TRIFECTA TEAM



CASE STUDIES

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TRIFECTA TEAM

CASE STUDY

RED BULL WAKE OPEN

THE GOAL

To generate publicity and media buzz for the Red Bull Wake Open, the largest Wakeboard event ever held in the United States, featuring the best wakeboarders in the world taking place in Tampa, Florida. The goal was to educate the public and drive attention to a major national event that aired live nationally on NBC. The intent was to activate multiple forms of media to increase awareness of the fan-friendly event. Trifecta Team was charged with three elements of the Wake Open: putting together a press conference to announce the event, pre-event publicity, and event publicity.

THE OUTCOME

80	50	20	100
Media Impressions	Online/Print Stories	TV appearances	Media Members

Trifecta Team utilized our strong media relationships to generate more than 80 unique media impressions (TV, Radio, Print, Online) for the Red Bull Wake Open.



Trifecta Team planned and carried out a press conference that was covered by all local tv network affiliates, including Fox / WTVT Ch. 13, NBC / WFLA Ch. 8, CBS / WTSP Ch 10 and ABC / WFTS Ch 28. Both local newspapers, the Tampa Tribune and Tampa Bay Times, also covered the event.

The 50 online and print stories were done in major publications such as the Tampa Bay Times, the Tampa Tribune, and the Tampa Bay Business Journal. The Wake Open was not exclusively covered by sports columnists. A majority of the coverage was done by local writers and news reporters from a variety of newspaper sections, like Lifestyle and Business. covered the event.More than 20 live television appearances and live television remotes were administered for the Wake Open by Trifecta Team on networks like ABC, NBC, and FOX. The live remotes were carried out on both days of the event throughout the morning and afternoon events.



Numerous additional television packages on Tampa Bay newscasts and the City of Tampa television network were facilitated by Trifecta Team. We also moderated eleven live radio interviews on stations that included 1040 ESPN Radio and 620 WDAE the Sports Animal. Legendary wakeboarder Parks Bonifay and Sal Masekela were utilized for these interviews. Trifecta Team also managed the credential process. The Red Bull Wake Open event attracted over 100 credentialed members of the media and thousands of spectators. Trifecta Team staffed the media center which hosted all 100 members of the media.



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CASE STUDY

GLASS AGENCY

SacDeflated

THE GOAL

The ownership group for the NBA's Sacramento Kings was entertaining offers to move the franchise from Sacramento. To persuade the owners from leaving, Sacramento based advertising agency Glass Agency developed a grass-roots campaign titled SacDeflated to show the owners the serious effect leaving would have on Sacramento. The Glass Agency hired Trifecta Team to generate national media awareness for SacDeflated among the outlets covering the NBA.

THE OUTCOME



Over a one month period, Trifecta Team succeeded in securing media impressions from high-profile media outlets with national reach including the Associated Press (AP), The New York Times, ESPN.com, NBA.com and Sports Illustrated.com.Trifecta Team created and distributed a press release to our detailed NBA contact list and followed-up on the release with calls to select influential media. The national attention created was due to our long-standing relationships in the NBA media landscape.The New York Times did a feature on the Glass Agency campaign. The article was split into three segments, the first was on the "SacDeflated" billboards, the second on the economic impact of a Kings' move, and the third on the success of the campaign.

The article on ESPN.com discussed the potential move out of Sacrmento by the Kings and the response from the community. The article covered the "SacDeflated" campaign that was launched "by The Glass Agency to generate awareness on the issue, including billboards, social media and online advertisements". It also specifically described the billboard Glass Agency used as part of the campaign and where it was located.

Long-time NBA reporter David Aldridge dedicated a section of one of his articles on NBA.com to the Sac Deflated campaign. The section titled "Deflated, but not yet defeated, in Sactown" explained the background of the Glass Agency campaign, and its effect on the community and the team's decision to move.



Glass Agency President Amber Williams:
"We selected Trifecta Team to manage the national PR for SacDeflated, our grass roots campaign to keep the NBA's Kings from leaving Sacramento. Trifecta Team's expertise helped us garner more national coverage than we could have ever anticipated. . .Trifecta Team over-delivered in terms of account service and support, and we were so inspired by their passion for our project and their perseverance. What a great pleasure to work with Trifecta Team!"

