

# Lets go Monarchs!



## The Team

The Manchester Monarchs of New Hampshire are the top affiliate for the Los Angeles Kings. Over the last eight seasons, the Monarchs have consistently advanced to the Calder Cup playoffs all but one year. During the 2008-09 season, 235,289 fans packed into the Verizon Wireless Arena to cheer on the Monarchs

## The Mission

For the past eight seasons, the Monarchs have ranked within the top ten teams in the American Hockey League in attendance. To maintain their ranking and to increase overall ticket sales, the Monarchs looked to Mercury for an integrated marketing campaign that would utilize traditional and online media to drive ticket sales. This was the first time the Monarchs had a campaign like this.

## The Answer



After multiple discovery & diagnostics sessions with the Monarchs, Mercury determined that the Monarchs could reach their attendance goals for each game by speaking to fans on a one-to-one level using variable data printing (VDP) and PURL (Personal

URL) technology. Fans were invited to their PURL site to take a brief survey. The survey would capture such information as: average number of games each fan attends, number of tickets a fan purchases at one time, how fans prefer to purchase tickets, and what fans enjoy most about coming to the games. Another key objective was to collect email addresses from their fans for future on-line marketing campaigns.

Mercury worked with the Monarchs to decide on an incentive to help drive an increase in response to the PURL site and determined offering one free ticket to opening night would have a lasting impression on fans. The thought was that one free ticket would also cause fans to purchase additional tickets for friends and family that may or may not normally attend a game.

As a result of the campaign, the Monarchs played their opening game in front of 8,605 fans and brought home a 4-0 win over the Portland Pirates. Go Monarchs!

## Results

15,120 direct mail pieces were sent to fans that generated a

**5.75% response rate**  
(over five times the industry average).

A total of 285 tickets were complimentary as part of the campaign, with an additional 411 paid tickets to the Opening Night Game.

A total of 850 additional email addresses were collected to use in future campaigns

In addition to the above, the Monarchs were able to collect valuable information and statistics that can be used to structure more personalized marketing campaigns in the future, including:

- 40% of the fans who responded purchased 2 or more tickets, while 30% purchased 4 or more.
- When asked why they attend, 70% of fans said it was because of their love for hockey, with 40% attending with family because they enjoy a night out with good entertainment

**“The PURL campaign was a big success for us. Not only did it drive revenue for our Opening Night game, but it gave us new data and solid information to generate additional sales in the future. I wish I could do this every weekend!”**

- Jason Bergeron  
Manchester Monarchs



# Mercury