



RESULTS

PUBLIC RELATIONS
SOCIAL MEDIA
SEARCH MARKETING



Hood® Blimp Campaign Overview

September 25, 2014

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HOOD® BLIMP CAMPAIGN RESULTS SNAPSHOT



451 Marketing integrated PR and social media efforts for the Hood® Blimp and Ice Cream 2014 campaign

*Impressions count for the minimum number of times a placement, feature or social post is seen. It does not include pass-along viewership or second-degree social shares.



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PUBLIC RELATIONS CAMPAIGN EXECUTIVE SUMMARY

451 Marketing coordinated with Hood® on a **highly successful, integrated PR and social media campaign** for the Hood® Blimp from May to October 2014:

- Hosted the **first-ever Blimp landing party** at the Beverly Municipal Airport and **Blimp parade** in the skies of Boston.
- Coordinated **six successful media rides** and distributed two press releases resulting in **over 10 million impressions**.
- Built awareness around the return of the Hood® Blimp, Red Sox Champions ice cream flavors and Hood's partnership with the Red Sox Foundation.
- Communicated Hood's message, position and **value proposition** to consumers in New England.



Hood® Blimp Social Executive Summary

	*Fans/Followers	*Increase	*% Increase
	43,682	2,270 	5.2% 
	1,246	201 	16.13% 

**Numbers are based off of total Hood Fans and Followers, but represent the timeframe in which Blimp Initiatives took place*

- Hood gained over 2200 new Facebook followers during this short 4 month campaign!
- We also got the biggest spike ever in Twitter followers. Twitter has been historically difficult for CPG brands.

3 Core Social Components:

- Hood Blimp Sweeps
- Twitter Party with Tim Wakefield
- Blimp Parade

Multiple Hashtags Used!

- #HoodBlimpSweeps
- #KnuckleBallerBlimpRide
- #BlimpParade
- #BlimpsOverBoston



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Notable Social Posts

**Clay Buchholz Foundation,
Boston Tweet, Gary
Striewski (NESN), The
Boston Calendar**

Total Followers: 138,260

BostonTweet
@BostonTweet

The @HoodBlimp is back! Starting tonight #HoodBlimp will be flying over the summer skies of Boston with a new look!
pic.twitter.com/zJybtADQq0

Reply Retweet Favorite More


Hood Blimp



The Boston Calendar
@TheBostonCal

Nice day for a @HoodBlimp flyover of Boston. Aerial pictures of the city coming soon...

Reply Retweet Favorite More



DM

Flag media

Clay Buchholz Fdn
@ClayBuchholzFdn

Love new @redsox design of the @HoodBlimp! Hoping we might see you at our #BuchholzBowl?? :)

Reply Retweet Favorite More



RETWEETS 6 FAVORITES 11

Gary Striewski
@garystriewski

Blimp fight! @HoodBlimp letting another one on it's turf? #BlimpinAintEasy

Reply Retweet Favorite More



RETWEETS 6 FAVORITES 27



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PR CAMPAIGN BY THE NUMBERS



Total articles generated: **70**

Broadcast Impressions: **863,081**

Online Impressions: **8,388,930**

Print Impressions: **1,090,532**

Number of Media in the Hood®

Blimp: **6**

100% increase from 2013!



HOOD® BLIMP RETURN ANNOUNCEMENT MEDIA HIGHLIGHTS

The logo for BostInno, featuring the word "BostInno" in white, bold, sans-serif font on a black rectangular background.

7/1/14 "It's Back: The Iconic, Red Sox Hood Blimp Will Fly over Boston This Summer (PHOTOS)"
Reach: 157,255 unique visitors per month
By: Alex Reimer

The logo for The Boston Globe, featuring the words "The Boston Globe" in a black, gothic-style serif font on a white rectangular background.