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CASE STUDY
GRIDIRON GRUNTS

App for the iPhone/iPad

THE GOAL

To generate publicity for the launch of a new APP that connects fans to their favorite NFL players. Trifecta Team aimed to introduce the product and generate on-going publicity to the die-hard, sports fan demographic. Our aim was to utilize the Gridiron Grunts roster to promote the product as a must have, sports app through online/print media, social media, and radio interviews in order to increase awareness of the application.

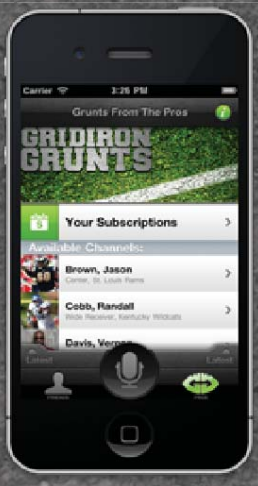
THE OUTCOME

140 Media Impressions

50 Online/Print Articles

35 Media Markets

Utilizing Trifecta Team's strong relationships in the sports media landscape, we were able to generate more than **140** media impressions for the Gridiron Grunts application over a nine month period. Coverage was in multiple media forms including radio, television, print, online and social media platforms with large followings.



18 NFL players were interviewed on various radio programs promoting Gridiron Grunts. We coordinated interviews with the APP's executive team and the various NFL players on the Grunt's roster. Trifecta Team worked with the player agents or directly with the players prior to radio interviews. We spoke to the athletes and provided talking points to go over which included descriptions of what the APP is and explain what the players have been "Grunting" so the audience would get a better understanding of the value of the product. The call to action driving the audience to the product's location on the Apple and Android APP Store was touted on the interviews by the players as well as the on-air talent.

Fifteen of the radio interviews were conducted on nationally syndicated broadcast programs including The Jim Rome Show, the Dan Patrick Show and ESPN Radio's The Herd with Colin Cowherd and The Scott Van Pelt Show. Trifecta Team generated Gridiron Grunt 's publicity in **50** online/print articles on a range of sports and tech websites including Yahoo! Sports, The NFL Players' Association, and Entrepreneur Magazine. Trifecta Team pitched the Gridiron Grunts story to numerous traditional media outlets in major markets including New York, Los Angeles, San Francisco, Dallas and Atlanta. Coverage was generated in **35** media markets

TRIFECTA TEAM

CASE STUDY

DEFENSE SPORT MOUTHGUARD RINSE



THE GOAL

To generate publicity for the launch of the first and only scientifically designed mouthguard-cleaning product. Trifecta Team introduced the Defense Sport Mouthguard Rinse and generated publicity towards athletes of all ages and of all sports. Our aim was to highlight the uniqueness of the product and the scientific research that supported the effectiveness of the mouthguard rinse through on-going media pitches and by organizing and executing a press conference in New Orleans at the National Athletic Trainers Association

THE OUTCOME

48 Media Impressions

35 Radio Interviews

21 Media Markets

Trifecta Team successfully secured 48 media impressions for Defense Sport Mouthguard Rinse over a five month period, as a result of utilizing our strong relationships in the sports media landscape. Exposure was generated primarily through radio interviews, as well as with online/print media, and on television



Super Bowl winning quarterback Joe Theismann was the product's primary spokesperson. Theismann was interviewed the radio 35 times providing testimonials on the health importance of having a clean mouthguard from personal experiences and endorsing Defense Sport Mouthguard Rinse.

Radio interviews were placed with nationally syndicated shows on SiriusXM, Fox Sports Radio and Yahoo Sports Radio networks. Interviews also took place on stations in 21 major markets including New York, Washington D.C., Atlanta, and San Francisco. Trifecta Team landed print coverage in major newspapers including the Washington Post and Tampa Bay Times.

Trifecta Team was successful in coordinating and executing an out of market press conference in New Orleans, LA. A media advisory was distributed to create awareness of the press conference featuring Joe Theismann, and Al DolceAmore, the developer of Defense Sport Mouthguard Rinse. The press conference was covered by all the major media outlets in New Orleans including ABC, CBS, FOX, NBC affiliates, the New Orleans Times-Picayune and SportsNOLA.com.