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ADVERTISING & MARKETING

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Orlando Magic Increase Ticket Revenues nearly 50% with their “Great Magic Seat Rush!”

Orlando, FL---October 29, 2003—Chris D’Orso, Vice President of Marketing for the NBA’s Orlando Magic was looking to create a buzz of anticipation for their “Great Magic Seat Rush!” event last month at the T.D. Waterhouse Centre. Little did D’Orso know that by enlisting the help of Steven Kip of GamePlan Advertising & Marketing he would get more “buzz” than he bargained for.

Kip, a thirteen-year veteran of the sports sponsorship industry, had approached D’Orso last season with a unique and comprehensive concept for assisting the Magic with their ticket sales initiative. Having worked previously with Kip, a former sponsorship sales executive with Florida’s Sunshine Network, D’Orso was intrigued enough to give it a try.

The objective was to develop a multi-faceted direct marketing program built around three components: personalized creative, the capture of self-reported consumer data pertinent to the Magic’s sales efforts and a goal of “touching” a specifically targeted consumer multiple times prior to the actual event.

“The personalization aspect of the direct mail piece in conjunction with the ‘Private Invitation’ feature was key,” said D’Orso. “It got people excited and enticed them to check out the offer on the backside of the piece.”

Adding to the enthusiasm was the fact that a high percentage of those people who received the Magic’s marketing piece also had gotten a prerecorded phone message from Magic forward Drew Gooden, alerting them to the offer they would be receiving in the mail.

More importantly to the Magic however, was the interactive element that required recipients of the mail piece to respond to either a website or telephone IVR system where they were prompted to answer a set of customized questions geared to elicit what Kip referred to as “buying signal responses.”

Once a recipient had completed the survey, that individual's responses along with their detailed contact data was forwarded in "real time" via e-mail directly to the Magic.

"We were able to know exactly if and when people actually read our direct marketing piece, something that is typically next to impossible to track. On top of that, the self-reported data proved to be invaluable. It allowed our sales staff to quickly identify true potential Magic ticket buyers and subsequently be prepared to close the sale when the individual showed up at our "Great Magic Seat Rush! Event," said D'Orso.

Of course, even D'Orso was surprised when more than 1,000 people were lined up at the doors 30-minutes before they were scheduled to open. "Our sales staff was a bit overwhelmed to say the least. We had anticipated a significant showing based on the 1,300 plus surveys we had collected, but the turnout and sales results exceeded even our expectations."

With a near 50% ticket sales increase (to date) over the same event last year, D'Orso is already envisioning ways to improve on this year's event. "We now have a base of over 1,300 qualified individuals who have expressed to us an interest in purchasing Magic tickets. Rest assured that we plan to take full advantage of these sales opportunities throughout the season."

GamePlan Advertising & Marketing specializes in direct response marketing techniques created specifically for the professional and amateur sports team environment. Their primary focus is in developing successful traffic building and sales acquisition programs with a consumer interactive emphasis. Steve Kip, GamePlan's self-titled "Head Coach" has thirteen plus years experience selling integrated corporate sponsorship packages for nearly all of Florida's professional and collegiate teams and venues.

For more information on GamePlan Advertising & Marketing, contact Steve Kip at (813) 598-0379 or by e-mailing skip@gameplanadvertising.com.

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