

## MLB team using digital signage for hyperlocal branding

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Major League Baseball's Arizona Diamondbacks have partnered with custom digital signage and hyperlocal advertising firm Unified Brand to promote the team's branding efforts in the area around its new Spring Training home, Salt River Fields at Talking Stick.

To extend their brand to different demographics, the D-backs are working with Scottsdale, Ariz.-based Unified Brand, which creates closed-circuit channels for small and mid-sized businesses, creating a mix of entertainment and business-specific promotions, special offers and upcoming events, according to an announcement from Unified.

Starting with the D-backs' first Spring Training game on Feb. 26, Unified Brand will be displaying daily game highlights on its network of more than 70 screens throughout the area at locations such as The Village Health Clubs, Zipps Sports Grills and Camelback Toyota. The highlights will be delivered electronically to Unified Brand and then be displayed once every 30 minutes on all of the screens in the network.

"Having daily D-backs highlights are a great enhancement to our entertainment package," Unified Brand President Pete Doolittle said in the announcement. "Our focus is to provide great local content to Valley viewers, and this program gives the D-backs the ability to showcase their brand in a new form of media."