



CHEVROLET

STRONGEST FANS IN BASEBALL

SABRE SUBMISSION





A STORIED RELATIONSHIP

“Baseball, Hot Dogs, Apple Pie and Chevrolet,” are more than lyrics to a popular ad in the 70s, but a truism that Chevy and baseball go together. Chevrolet, being one of the oldest automotive companies in the country and Major League Baseball, home to America’s Pastime, share a lot in common; they value family, tradition, hard work and above all, optimism for the future.

With the launch of the strongest, most advanced Silverado ever, a pickup truck that in itself is a great American tradition and the lifeblood of the Chevrolet business, we needed to create something totally out of left field to continue to build the storied relationship. The overarching goal was to bring Chevrolet and baseball fans together in a way that would drive engagement and let the MLB teams spread the word of the All-New Silverado.

ONE DAY TO GET IT RIGHT

While a day at the ballpark is as timeless as any American activity, baseball has gone through its share of evolutions. MLB has boosted its overall viewership by adapting to social media and entered their second year of partnership with Twitter.

With this, every team in the league has an official Twitter hashtag, which both the MLB and Twitter look for opportunities to elevate their usage.

On top of this, Twitter sees its most active sporting event of the year when MLB's season begins with 5.1 billion Tweet impressions.

The natural link between MLB and Chevy combined with MLB's focus on Twitter presented an opportunity for Chevy to enter the conversation on Opening Day.

So, the only question was, how?



5.1 BILLION TWEET
IMPRESSIONS

MLB SEASON BEGINS



4.8 BILLION TWEET
IMPRESSIONS

SUPERBOWL



LET THE FANS MAKE THE NOISE

Introducing the strongest, most advanced crowd meter ever. Playing off of the well-known crowd meter at stadiums that gauge how loud fans are, we created a social media campaign that monitored the official team hashtag usage across Twitter to determine which team had the strongest fans in baseball. We created a meter that featured the Silverado towing the results onto the screen to reveal which team's fanbase was in the lead throughout the day. This kept the Silverado at the center of everything we did, while gamifying engagement in order to maximize participation.

We knew that people didn't go to Chevy's Twitter channel for baseball discussion, so it was imperative that the MLB and team channels did the heavy lifting with this execution.



STRONGEST FANS IN BASEBALL HASHTAG BATTLE LEADERBOARD

#LGM
NYM 9,673

#ChopOn
ATL 9,894

#PinstripePride
NYY 10,400



Measuring use of team hashtags as of 12:01am - 11am.
Official vehicle of Major League Baseball. ©/™ 2019 MLB.



HOW IT WORKED

Karl Johnson @aquamaninc · Mar 28
Replying to @Athletics @chevrolet and @MLB
LETS GO OAKLAND!!! #RootedInOakland 🌲

The Young Corey @theyoungcorey · Mar 28
Replying to @chevrolet and @MLB
#LetsGoBucs 🍷

Alonso, Darnold, KD, and Hughes SZN @ari21green · Mar 28
Replying to @chevrolet and @MLB
#LGM 🍷

Sue @upton_5 · Mar 28
Replying to @tigers @chevrolet and @MLB
#MotorOn 🍷 🍷 🍷
#MotorOn 🍷 🍷 🍷
#MotorOn 🍷 🍷 🍷
❤️ you #Tigers 🍷
#OpeningDay 🍷 🍷 🍷

Ghost Bear @GhostBear4Life · Mar 28
Replying to @Phillies @chevrolet and @MLB
#RingTheBell 🍷



THE FANS

After seeing the challenge, the fans started to play our game.



THE DATA

Our metrics team quickly calculated numbers. Then the Silverado towed the results into newsfeeds around the country.



