companies or brands below you believe sponsor or are associated with the Yankees and the new stadium?

You mentioned Pepsi was a sponsor of the Yankees. Please indicate all the places where you noticed Pepsi while at the game.

The branding on the Trays compares favorably to other advertising mediums available in the stadium. Over two-fifths of respondents attributed the advertising on the Trays to Pepsi. Comparatively, only 3 in 10 were able to correctly link an Outfield Wall sponsor and less than 1 in 10 the sponsor of an In-Game Promotion.



Branded Tray Vs Other In-Stadium Mediums



Base = % Friday/Saturday

While at the game.... did you or anyone you were with visit the concession stand and receive a food tray like the one below to hold your food and drink? any promotions being run during the course of the game? any brands advertised on the outfield walls?
 Which one of the following companies/brands below.... do you associate with the food tray you received or saw other people walking around with? ran the promotion? were being advertised on the outfield walls?



In a typical game where Branded Trays are being distributed, it is expected that 83% of attendees will be aware of the trays. During the Subway Series at Yankee Stadium, Branded Trays generated nearly 87,000 unique impressions and over 1 million impressions in total.

Branded Tray Impressions



BRANDED TRAY	UNIQUE IMPRESSIONS	TOTAL IMPRESSIONS	COMMENTS/KEY ASSUMPTIONS
			Assumes 104,650 attendees to Yankee Stadium on 6/12 & 6/13.
- Branded Tray	86,860	1,198,661	Based on an estimated 12,500 Branded Trays distributed per game. Assumes 83% of attendees will see the Trays. Also assumes that each person will see the tray an average of 13.8* times throughout the game.
TOTAL IMPRESSIONS		1,198,661	

* Average repeat exposure excluding outliers.



Base = % Friday/Saturday

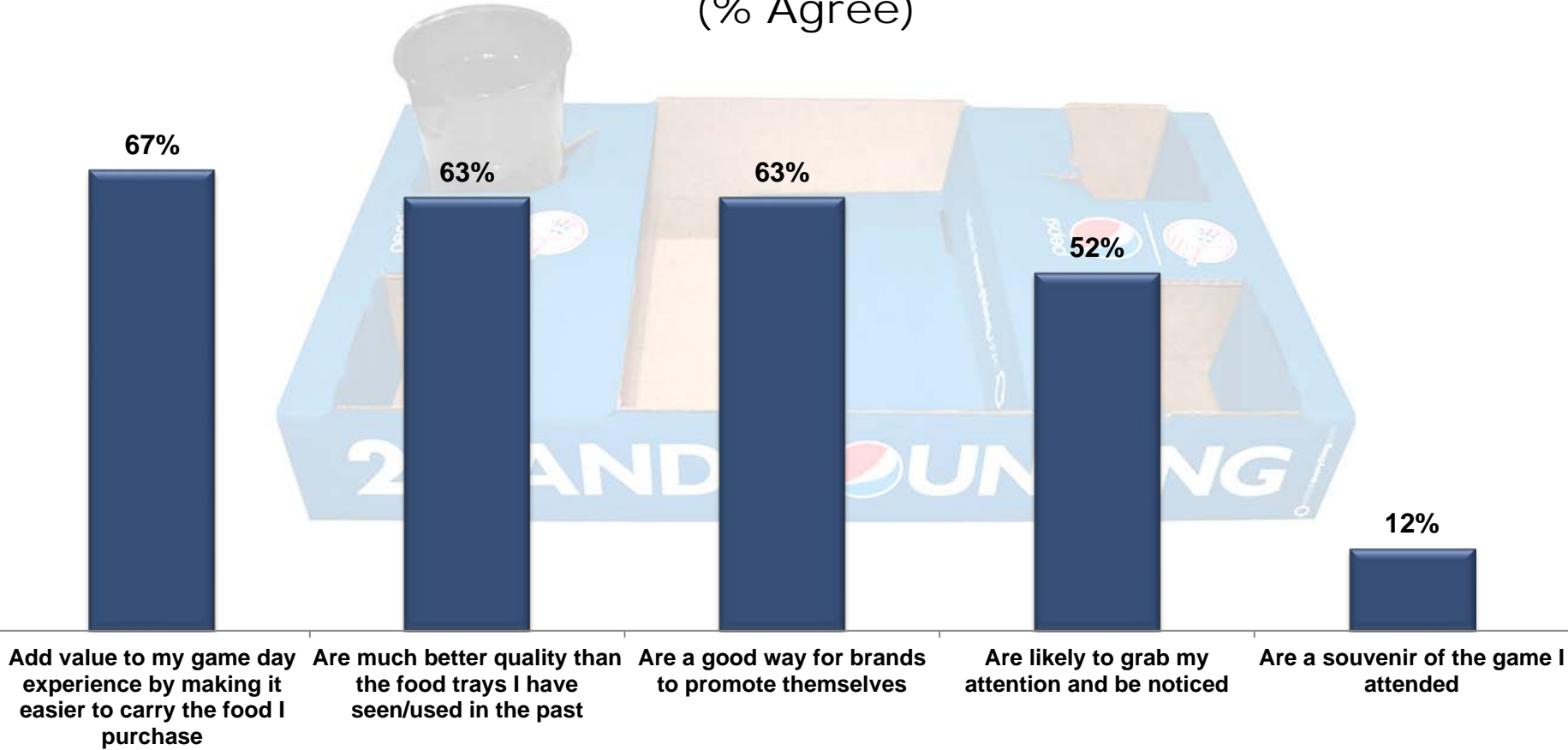
Thinking about the food trays pictured below, approximately how many different times did you see a tray? Please think about all the various times you may have seen them, including at the concession stands, people walking around with them and people sitting in the stands next to you with them.





