

Logoed Promotional Sweatshirt Blankets Warm Advertisers for FOXSports.com

- **Challenge:** Find a holiday ‘thank you’ gift with a high ‘WOW’ factor and low mailing cost

FOX Sports on MSN delivers comprehensive sports coverage to fans of all major sports. Because its audience comprises primarily power Internet users who get their sports fixes during lunch or after the gym on FoxSports.com, the Microsoft outlet’s advertising opportunities run the gamut from buttons and mobile banners to skyscrapers and streaming media. These diverse opportunities, in turn, attract a diverse blend of advertisers—from names you’d know, like HP, Netflix and Nationwide, to those you wouldn’t: smaller, but by no means less important, firms promoting everything from high paying jobs to low mortgage rates and exciting travel destinations.

This holiday season, the FOX Sports team contacted ePromos for help with a special holiday promotional gift that would show their appreciation to advertisers big and small.

Our discussions quickly revealed the promotion’s parameters: the team wanted a gift item that would express a hearty ‘thanks’ while being easy to mail and useful to recipients, thereby increasing the visibility of the FOX Sports brand.

- **Solution:** Quality, logoed sweatshirt blankets with customized gift tags send the FOX Sports team’s warmest regards

The gift program winner soon emerged from the possible choices: a high quality, cottony-cozy sweatshirt blanket emblazoned with the FOX Sports logo. Not only would the blankets be easy to mail, but because they also come bundled with attractive gift tags, the FOX Sports team was able to add a special holiday greeting for that extra, personal touch.

- **Result:** FOX Sports Wins Extra Points with Recipients

The sweatshirt blankets scored big with advertisers, who loved the thoughtful gesture and commended the FOX Sports team on its great gift choice. The FOX Sports team was also pleased with the promotion, which helped drive home to advertisers their importance to FOX Sports while increasing brand visibility at the same time.



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