

LEMEN
LOCATION ENHANCED MOBILE OPT-IN NETWORK

ING  | **NEW YORK CITY
MARATHON**

BERKELEY/LONDON/NYC/TORONTO

LEMEN

2011 Case Study for  **LBMA**
Location Based Marketing Association

Situation

Major unticketed live events such as races, concerts, festivals and parades hold an enviable marketplace position. With massive attendance, strong sponsorship, and enduring brands, these properties often transcend event status to become cultural institutions.

Problem

Yet these events are also **challenged** to innovate and keep pace with the demanding requirements of world-class event properties. Until now, they have tended to lack...

Robust attendee data

Demonstrable evidence of business partner ROI

Targeted communication channels

Scalable platforms for sponsor activation

Tools to extend reach beyond day of the event

The Event Property

The ING New York City Marathon is the world's largest single-day sporting event



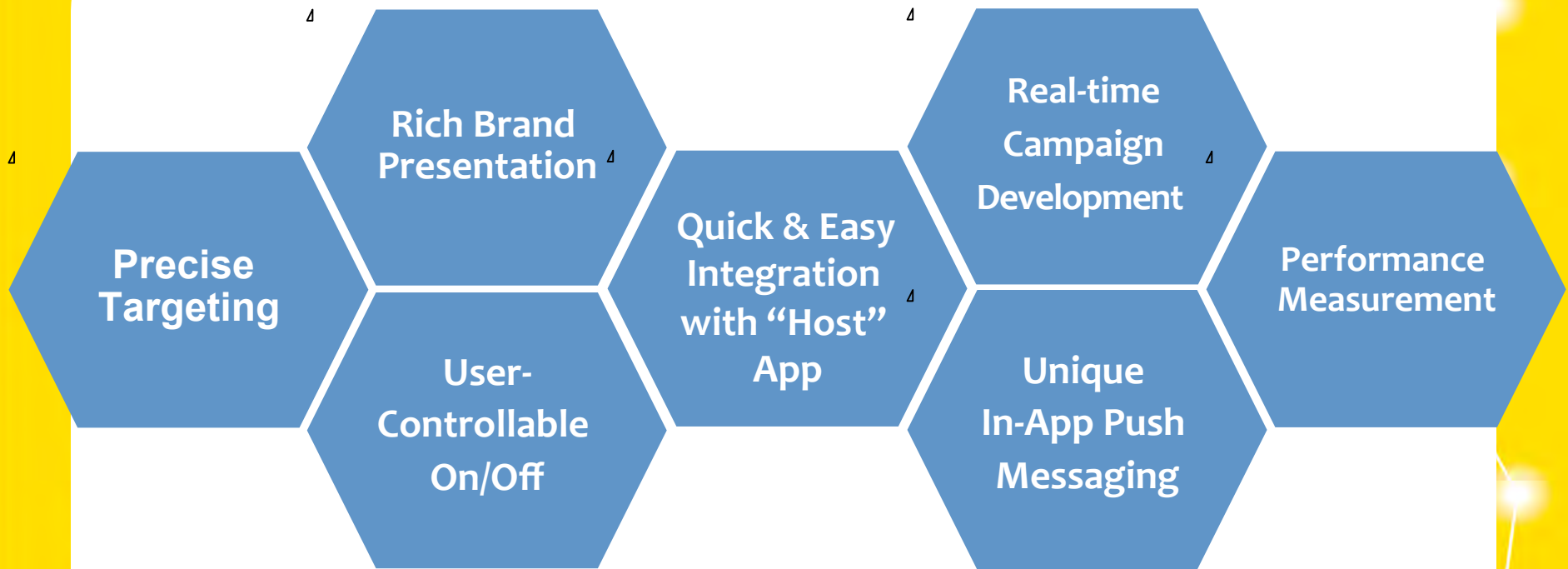
2.5 million+ spectators

47,000+ runners

Objectives: Improve spectator experience and increase sponsor value

The LEMON Solution

A White-Label Location-Based Service



The LEMON Solution

AT&T 9:12 AM 76%

THE **ING** NEW YORK CITY MARATHON

00:00:27:00
DAYS HOURS MINUTES SECONDS

45°F Clear
Wind: Variable at 4 mph
Humidity: 60%

Games & Offers

Back Delete

SUBWAY® Restaurants
Welcomes You to Race Day
11/06/2011 9:06 AM

SUBWAY
WELCOME TO
RACE DAY

eat fresh SUBWAY eat fresh

THE OFFICIAL TRAINING RESTAURANT OF THE
2011 ING NEW YORK CITY MARATHON™,
APOLO OHNO, AND ATHLETES EVERYWHERE.

