



# 811 Notification Center Updates

September 2024

*Presented by:*

DigAlert – Ann Diamond

# Outreach – Anaheim Ducks



The debut of several Ducks rookies, including Leo Carlsson and Cutter Gauthier, has generated lots of positive buzz in the hockey world, resulting in a **41% local viewership gain - the largest among all NHL teams**. The Ducks' young and all-star talents alike have also proven to be exceptional vessels for brand exposure, especially with social media as platforms have seen **24% YoY and 27% YoY increases in impressions and engagements**, respectively. The future is exciting and optimistic as we look toward the next 30 years and beyond.



# Outreach - Ducks



The in-ice logo was the most valuable asset for DigAlert and had the following valuation:

- Time on screen: **14:59:21**
- Broadcast impressions: **33,007,570**
- Total exposure valuation (in-person + broadcast):  
**\$865,124**

\*Data provided by Nielsen Sports Connect & Trajectory

Anaheim Ducks 2023-24 season total attendance: **659,280**



## DED EXPOSURE

DigAlert received a number of broadcast assets which allowed your brand to have visibility in the home of Anaheim Ducks fans and local markets.

DigAlert received the following DED elements:

- 3:00 of DED takeover exposure in the neutral zone during all Ducks home games broadcast on Bally Sports SoCal/West
  - 2:00 of additional **bonus** delivery during each game (5:00 total in each game)
- 2:00 of DED takeover exposure in the neutral zone during all Ducks away games broadcast on Bally Sports SoCal/West
  - 2:30 of additional **bonus** delivery during each game (4:30 total in each game)
- DED total time on screen: **01:55:18**

\*DED total time on screen provided by Trajectory

# Outreach - Ducks



## FIRST PERIOD STATS FEATURE

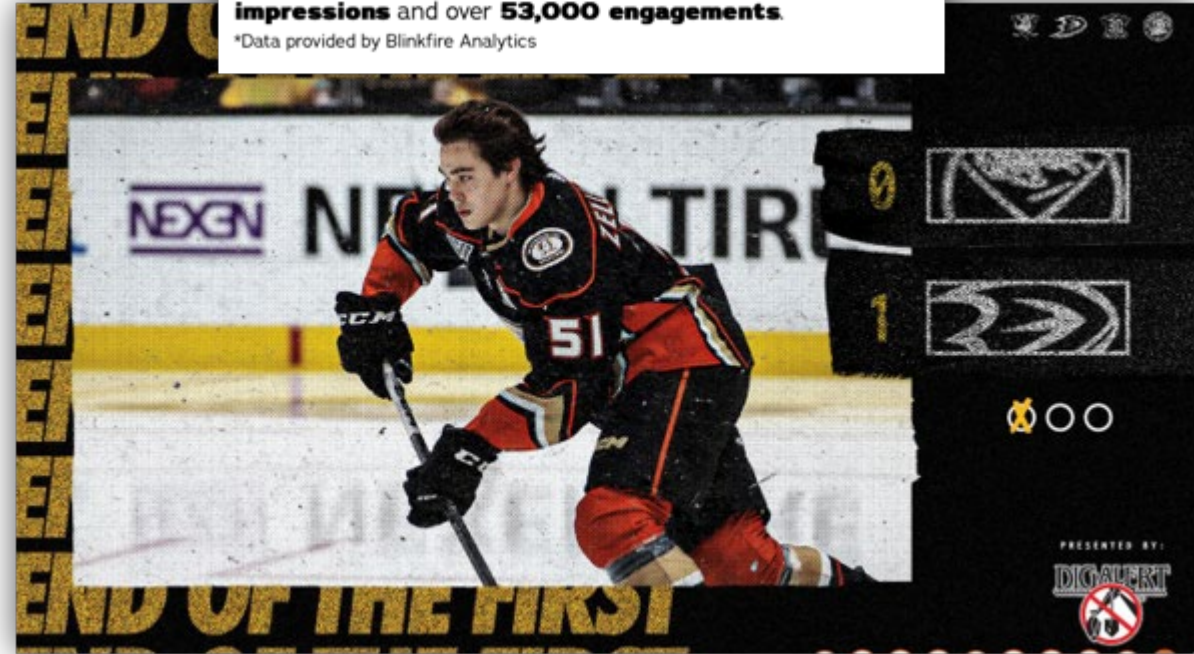
DigAlert had one (1) in-game feature for all Anaheim Ducks Games. DigAlert had a complete takeover for one minute at the start of each 2nd period. This exclusive moment showcased the stats of each team and was a moment to share DigAlert messaging and bring awareness.

As an added value, DigAlert was also included on the 1st period stats social media Instagram Stories. This asset was swapped out at the beginning of the year for DED, but we continued to activate on this asset to bring more awareness.

Since the start of the season, the [DigAlert First Period Stats](#) appeared in **154 posts** on Anaheim Ducks social media, generating over **1,922,000 impressions**.

[DigAlert](#) has appeared in a total of **197 posts** on Anaheim Ducks social media, generating more than **4,079,000 impressions** and over **53,000 engagements**.

\*Data provided by Blinkfire Analytics



# Outreach – Social Media

**Protect your home and loved ones**

**You never know what's below!**



**DIGGING WITHOUT CONTACTING DIGALERT CAN LEAD TO SERIOUS CONSEQUENCES.**