THE PAYOFF

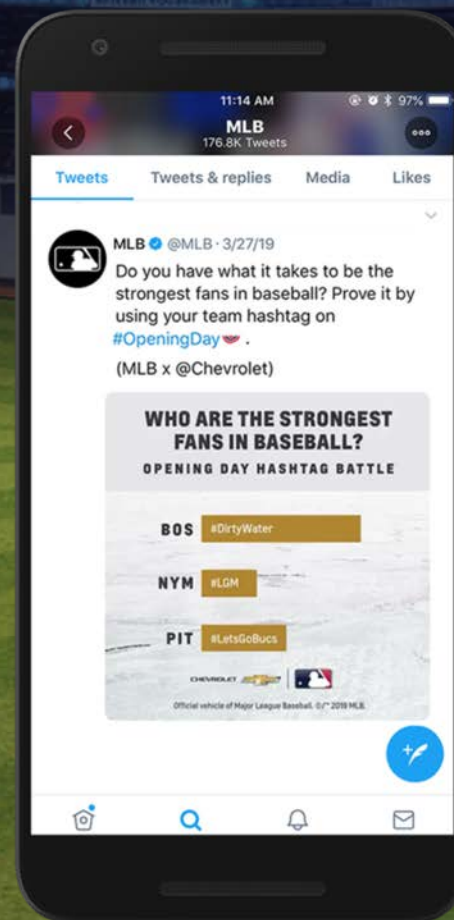
Throughout the day we Tweeted the results, encouraging fans to keep playing.

PUTTING IT ALL TOGETHER

We prepared a cadence of Tweets for ourselves, MLB and our ten partner teams, all featuring the Silverado. We started with a teaser post the night before and the next day embarked on a nonstop effort of analyzing data, manipulating creative and publishing Tweets. The Chevrolet and MLB channels were used to raise awareness of the league-wide hashtag battle, providing pre-game, mid-day and post-game reports. While the branded content created for each of our 10 partner teams was used to rally their fanbases and increase their hashtag usage.

At key checkpoints throughout the day, our analytics staff would pull real-time reports of hashtag usage and send the data to our creative team to quickly create new animations. The final videos were then sent to our MLB partners for publication.

In total we created 14 original pieces of creative, 13 of which were published within a 24-hour period.



Intro tweet creative to introduce the idea to our fans.



Day of creative that reported the amount of hashtag usage before the first round of games were played.



Each team that we sponsored posted creative that we designed to hype up their fanbase and raise awareness.



RESULTS

Overall the strongest fans in baseball was a grand slam. Our 18 partner posts received over 1.2 million organic impressions. This was all accomplished without any paid media.

We tapped into a cultural moment with creative content and use of data unlike any other Opening Day campaign ever on social media. And not to our surprise, by entering the conversation of America's Pastime we saw 98% favorable sentiment. The campaign was so effective that Chevrolet, MLB and the teams were asked to bring back the hashtag battle for the MLB All-Star Game this past July.

"Chevrolet paired up with MLB for promoted content encouraging fans to be the "loudest in baseball" by using the new emoji hashtags. MLB and every team posted about it. Sponsoring something that initiates that much social interaction is going to get attention for your brand."

zoomph



98%
FAVORABLE
SENTIMENT



1.2
MILLION
ORGANIC
IMPRESSIONS

"MLB and Chevy partnered to find the loudest and strongest fans for Opening Day, in an effort to identify which city will start the season for their team with the most enthusiasm and pride."

HOMBRE
FOR MEN OF PASSION



MBailey

@GreatdaysBailey

My 2 favorite things....The Phillies and my new Silverado 👍👍



#1 Bill Freehan Fan. 🇺🇸🇺🇸 John B. Sharp @freehan11 · Mar 28

Replying to @tigers @chevrolet and @MLB

#MotorOn 🇺🇸

#GoTigers 🇺🇸🇺🇸

#OpeningDay 🇺🇸



Lil Dogg

@celtic_dogg_73

Follow

I may live in the Reds market, but I'm definitely #RootedInOakland A's RT @Athletics: Let's knock this #OpeningDay challenge out of the park. Prove we're the strongest fans in @MLB by using #RootedInOakland A's.

(Athletics x @chevrolet)

Oakland A's

**STRONGEST FANS IN BASEBALL
HASHTAG BATTLE**

#RootedInOakland



CHEVROLET



0:12 4,021 views Official vehicle of Major League Baseball. ©/™ 2019 MLB.



Nick John

@_underdog_sport

Follow

I really liked what @MLB and @chevrolet did with "The Strongest Fans In Baseball," challenge today.

All trends on Twitter for the majority of the day were all #MLB team hashtags.

If your going to spend ad \$ on social media...Encourage ENGAGEMENT

#Smsports #OpeningDay 🇺🇸

@phillies x @chevrolet





THANK YOU

[WATCH THE CASE STUDY VIDEO](#)