The Branded Trays add to the 'Game Day' experience by making it easier for fans to carry their food and beverage. Additionally, attendees agree the Branded Trays provide a vehicle for brands to promote their products and services.

Attitudes Towards Branded Trays (% Agree)



Base = % Friday/Saturday

Please indicate how strongly you agree the following statements describe the food trays pictured below.



Key Findings

Branded Trays provide companies with a strong vehicle to advertise their products and services and compare favorably to other in-stadium opportunities available.

- Positively, 46% of game attendees were able to correctly link the sponsor to a Branded Trays, compared to 30% for Outfield Wall Signage and 8% for an In-Game Promotion.
- Furthermore, nearly two-thirds (63%) of attendees agree the Trays 'Are a good way for brands to promote themselves' and over half (52%) agree the Trays 'Are likely to grab my attention'.

Placing branding on the Trays provides brands a significant opportunity to generate awareness and impressions.

- The Trays distributed on 6/12 and 6/13 generated 86,860 unique fan impressions.
- Taking into account multiple exposures, the Trays delivered nearly 1,200,000 total impressions to fans in attendance.

In addition to providing brands with a vehicle to generate awareness and impressions, the Branded Trays also enhance the game day experience of those in attendance.

- More than 6 in 10 fans agree the Trays 'Add value to my game day experience by making it easier to carry the food I purchase' and 'Are much better quality than the food trays I have seen/used in the past'.

In order to maximize the impact of the Branded Trays on-site, additional effort should be placed on making it easier for the Tray and the Sponsor to be linked.

- Of Concern, one-third of fans aware of the Trays had difficulty linking it to the correct sponsor.



Sales Proposition

Our Trays are more effective at generating brand recall than in-game promotions (475% lift) and branding on the outfield wall (53% lift).

Our Trays can generated well over 1.8 million impressions over the course of a three game series.

Interaction with our Trays positively impacts the game day experience of fans, building a meaningful and lasting relationship.

Meet your Fan....

Dave and Bobby are friends who occasionally attend games at Yankee Stadium. They enjoy baseball and try to attend at least two games during the season.

Dave is 47 years old and currently living in New York City. He has been married for 4 years to his wife Jane. Dave and Jane live in a one-bedroom condo in the East Village. They have a household income of just over \$99,000 a year.

Dave owns a Ford Explore that he bought 5 years ago. Dave and Jane primarily use their SUV to travel domestically on the weekends. They take the majority of their trips during the summer months.





