

Single-Day Attendance Promotion UAB Basketball Twin Night

Our goal for Twin Night with the Blazers was to use the popularity of our twins, Donell and Ronell Taylor to boost attendance to our UAB vs. Tulane game on February 26. In addition to distributing bobbleheads, we also invited local TV personalities, the Dubba Dubba Twins, to join us at the game. Sets of twins were admitted to the game with "two for one" tickets, and fans were able to get autographs from the Taylor and Dubba Dubba twins following the game.

Audience and how the entry was used

Our target audience was casual fans of UAB Basketball that were familiar with the team, but did not hold season tickets. Judging from the success of our 2003-04 bobblehead promotions, we decided to continue the tradition in the 2004-05 season with a slight modification. This year's bobblehead featured our infamous Taylor Twins: two bobbleheads on one base. The bobbleheads were advertised on-line, in the newspapers, and through television ads. Even up to the week before the game, there was a buzz about what the bobblehead would look like. (Would it be one body with two heads, would it be two separate bobbleheads, etc.) The Dubba Dubba Twins helped promote the game through their local TV appearances and commercials were created using both sets of twins.

Response

The excitement surrounding Twin Night with the Blazers was very apparent. Our actual attendance exceeded what we were expecting, and the bobbleheads were completely distributed in approximately 20 minutes. Our fans continually compliment the bobbleheads and look forward to future promotions. Fans waited in line for approximately an hour to get autographs from the Taylor and Dubba Dubba Twins. Every fan left excited about their experience with UAB Basketball.

