

Sports Media's Sports Media This Week

Latest news and strategies for connecting with sports fans

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From the Sideline

by Dan Kosth - CEO Sports Media, Inc.



Creative that hits a home run with sports fans.

Imagine this scene: You're sitting in your favorite ballpark, talking with your friends and enjoying your favorite beverage. The inning ends and both teams get ready to continue the action after the pitcher warms up. During the break in the action, your conversation continues while the scoreboard runs an ad you've seen a million times on television.

That's how hundreds of advertisers use the unique exposure opportunity that is jumbotron advertising. It's a chance to catch the eye of the sports fan and to steer thousands of conversations toward the brand. But for too many marketers, it turns out to be a missed opportunity.

By presenting nothing more than a familiar message in the frenetic and cluttered environment that is the sports stadium, marketers relegate their advertising to nothing more than wallpaper. Running the same advertising fans see at home under-utilizes the power of a video display often measuring more than sixty feet wide and thirty feet tall.

Whether it's jumbotron advertising, mobile marketing, print advertising in concession trays or any of the dozens of other media channels represented by Sports Media, Inc.; the creative message provided needs to have impact and make a connection between the advertising brand and the interests of the fan. Knowing that, Sports Media teamed up with The Savvy Group to launch Savvy Sports Media to provide high impact creative for use with Sports Media.

You can learn more about Savvy Sports Media by reading our formal announcement on the SMI web site.

Do you have an opinion on this? Feel free to call or [drop me a line](#) sometime. I'd be happy to discuss what kind of high impact sports campaigns we can produce for you!

Dan Kosth
CEO, Sports Media, Inc.

What's Hot in Sports Media Today

Sizzling new products that help you make a direct connection with the sports fan!



[Full Story](#)

Sports Media Stats

Interesting facts and statistics on the sports audience from Sports Media Research.

Sports Media, Inc.'s NASCAR Jumbotron Network provides marketers with direct access to over 75 million fans from coast-to-coast. Ever wonder who goes to NASCAR events?

- 60% of NASCAR fans are male.
- 58% of NASCAR fans are between the ages of 18 - 44.
- 42% of NASCAR fans earn \$50,000 or more per year.
- 40% of NASCAR fans have children under the age of 18.

Sports Media's Player Profile

Get to know the media professionals on our team.



Michael Vizziello

Having previously worked in the front office of the New Haven (CT) Nighthawks, an AHL affiliate of the Los Angeles Kings, Michael was responsible for strengthening ties between the team and the community and building the fan base. Vizziello's other experience prior to SMI included extensive work in the franchised restaurant industry which suits him well given SMI's extensive portfolio of promotional concession items and integration with stadium and arena concessionaires.

Originally from Connecticut, Michael is a hockey player himself and now takes his son to games all over the Northeast. Vizziello's duties include managing relationships with NBA and NHL team operators.

You can reach Michael by [e-mail](#) or by phone: (203) 988-3929

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