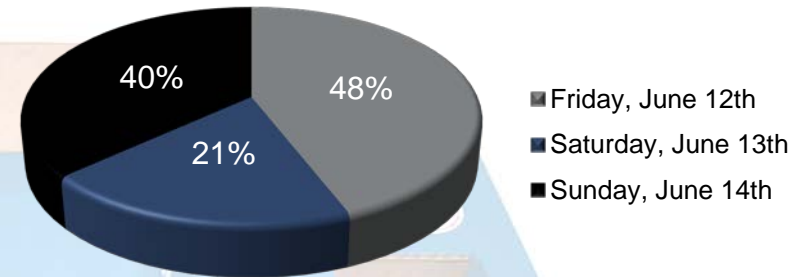
Appendix



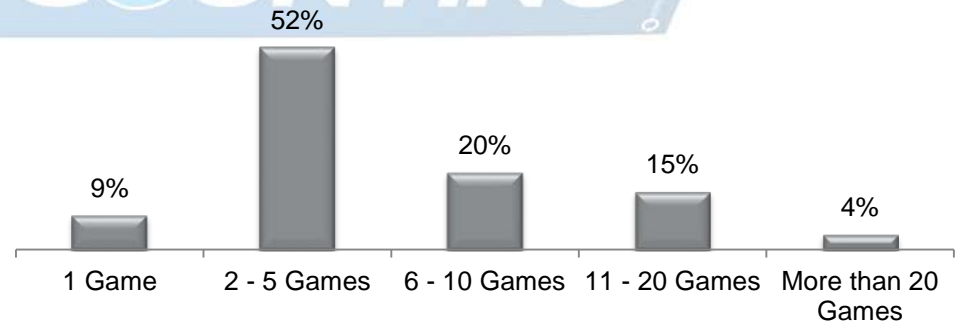
Respondent Profile

	Total
Gender:	
Male	70%
Female	30%
Age:	
18 – 24	17%
25 – 34	21%
35 – 54	45%
55 – 64	16%
65 +	1%
Fan Status	
Yankee Fan	75%
Met Fan	20%
Fan of another baseball team	5%

Game Attendance



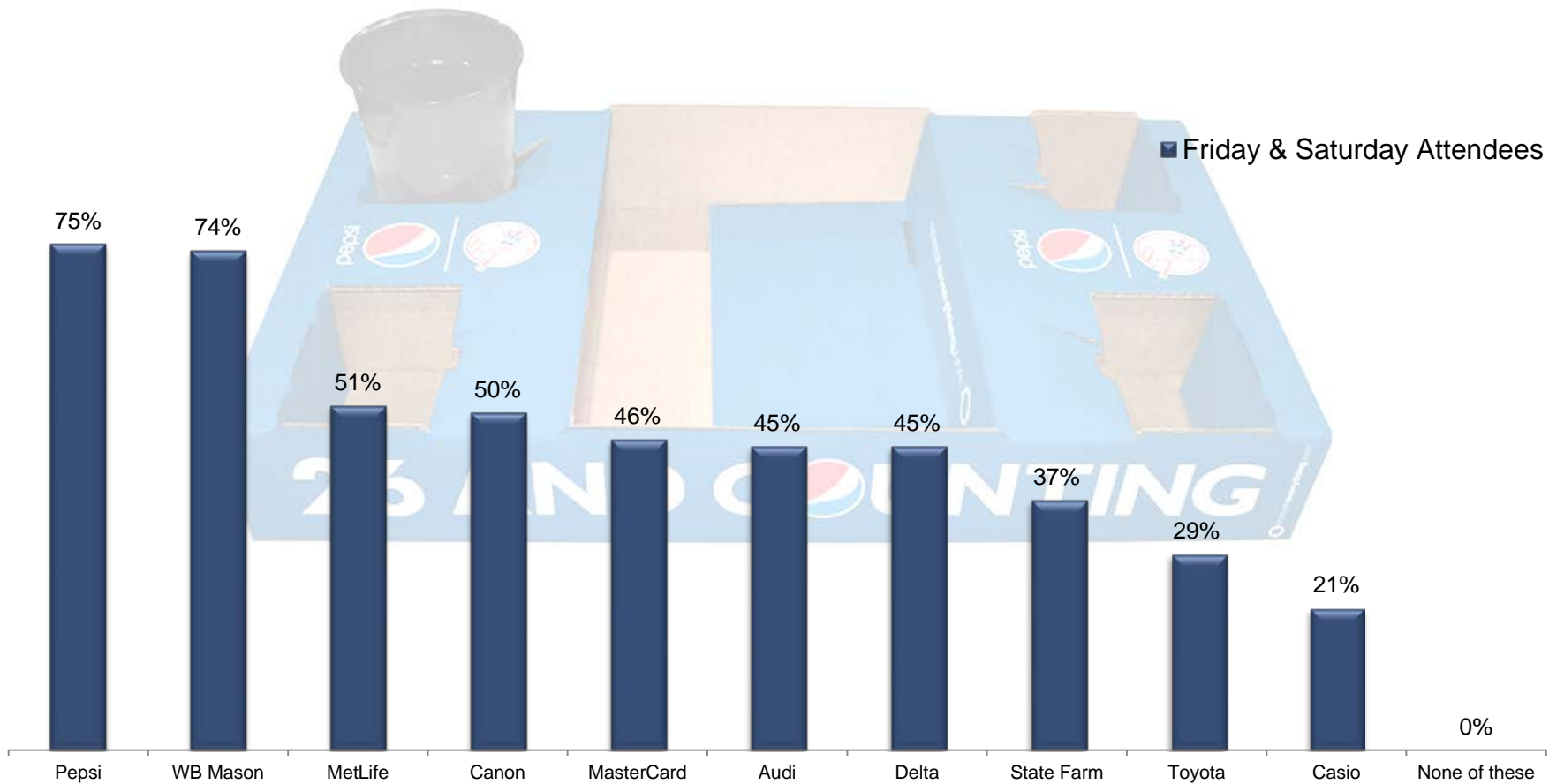
How many games do you anticipate attending at Yankee Stadium this season?





