



Generating Revenue, Web Traffic & Brand Exposure

Calgary Flames Stanley Cup Photo Promotion

The Project

- Stanley Cup Photo Promotion for Calgary Flames Charitable Foundation– January 2004

Goals

- Raise money for charity
- Draw participants to e-commerce web site
- Increase Flames brand exposure

Event Details

- Participants paid \$20 each to have their photo taken with the Stanley Cup, the NHL's championship trophy
- Retail traffic created by taking photos at shopping mall. Additional photos taken at NHL games

See Your Game® Services

- Photograph participants with the Stanley Cup
- Send hard copy photo through postal system
- Create personal photo souvenirs and upload to Flames e-commerce web site
- Invite participants via e-mail to view their photos online
- Track web view statistics

The Results

- 862 photos captured in the 9 hours of the promotion (See Your Game® averaged almost 100 photos per hour)
- Approximately \$20,000 revenue generated with all net proceeds going to charity
- 3,000 visits to view photos on e-commerce web site in the first two weeks post event

Incredible extra brand exposure 228 people forwarded the photos to 875 new people, who were not at the event.