7/1/14 "Hood blimp is set to return to the skies over Fenway"
Reach: 1,536,367 unique visitors per month
By: Chris Reidy

The logo for Dairy Foods, featuring the word "Dairy" in large blue letters and "FOODS" in smaller black letters below it, set against a background of a yellow and blue gradient with a partial image of a person's face.

7/8/14 "How dairy processors are celebrating National Ice Cream Month"
Reach: 88,351 unique visitors per month
By: Sarah Kennedy

The logo for JustLuxe, featuring the word "JustLuxe" in white, sans-serif font on a black rectangular background.

7/17/14 "Hood Flies in Boston in Partnership with the Red Sox"
Reach: 47,892 unique visitors per month
By: Kellie Speed



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THE RIDE OF A LIFETIME

- Members of the media were invited to take an **exclusive ride in the Hood® Blimp** over Boston and the north shore.
- **451 Marketing secured a total of six successful media rides** throughout the program.
- Feedback from media was overwhelmingly positive and resulted in **coverage reaching over 3.6 million viewers.**



“...crossing that off the bucket list.”
-Devon Thomas, Only in Boston

“...the opportunity of a lifetime to take a ride aboard the Hood Blimp.”
-Kelly Speed, Just Luxe

“You haven’t lived until you’ve toured Boston in the Hood Blimp.”
-Alex Remier, BostInno



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SKY HIGH PRESS COVERAGE

MEDIA RIDES

The logo for BostInno, featuring the word "BostInno" in a bold, white, sans-serif font on a black rectangular background.

8/19/14

"You Haven't Lived until You've
Toured Boston in a Blimp"

Total Reach: 234,406

By: Alex Reimer

The logo for WCVB TV Boston 5 abc, featuring the text "WCVB TV" in black and red, "BOSTON" in black, and a large red "5" with "abc" in a black circle to its right.

8/27/14 &
8/28/14

"Newscenter 5"

Total Reach: 392,740

(aired 4 times)

By: JC Monahan

The logo for The Boston Globe, featuring the text "The Boston Globe" in a black, gothic-style serif font on a white rectangular background.

8/30/14

"Blimp Floats in Sweet Spot"

Total Reach: 2,369,457

(print and online)

By: Zach Sampson



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SKY HIGH PRESS COVERAGE MEDIA RIDES



9/9/14 "The Ride of a Lifetime Aboard the Hood Blimp"
Total Reach: 48,512
By: Kellie Speed



TBD Radio coverage pending
Potential Reach: 518,936
By: Anthony Brooks & Alex Kingsbury



7/17/14 Twitter coverage
Total Followers: 39,800
By: Devin Thomas



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HOOD® BLIMP LANDING PARTY

EXECUTIVE SUMMARY

- 451 Marketing coordinated with Hood® on a **hugely successful** Hood® Blimp Landing Party on July 27, 2014.
- In the shadow of the Hood® Blimp, **over 50 people** joined former Red Sox Pitcher **Tim Wakefield** and Hood® executives to learn about Hood's partnership with the **Massachusetts Little League**, watch Wakefield take his very first Blimp ride, and enjoy Hood® "Red Sox Champions" Ice Cream.
- Attendees heard the news first that Hood® will donate \$1 to the Red Sox Foundation for every carton of "Champions" Ice Cream sold during the baseball season.
- 451 Marketing invited New England Sports Network (NESN) to attend the event, securing coverage **reaching 1,200,000 viewers** across New England.
- Wakefield participated in a live Twitter party while in the Blimp, generating significant social media buzz from top regional influencers.



Tim Wakefield, Lynne Bohan and Mike Egan show their support for the Massachusetts Little League in front of the iconic Hood® Blimp



NEW ENGLAND SPORT NETWORK

Media Coverage

Eric Scharmer of the **New England Sports Network** covered the Hood® Blimp Landing party.