Sponsors Associated with Yankee Stadium

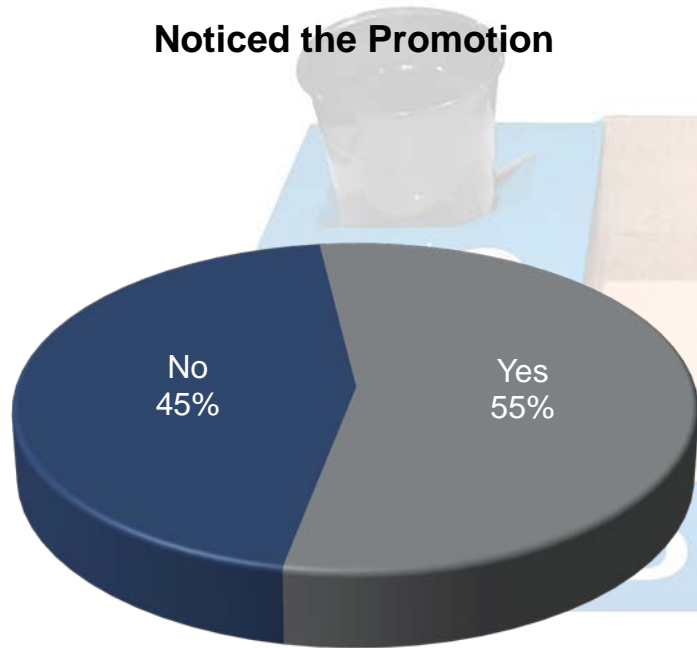
Aided Sponsor Recall



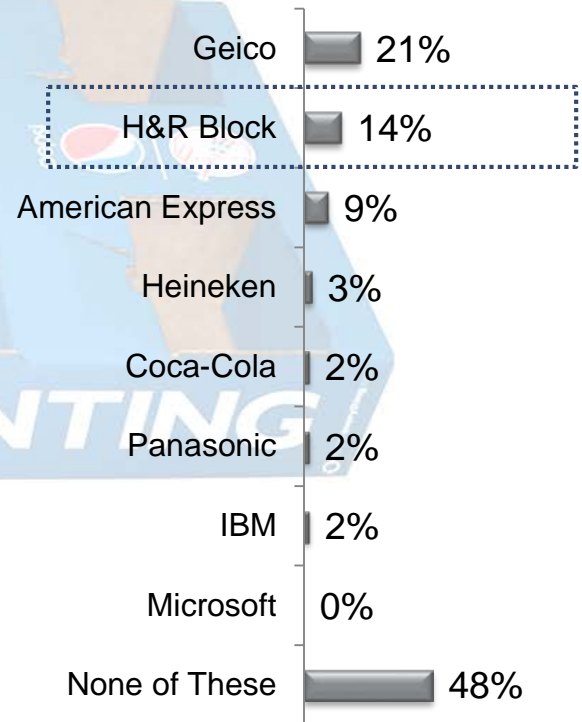
Thinking specifically about the Yankee's game you attended, please indicate all the companies or brands below you believe sponsor or are associated with the Yankees and the new stadium.

