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SapientNitro Teams with Boston Red Sox to Enhance the Experience for Baseball's Youngest Fans

New Kid Nation Website Launches Today

BOSTON--(BUSINESS WIRE)-- SapientNitro, part of Publicis.Sapient, today unveiled a new website for Boston Red Sox's Kid Nation, a membership club devoted to igniting passion for baseball among the next generation of fans. The website is part of a multi-channel program that also includes in-park and digital experiences as well as brand communications to engage children and their families both in the park and from afar.

Kid Nation membership includes free tickets and access to exclusive events, and the program leverages innovative experiences, such as the opportunity to create digital baseball cards. The goal is to foster the start of a lifelong love of baseball among children. Research* shows that a person who attends their first baseball game by the age of five will go to approximately 60 percent more games per year for the rest of their life, and Kid Nation aims to create a range of immersive experiences that get kids excited about the Red Sox.

"Our youngest fans hold the keys to the future of the sport," said Adam Grossman, Senior Vice President/Marketing and Brand Development, Boston Red Sox. "Actively engaging them with the team and engendering excitement about the sport are paramount to our organization. By partnering with SapientNitro, another Boston-based institution, we are excited to expand the Kid Nation program, and with it, our fan base."

Elements of the Kid Nation campaign include:

Digital

- Kid Nation website now streamlines relevant information for families, including team announcements, upcoming events, opportunities to receive merchandise and a new, seamless sign-up form for registration
- Social media activations that encourage fans to engage with the team both inside and outside of the ballpark
- Creative online ads and promotional banner displays

Out of Home

- Billboard near Fenway Park encouraging Kid Nation participation
- Radio and television spots airing on local stations, including NESN, advertising the benefits and perks of being a member of Kid Nation

In-Park Collateral

- Emotive promotional signs circulated throughout the park encouraging participation in the program

"Younger generations are engaging with sports teams and players through digital channels," said Bill Kanarick, Chief Marketing Officer of Sapient. "We must meet fans, and future fans, where they are—online—while also enhancing the in-park experience. By creating robust, cross-channel opportunities to engage with the Red Sox, we aim to build Kid Nation membership and the next generation of fans."

Kicking-off the Kid Nation 2015 season at Fenway Park's Opening Day, SapientNitro furthered the digital footprint of the #MyFenway hashtag with a social media campaign. Through on-site photo booths, kids and families could have their picture taken and the image, with the hashtag attached, was turned into an electronic baseball card, mimicking those of the Red Sox. The digital cards were displayed in real-time across screens at the Kid's Concourse and Social Media Wall inside the park. This Opening Day activation garnered nearly 63 million impressions across Twitter, Instagram and Facebook in the three days surrounding Opening Day.

For more information about the SapientNitro/Boston Red Sox partnership, please visit www.sapient.com/redsox.

*Rich Luker, Creator of ESPN Poll

About SapienNitro

SapienNitro®, part of Publicis.Sapient, is a new breed of agency redefining storytelling for an always-on world. We're changing the way our clients engage today's connected consumers by uniquely creating integrated, immersive stories across brand communications, digital engagement, and omni-channel commerce. We call it our Storyscaping® approach, where art and imagination meet the power and scale of systems thinking. SapienNitro's unique combination of creative, brand and technology expertise results in one global team collaborating across disciplines, perspectives and continents to create game-changing success for our Global 1000 clients, such as Chrysler, Citi, The Coca-Cola Company, Lufthansa, Target and Vodafone, in 31 cities across The Americas, Europe and Asia-Pacific. For more information, visit www.sapiennitro.com.

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About Fenway Sports Group

Fenway Sports Group is a leading sports, media and entertainment company that owns and operates a portfolio that includes the Boston Red Sox of Major League Baseball and Fenway Park, Liverpool Football Club of the English Premier League and Anfield Stadium, NASCAR's Roush Fenway Racing (50% stake), New England Sports Network (80% stake), and Fenway Sports Management (formerly FSG), a leading sports sales and management consulting advisory firm.

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