- Scharmer interviewed former Red Sox Pitcher Tim Wakefield, VP of Communications and Government Affairs at Hood®, Lynne Bohan and Mike Egan of the **Red Sox Foundation** about the Hood® Blimp landing party, the Hood® “Champions” Ice Cream donation announcement, and Wakefield’s very first Blimp ride!

NESN Program “Red Sox Final”

Aired: July 27th and 28th, 2014



Wakefield speaks with NESN about the special Hood® donation announcement and his ride in the Hood® Blimp



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HOOD® BLIMP LANDING PARTY DONATION ANNOUNCEMENT



\$1 to the Red Sox Foundation for every carton of Hood® "Champions" Ice Cream and novelties sold



Red Sox Foundation board member Mike Egan welcomed the crowd of little league players, their families and friends to the Hood® Blimp landing party



Vice President of Communications and Government Affairs, Lynne Bohan introduced the surprise guest of honor, Tim Wakefield, who shared Hood's donation news



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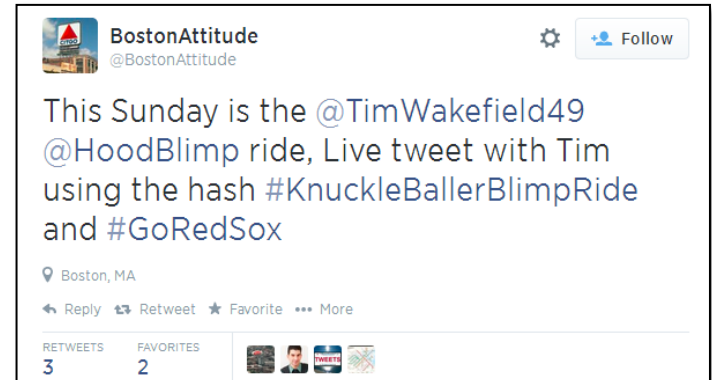
HOOD® BLIMP LANDING PARTY

TWITTER PARTY INFLUENCER ENGAGEMENT

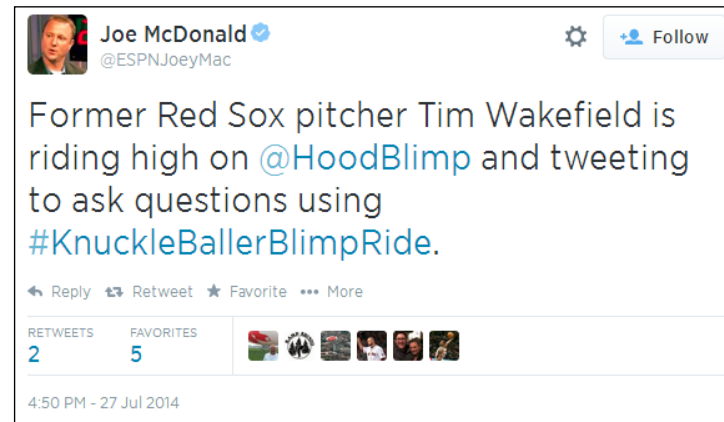
By leveraging local **high profile influencers**, the Twitter Party increased awareness and extended visibility of the event **reaching more than 65k off-site consumers!**



Devin Thomas – @OnlyinBOS
Followers: 37,400



John Romard – @BostonAttitude
Followers: 9,718



Joe McDonald – ESPN Boston
@EPSNJoeyMac
Followers: 18,600



HOOD® BLIMP LANDING PARTY

RED SOX “CHAMPIONS” ICE CREAM FLOAT BAR

Members of the Massachusetts Little League and friends were able to sample **Hood® Red Sox “Champions” Ice Cream** and novelties at the specialty “Float Bar.” Both ice cream floats and delicious sundae cones were available for the children and adults to enjoy!



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HOOD® BLIMP LANDING PARTY

TIM WAKEFIELD & MASSACHUSETTS LITTLE LEAGUE

Guests were treated to a **one-on-one experience** with former Red Sox pitcher, Tim Wakefield.