In-Game Promotion

Noticed the Promotion

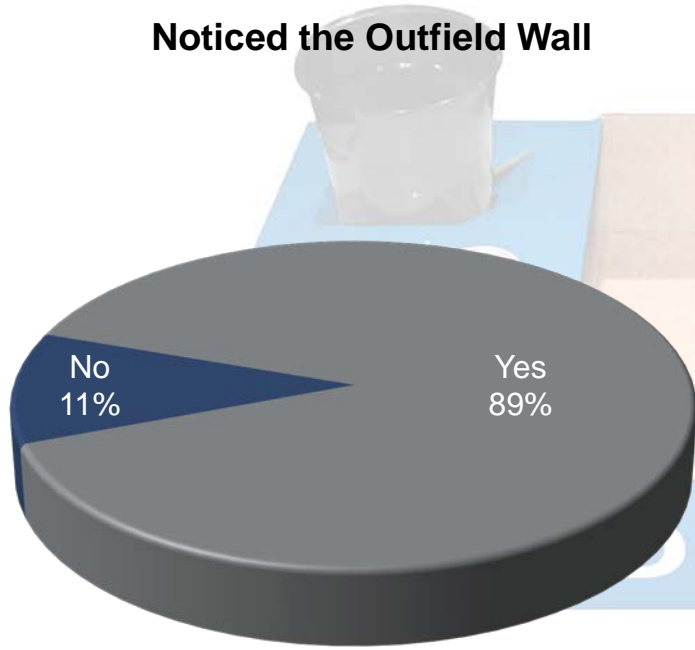


Sponsor Associated with Promotion

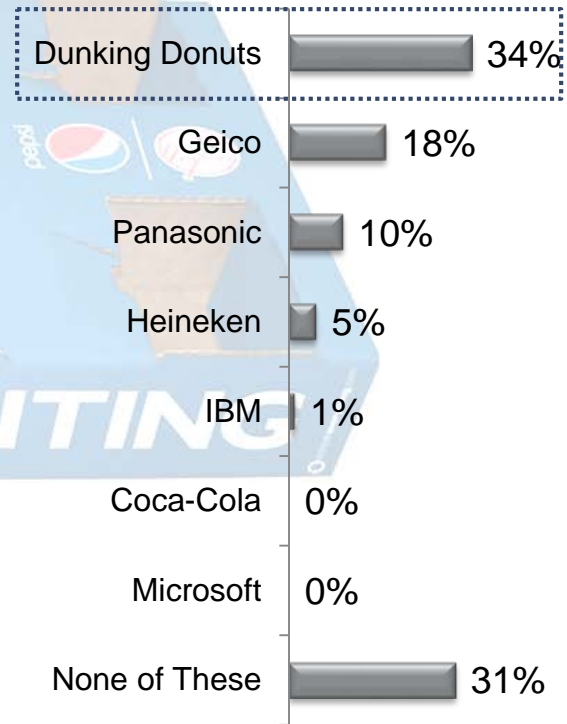


Did you notice any promotions being run during the course of the game?
Which of the following brands ran the promotion?

