

WINNING PLAYS

CASE STUDIES



CBS SPORTS
NETWORK

CBS SPORTS NETWORK SEC TAILGATE SHOW

CBS Sports Network joined forces with Chili's, Dr Pepper, and Jack Link's Beef Jerky to develop a distinctive SEC football pre-game show that enabled our sponsors to:

- Connect with devoted SEC fans, college football's most valuable audience
- Drive brand awareness through sampling and couponing
- Place their brands directly on campuses in their target market, fans in southern regions

Show Highlights:

- Hosted by Coach Phillip Fulmer, Dave Baker, and Lauren Shehadi
- LIVE from the CBS SEC Game of the Week
- SEC football legends Danny Wuerffel (Florida), Shaun Alexander (Alabama), Deuce McAllister (Ole Miss), and more

Sponsorship Integration:

- Show branding (product placement, set integration, etc.)
- Exclusive features such as "Chili's Tailgate Tour Trivia," "Dr Pepper SEC Traditions" and "The Jack Links Jerky Drop"
- Long form commercials, and creative messaging
- Custom creative:
 - On-air:
 - Standard/animated billboards, etc.
 - On site:
 - Stage with co-branded skirt, header, and front & back sidewalls
 - Co-branded signage (banners, A-frame show info signage, tent back-drops)
 - Co-branded promotional posters and flyers
- Sampling, couponing, and brand promotion by the CBS Sports Network Campus Reps during the weeks prior to each game as well as on game day



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POWERADE COLLEGE INTRAMURALS

The multi-platform program for POWERADE and the National Intramural-Recreational Sports Association (NIRSA) centers on intramural flag football and basketball programs on 53 campuses across the country. The objective is to make POWERADE the preferred sports drink of intramural athletes and raise awareness of the program's website.

Growth since 2007:

- 6,200, hours of on-campus sampling events
- 490,000 bottles of POWERADE to students

On Campus

Each school has a dedicated team of CBS Sports Network Campus Reps that host weekly POWERADE sampling events during intramural games. Each campus is supplied with POWERADE branded equipment that enhances the intramural program including:

- Hydration Equipment: barrel coolers for bottled product, 5-gallon coolers for powdered mix, paper cups
- Gear: balls, jerseys, flags, mesh pennies
- Signage: banners, tablecloths, sandwich boards
- Premium Items: headbands, rally towels, URL cards (vary by season)

On-Air

CBS Sports Network produces and airs both the NCCS National Flag Football and Basketball Championship Shows which highlight top moments from the tournaments.

2009 NCCS National Basketball and Flag Football Championships sponsored by POWERADE:

- Basketball aired on CBS Sports Network April 6, 2009; Flag Football on January 10, 2010
- Basketball championship included highlights from the early round games, semi-final and final games
- Flag Football championship included the Women's and Men's Championship games in their entirety

POWERADE Vignettes – Each semester CBS Sports Network sent production teams to select campuses to film features on intramural teams.

- Players submitted their intramural stories and the best were chosen for features
- The two-minute pieces aired on CBS Sports Network and were posted on cbsscollegesports.com, YouTube, iTunes Podcast, and the microsite

Online

The program is supported by a strong online marketing campaign:

- CBS Sports Network Campus Reps promote the program through social networking sites such as Facebook, Twitter, MySpace, AIM and email
- Facebook Fan Page for POWERADE College Intramurals has over 2,700 fans
- Twitter account @cbsintramurals provides instant updates from the intramural fields and courts

Program Website - www.cbsintramurals.com/POWERADE is a social networking site dedicated to the intramural sports community featuring:

- 53 individual school pages
- Photos, videos and blogs
- Sports trivia games
- Facebook Connect
- Bi-weekly newsletters sent to over 12,000 members

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JACK IN THE BOX SPONSORSHIPS

By partnering with CBS Sports Network Jack in the Box was able to connect with college students on a grassroots level, enabling them to:

- Target a valuable audience of devoted college students and fans
- Drive brand awareness across multiple platforms

The Alt Games presented by Jack in the Box

Jack in the Box joined the Alt Games: College Action Sports Championships as a Halo sponsor in its fourth year. As a Halo sponsor they received event entitlement of both the Flowboard and Wakeboard Championship events as well as extensive branding across the events multiple marketing platforms including:

- Full on-air graphics package
- Advertising units within all Alt Games programming as well as NCAA March Madness programming on CBS and CBS Sports Network
- On-site activation and brand signage at four event venues
- Co-branded event collateral placed at Jack in the Box franchises in San Diego, Riverside, and Denver areas
- Addition of Jack in the Box Eating Contests in San Diego and Riverside
- Jack in the Box branding on Alt Games microsite including Jack in the Box-skinned video player
- Promotion via CBS Sports Network Campus Reps on campus and via social networking sites
- Inclusion in local media including radio, tv, newspapers and billboards

On Campus

In 2008, CBS Sports Network Reps at Arizona State University and UCLA assisted Jack in the Box in awareness of their new beverage platform “Real Fruit Smoothies.” Outfitted in Jack in the Box-branded shirts and tote bags, reps handed out 2,500 coupons for free smoothies and 7,000 Jack in the Box mist bottles to help students cool off on hot days.

The campaign extended to 16 campuses in 2009 to promote Jack in the Box as the destination for students to take a break during finals week and grab some much needed brain food. Campus Reps distributed Jack in the Box branded premiums and coupons in high traffic areas around campus such as:

- Libraries
- Study rooms
- Computer labs

In addition, CBS Sports Network developed a customized memory game that students played for prizes. “Jack Tac Toe” let students interact with the Jack in the Box brand and menu items in a fun way and engaging way. The campaign was so successful it was extended to 56 campuses in the fall of 2009.

The CBS Sports Network Campus Reps also developed on-site and online initiatives to distribute Jack in the Box coupons and collect mobile shortcode signups. The coupon redemption rate for this campaign was 65% proving the grassroots tactics effectively drove students into the local Jack in the Box restaurants.

Since the spring of 2008, the CBS Sports Network Campus Reps have distributed/collected:

- Over 75,000 coupons
- 1,900 Jack in the Box t-shirts
- Over 25,000 branded premium items
- 1600+ Mobile Text Short Code Sign-Ups



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