

# The Campaign

**General Mills ran a campaign to promote Chex Mix as a non-exclusive advertiser/sponsor in MiLB Parks.**

**The campaign started in July with six (6) Minor League Baseball Parks and concluded in August.**

**The program ran for eleven (11) or more games in each park at a media cost of approximately \$3,000 per ballpark.**

**Pre-produced 15 second commercials were sent to each team along with PA scripts and logos.**

**The team ran these spots for at least eleven games, the commercials ran on the SPORTTRONS (large formatted digital video scoreboards) at least two times per game and were accompanied by PA announcements, drawing the fan's attention to the scoreboard.**

**Sportrons, Inc had each team provide different bonus elements based on available inventory, all bonus media stayed consistent with the General Mills brand.**

# Campaign Summary

**\*\* In each case General Mills logo, video commercial or name was mentioned \*\***

- ▣ **80+ games played**
- ▣ **250+ commercials ran**
- ▣ **150+ PA announcement were read**
- ▣ **Over 500,000 fans attended these games**



## **In Total:**

**Over 2,230,000 impressions were delivered on behalf of General Mills to brand loyal Sport Fans.**

**General Mills campaign delivered an impressive CPM of \$8.73.**