



Case Study: The Tampa Bay Lightning

Many people said it couldn't be done. Selling hockey in the tropics? How can you sell a hard-hitting, fast-paced, in-your-face game to sedate, laid-back Floridians? Well, nobody said you had to be completely rational to be in advertising. We ignored the apparent marketing realities and dug deep to unearth a marketing/advertising campaign which stood the sports world on its collective ear.

Many of the NHL attendance records were set during our marketing reign still stand today, with 19,549 average in 1993 and 19,934 in 1994. Single game records were set as well with over 26,000 in attendance for one game. Just go to the St. Pete Times Forum and look at the multitude of banners hanging from the rafters. There you'll see proud proof of a campaign that became a rallying cry not only around west central Florida, but also all of hockeydom.

The "Kick Ice" campaign was copied throughout the NHL. To launch "Kick Ice" with the power and synergy it needed, we utilize radio, television, print and direct mail to instantaneously introduce the new theme for the team...all in one day.