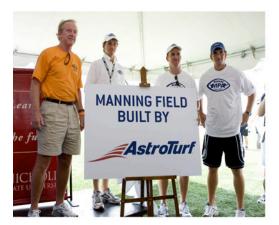
ASTROTURF







ASSIGNMENT

AstroTurf, the brand that invented artificial sports turf in 1966, fell into receivership in the early '90s and was purchased by Textile Management Associates (TMA), a commercial carpet and sports turf manufacturer. TMA dedicated proprietary advances in technology and engineering to the AstroTurf product line, creating the most innovative products in the marketplace, but failed to generate marketing buzz for the brand that was still associated with the "old" AstroTurf. Our client, General Sports Venue (GSV) came to FWV in 2005 as a sports facilities company that needed a marquee brand to compete in the booming synthetic turf category. FWV recommended a licensing deal with TMA that would give GSV a game-changing opportunity: to relaunch an iconic American sports turf brand with worldwide recognition. The challenge was to reassert AstroTurf as the world's most innovative turf brand and reclaim its title as the leader of the industry it pioneered in the 1960s.

STRATEGY

There was an opportunity within the sports turf industry to execute a level of quality in the visual design of brand image and marketing materials, along with the perceived quality of sponsored endorsements and marketing partnerships that would separate AstroTurf from its competition.

PROGRAM ELEMENTS

FWV developed a fully integrated rebranding campaign including a new logo and brand identity, advertising, media outreach and public relations, e-marketing, special events, sponsorships and spokesperson activation to gain attention and awareness within the mainstream sports world – and simultaneously within the sports facilities marketplace.

FWV also recommended and secured the endorsement of legendary NFL quarterback Archie Manning to serve as a brand ambassador for AstroTurf. Archie Manning represented the AstroTurf brand at select press events, in media interviews, on the AstroTurf Web site and in direct email communications with the GSV customer and prospect database.

RESULTS

- Successfully positioned AstroTurf as the leading innovator in the synthetic turf industry and an iconic American sports brand
- Increased sales more than 100 percent to \$35 million-plus in the first year
- Earned 410 million media impressions in the first year, with an estimated PR value of more than \$1.9 million, which was a 5:1 return on investment
- Attained 346 million consumer impressions through a paid advertising campaign that included value-added components negotiated by FWV, resulting in a 1.5:1 return on investment
- Won regional Addy Awards for the ad campaign
- The relationship with Archie Manning led to the installation of a state-of-the-art Astro-Turf 3D surface at Guidry Stadium, home of the Manning Passing Academy
- The dedication of Manning Field Built by AstroTurf, which included Super Bowl champion quarterbacks Peyton and Eli Manning, was covered by The Associated Press and *ESPN the Magazine*, among other media
- AstroTurf continues to gain market share and is now firmly entrenched as a category leader