Wakefield spoke with the young athletes while he signed autographs and showed off his World Series Championship ring!



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HOOD® BLIMP LANDING PARTY ACTIVITIES AND GAMES

Guests were encouraged to dance and play the *Hangout with the Champions* branded “Champion’s Toss.”



Chief Hood® Blimp Pilot Terry Dillard gave guests an **exclusive tour** of the Blimp, allowing them to get up close and take a peek inside the iconic airship.



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HOOD® BLIMP LANDING PARTY TAKE HOOD® HOME



All guests received a **Hood® Champions** drawstring gift bag which included Hood® Champions baseball binoculars, Hood® Blimp tattoos and mini Hood® Blimp's! These items allowed member of the Massachusetts Little League to bring Hood® home and create lasting memories long after the event.



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HOOD® BLIMP PARADE

On August 27, 2014 Hood® joined the DIRECTV and MetLife blimps for a **history-making flight** over the city of Boston. 451 Marketing coordinated a wildly **successful media outreach** campaign on behalf of the Hood® Blimp.



J.C. Monahan from WCVB rode in the Hood® Blimp along with a camera crew that filmed live while in air.



Broadcast, print and online media outlets covered the parade from bird's-eye and ground views while Twitter influencers chronicled the flight with the #BlimpParade hashtag.



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HOOD® BLIMP PARADE BROADCAST MEDIA COVERAGE



Hood® Blimp featured on NECN



19 placements
1,500,000 +
Impressions



J.C. Monahan broadcasting live from the Hood® Blimp on
WCVB-ABC Channel 5



Blimps parading over Boston on WBZ-CBS Channel 4



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HOOD® BLIMP PARADE COVERAGE HIGHLIGHTS



8/27/14 "News Center 5 at 5, 5:30 and 6"

Total Reach: 370,042



8/28/14 "Inside Track" print and online
By: Gayle Fee

Total Reach: 1,172,533



8/27/14 "First Boston blimp parade to float over city landmarks today"
By: Morgan Rousseau

Total Reach: 166,266



8/27/14 "News at 5pm and 5am"
8/28/14

Total Reach: 99,657



8/27/14 "News at 9pm, 5am and 6am"

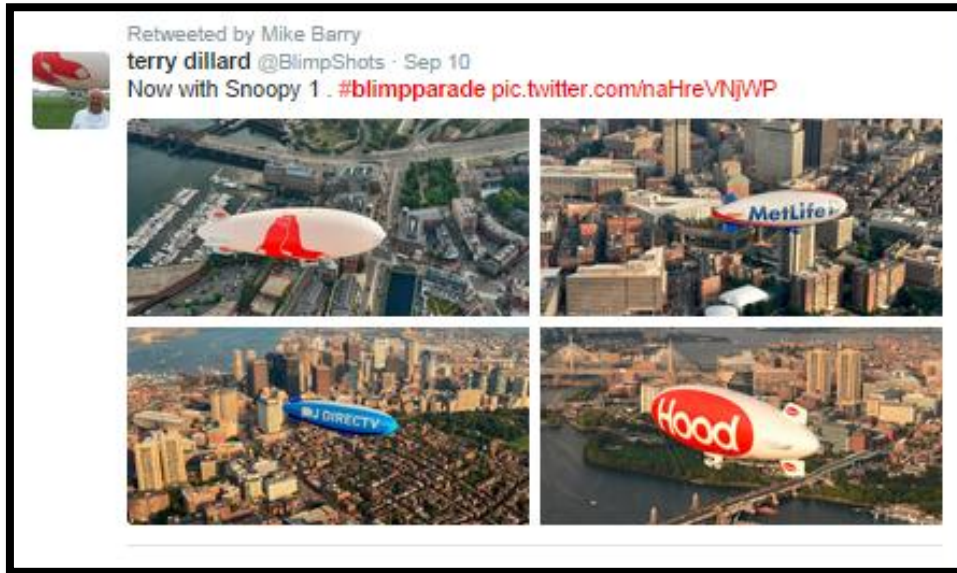
Total Reach: 15,674



HOOD® BLIMP PARADE

SOCIAL ENGAGEMENT

During the historic first-of-its-kind blimp parade in Boston, social media followers were asked to Tweet using #BlimpParade and #BlimpsOverBoston as they observed this rare occurrence.