Noticed the Outfield Wall



Sponsor Associated with Outfield Wall

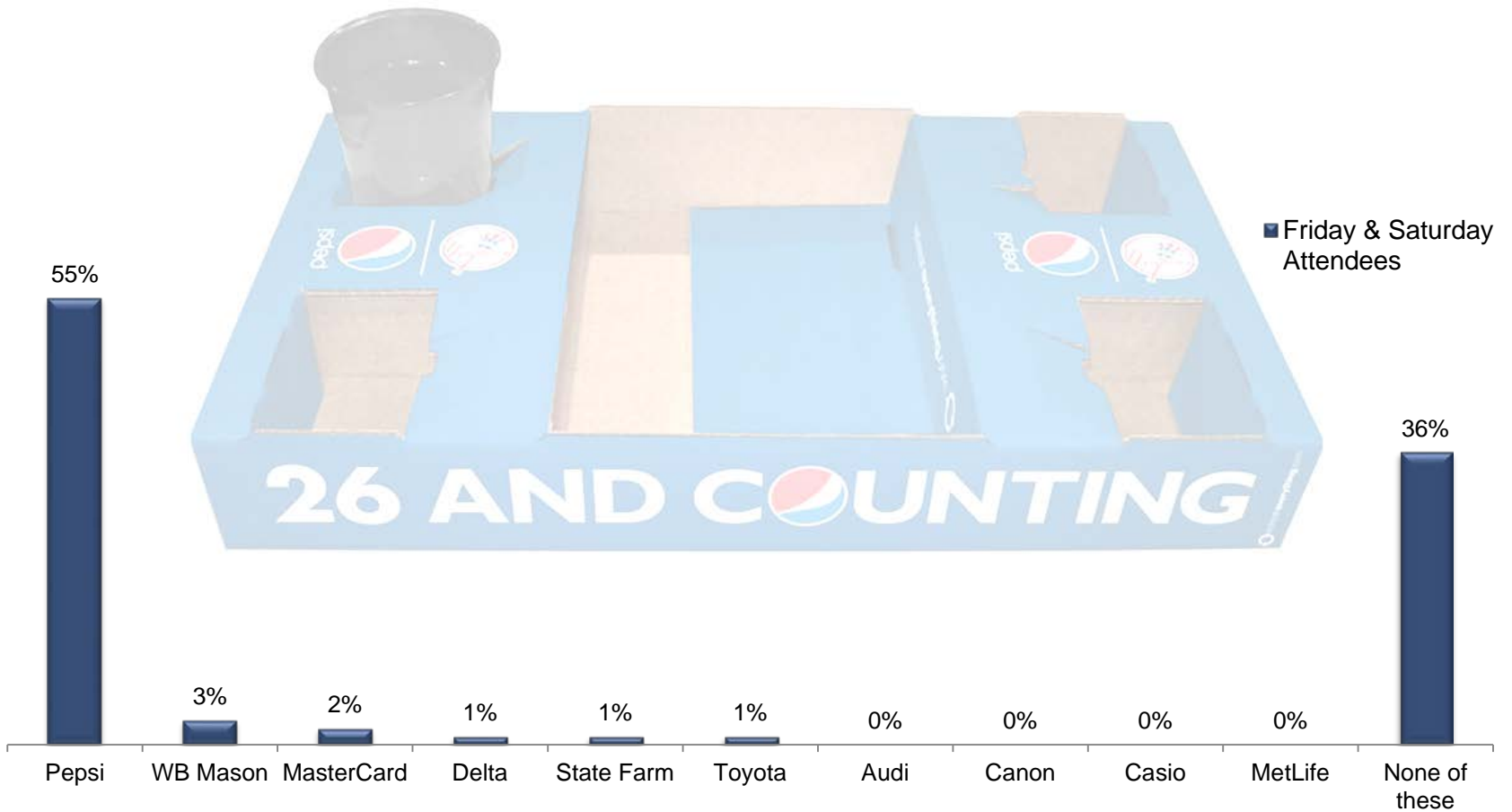


Outfield Wall Signage

Did you notice any brands being advertised on the outfield walls?
 Which of the following brands were being advertised on the outfield walls?



Tray Sponsor Awareness



Which one of the following companies/brands below do you associate with the food tray you received or saw other people walking around with?