



White Sox *Ritmo* Case Study

Situational Analysis / Background

Overall, the Chicago White Sox ticket sales in 2009 were down due to various factors (team performance, economy, etc.). Specific to the Hispanic market, Latino-themed events showed an increase in attendance up to 9%. The White Sox marketing saw this trend and sought out the expertise of The San Jose Group (SJG) to bolster ticket sales through in this nuanced demographic.

Objectives

- Broadcast the unique experience of attending a White Sox game as well as its cultural relevance to Hispanics
- Drive traffic to an 800 number as well as the Spanish language www.orgullosox.com
- Increase attendance at the five Hispanic Themed Game Nights throughout the season.

Strategy

SJG's main strategy was to show Chicago Hispanics, in particular the substantive Hispanic community around U.S. Cellular field, that baseball is an exciting and passionate event. SJG saw the opportunity to tie the strong presence of music in Hispanic culture to the *passion* and the natural rhythm that exists in the sport.

SJG took live sounds from the game and turned them into a great Latin-flavored track. This music, derived from the essence of White Sox baseball, was featured in the *Ritmo* television execution, as well as on the radio and online. The connection between baseball and music was further developed through Latin music and was played both in-game at Hispanic-specific events, as well as in parking lot concerts held throughout the season.

Measurable Effectiveness / Results

In 2010 Hispanic themed events increased by 212% in attendance.