810
Total posts!

Key influencers who tweeted:

- @OnlyInBOS-171K+ followers
 - @NESN-171K+ followers
 - @BostonCollege-162K+ followers
 - @BostonTweet-120K+ followers
- #BlimpParade: 508
 - #BlimpsOverBoston: 302



HOOD® BLIMP PARADE EXAMPLE POSTS & INTERACTIONS

Favorited by DIRECTV Blimp and 1 other

Only In Boston @OnlyInBOS · Aug 27
Landed. Let's get all the #BlimpsOverBoston for another #BlimpParade next summer? pic.twitter.com/cDXSJHRLpU

You, MetLife Blimp, DIRECTV Blimp and 5 others



Retweeted by Van Wagner

NESN @NESN · Aug 27
Hello Boston! #BlimpParade #BlimpsOverBoston pic.twitter.com/iOOd79lfos

Retweeted by Boston College and 3 others

BostonTweet @BostonTweet · Aug 27
Blimps on Parade over the Mass State House #BlimpParade (pic @tnessLX) pic.twitter.com/P600VsrkbU

Hood Blimp, DIRECTV Blimp and MetLife Blimp

Expand Reply Retweet Favorite More

HOOD® BLIMP SWEEPSTAKES

In July & August, fans were given the opportunity to submit their blimp photos for a chance to win the Grand Prize: a ride in the Hood Blimp!

- 66 Facebook Entries
- 136 Twitter Entries
- 233 Twitter Mentions
- 302 uses of #HoodBlimpSweeps



4 Weekly Prizes:
Ice Cream Parties & Red Sox Memorabilia signed by Tim Wakefield!

These results are PHENOMENAL when considering the high barrier to entry!



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HOOD® BLIMP SWEEPSTAKES

EXAMPLE POSTS & ENTRIES FOR SWEEPSTAKES

Hood Blimp @HoodBlimp · Aug 1
You are running out of time to enter the #hoodblimpsweeps . Tag your pic w/ #hoodblimpsweeps and you could win... pic.twitter.com/xhFY5rBUZS



Favorited by Hood Blimp
Northshore Mall @NorthshoreMall · Jul 25
Cool photo RT @bowski_77: Watching the @HoodBlimp rise above the north shore mall #hoodblimpsweeps pic.twitter.com/HxOsSDJXNc



Expand Reply Retweet Favorite More


Dan Kennedy @dbkdev · Aug 2
Hood blimp over my sister's wedding last night, returned again later and dropped in close. Was a hit #hoodblimpsweeps pic.twitter.com/p7lPhO3ht



Amy Paula Roserow, Matt Lawsey, John Wilson, Ryan and 7 others like this.

Write a comment...

Amanda Blicharz: The blimp flew right over my house in Charlestown to go to and from games. This is from a couple of weeks ago... always fun to see it! #HoodBlimpSweeps




Like · Reply · July 20 at 4:21pm · Edited

Rhannon Reynolds: Bourne, MA. Was at work and very excited!



Like · Reply · July 27 at 9:08am

Wendy Shea: Yarmouth MA! Looking good HOOD!



