



red FISH media
YOUR GATEWAY TO THE MOBILE WORLD

CASE STUDY



Client

Starbucks Coffee / The Sony Ericsson Open / IMG

The Sony Ericsson Open is the fifth largest tennis tournament in the world, surpassed only by the Grand Slams. The tournament is covered annually by over 750 media outlets from 33 countries.

Objective

- Create "Buzz" for The Sony Ericsson Open with Starbucks customers
- Associate Starbucks with premier sporting event in its market
- Increase event attendance

Solution

Red Fish Media created The Sony Ericsson Open Trivia challenge that was hosted by 300 Florida Starbucks locations. Red Fish Media delivered a two question quiz of randomly selected questions through its BluWater interactive platform. Red Fish Media also handled the drawing of 300 daily winners to the Sony Ericsson Open.

Red Fish Media was able to provide a turnkey program for the contest sponsors that included the contest rules, bond, and regulatory compliance.