

Challenge.

The Oklahoma City Thunder faced a serious challenge when a 161-day lockout delayed the start of the 2011/12 NBA season and reduced the number of games played from 82 to 66. Aside from losing revenue, management was confronted with the challenge of issuing game credits to season ticket holders and the onslaught of questions brought to their account representatives from concerned ticket holders. Two options were available for ticket holders with regards to their account credit / refund for missed games. The Thunder's marketing team was faced with the task of presenting these options in an easy to understand format to allow ticket holders to quickly make their selections before the deadline.

Strategy.

DME Studios developed a concise multimedia presentation that addressed the main concerns of ticket holders; losing their seat location and paying for games that were never played. The short video was featured on a personalized website (PURL) where ticket holders could continue through the site to make their game credit selection. Selections were stored in a database and assigned account representatives were notified when the PURL was visited and when a selection was made. If no action was taken, additional e-mail notifications were sent to the ticket holder. The selection process was designed to be simple and easy to understand in order to limit the amount of involvement by the account representatives and replace any paper communications. The entire process was completed through digital communications and data was exported to the Thunder's database operations team twice a day.

Results.

The campaign received the highest response rate in the industry, in which 95% of season ticket holders completed their selection online through the PURL. Overall, the Thunder's operations team was able to reduce the number of service calls and completely eliminate print and postage costs for their season ticket holder communications.



real numbers
detailed specifics
organized by month

OKC Multimedia - View the complete video at www.vimeo.com/dmestudios/okc

"DME Studios has been absolutely great to work with over the past six years. We have worked on multiple projects that have provided our fans with a fantastic personalized experience while also creating a huge ROI for our team. They provide the perfect combination of creativity and service while always meeting our high standards for an on-time delivery."

Scott Loft
Vice President, Ticket Sales,
Retention & Database Operations



	Oct.	Nov.	Dec.	Jan.	Feb.	March	April	
Remaining Investment	\$860.00	\$820.00	\$680.00	\$520.00	\$400.00	\$280.00	\$120.00	
# of Games Missed	2	7	8	6	6	8	6	
Cost Per Game	\$20	\$20	\$20	\$20	\$20	\$20	\$20	
Per Month Investment	\$40.00	\$140.00	\$160.00	\$120.00	\$120.00	\$160.00	\$120.00	
Annualized Interest Rate	1%	1%	1%	1%	1%	1%	1%	
Interest Per Month ?	\$0.72	\$0.68	\$0.57	\$0.43	\$0.33	\$0.23	\$0.10	
Per Month Plus Interest	\$40.71	\$140.68	\$160.56	\$120.43	\$120.33	\$160.23	\$120.10	
Refunded by 10th of Following Month	\$40.71	\$140.68	\$160.56	\$120.43	\$120.33	\$160.23	\$120.10	
Balance Forward	\$820.00	\$680.00	\$520.00	\$400.00	\$280.00	\$120.00	\$0.00	
Total Interest Reimbursement								\$860.00
Total Ticket Cost								\$3.07
Total Reimbursement								\$863.07
Total Rollover to 2012-2013 Season								\$0.00

Online option selection