Like · Reply · July 28 at 10:02pm



Followed by Helobuff and 3 others
michelle hill @mishlovesj · Aug 11
@hhood #HoodBlimpSweeps Finally gotcha! After missing it 3 times! And have tickets for upcoming game! PICK ME! pic.twitter.com/SZAtLSYi9R



HOOD® BLIMP SWEEPSTAKES

POSITIVE COMMUNITY ENGAGEMENT



Donna L. Bimbo

Aug 25th, 7:48pm

Oh my, I am so excited that you would even look for me. My Grandson Jacob (5) and my Granddaughter Rachel (3) would be so excited with even a good picture of the Blimp. They go to see it at Beverly Airport all the time but it is so far away. My address is Donna Bimbo 164 Federal St Salem Ma 01970, Thank you for taking the time to try and make the kids so happy.



Beyond the contests and events, fans love for the Hood Blimp was rekindled and in some cases, ignited through conversations held on social media.



Donna L. Bimbo

Sep 5th, 9:47pm

Dear Hood, I gave my grandchildren (Jacob and Rachel) their blimp gifts tonight and told them that Hood sent them some treats because they love the blimp so much! I just wanted to write and THANK YOU so much for what you sent them. They were so happy, it was so nice to watch them play with their new blimp goodies, they were SO happy! Here is a picture 😊 I appreciate your great customer service for sending them some treasures... Sincerely, Donna (the grandmother of extremely happy children!)

PS- feel free to share this if you would like!

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HOOD® BLIMP SWEEPSTAKES

LOOK WHO'S TALKING... ABOUT THE HOOD® BLIMP!

BostonTweet
@BostonTweet

Following

The @HoodBlimp is back! Starting tonight #HoodBlimp will be flying over the summer skies of Boston with a new look!
pic.twitter.com/zJybtADQq0

Reply Retweet Favorite More

Hood Blimp



RETWEETS 24 FAVORITES 49



Tom O'Keefe, "Boston Tweet"
Followers: 124,000
Post Retweets: 24, Favorites: 49

Clay Buchholz Foundation
Followers: 2,457
Post Retweets: 6, Favorites: 11

Clay Buchholz Fdn
@ClayBuchholzFdn

Follow

Love new @redsox design of the @HoodBlimp! Hoping we might see you at our #BuchholzBowl?? :)

Reply Retweet Favorite More



RETWEETS 6 FAVORITES 11



LOOK WHO'S TALKING... ABOUT THE HOOD® BLIMP!

The Boston Calendar
@TheBostonCal

Nice day for a @HoodBlimp flyover of Boston. Aerial pictures of the city coming soon...

Reply Retweet Favorite More



RETWEETS 1 FAVORITES 8

11:24 AM - 30 Aug 2014

Flag media

The Boston Calendar
Followers: 5,869
Post Retweets: 8, Favorites: 1

Gary Striewski, NESN
Followers: 5,934
Post Retweets: 6, Favorites: 27

Gary Striewski
@garystriewski

Blimp fight! @HoodBlimp letting another one on it's turf? #BlimpinAintEasy

Reply Retweet Favorite More



RETWEETS 6 FAVORITES 27

SOCIAL MEDIA KEY TAKEAWAYS

Best Practices:

- **Joining strong PR events with relevant, fun hashtags**
 - **#KnuckleballerBlimpRide**
 - **#BlimpsOverBoston**
 - **#BostonBlimpParade**
- **Promoting posts for sweepstakes**
 - **Blimp Sweepstakes**
- **Offering rides to local key influencers in the social environment**

Moving Forward:

- **Establish one hashtag to use throughout all of the Blimp initiatives for more consistent tracking and reporting**
 - **Examples:**
 - **#HoodBlimp2014**
- **Cross post with the Blimp handle on Twitter**
- **Use more generic hashtags in the copy to gain more viewership**

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THANK YOU!

Thumbs up to **Hood®**, **The Red Sox Foundation**, **Tim Wakefield** and the entire **Hood® Blimp crew** for taking the 2014 Hood® Blimp program sky high!



Mike Egan, Hood® Blimp crew member Terry White, Lynne Bohan, Gus Fernandez of Van Wagner, Tim Wakefield and Terry Dillard give a thumbs up to a **great Hood® Blimp program!**