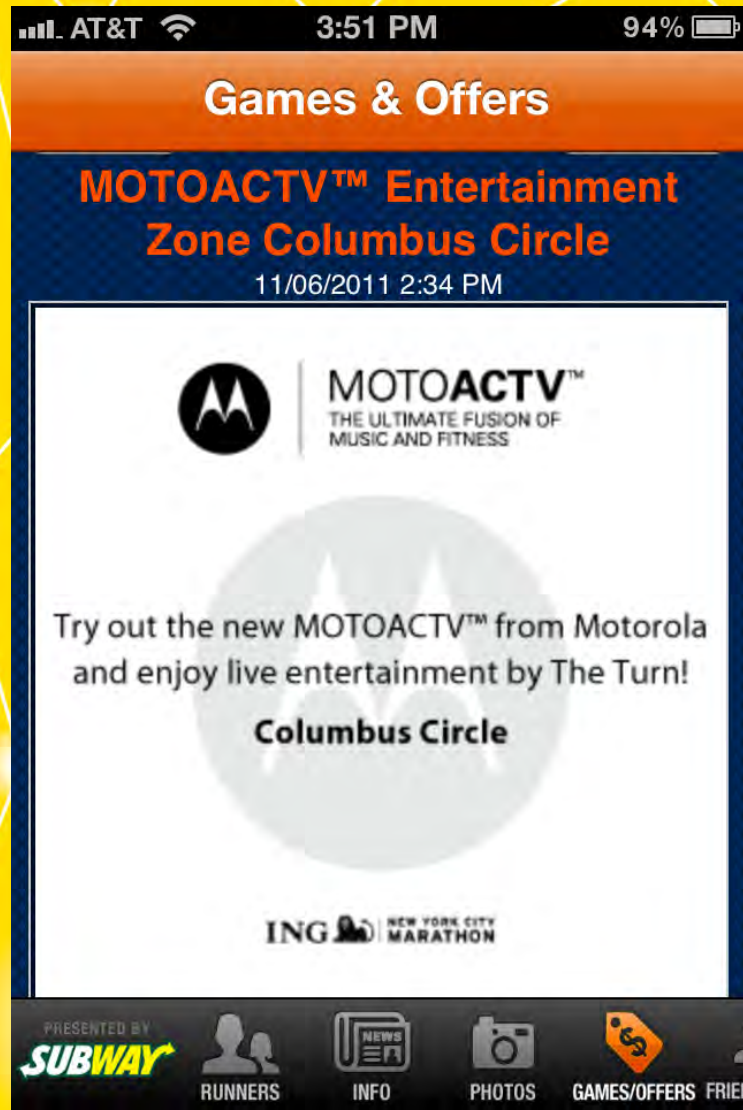
ING NEW YORK CITY MARATHON
PREMIER EVENT OF NEW YORK ROAD RUNNERS

PRESENTED BY **SUBWAY**

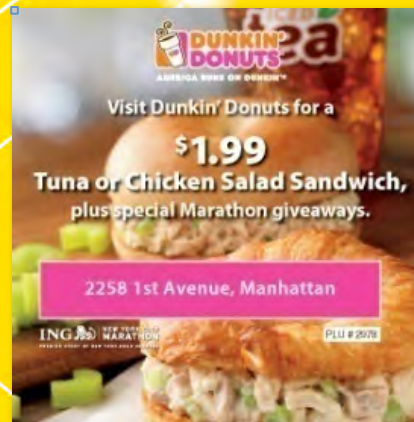
Home Track Video Photos Course Guide Info

Messaging Powered by LEMON

The LEMON Solution



- Integrated, contextualized messaging
- Full brand equity ... more impact
- Keeps audience in-app for messages and links
- Dynamic content delivered by day-part
- Scalable and trackable



The LEMON Solution

The screenshot displays a mobile application interface for the New York City Marathon. The background features a digital clock showing 1:54:08 and a photo of a person with orange pom-poms. Two promotional overlays are visible:

- Subway Promotion:** Titled "Games & Offers", it offers a "BUY 1 GET 1 FREE AT SUBWAY® RESTAURANTS" from 11/06/2011 9:44 AM. The main text reads "WALK, JOG OR RUN IN FOR A FREE SUB!". It includes an image of a sub sandwich and states: "Get a regular 6' sub FREE when you buy any regular 6' sub of equal or greater price and a 30 oz. drink. Offer expires 11/20/11". The Subway logo is at the bottom.
- Nissan LEAF Promotion:** Titled "Games & Offers", it promotes the "Nissan LEAF Breathe Easy Tour Headed Your Way" starting 11/02/2011 6:45 PM. It features the Nissan logo and text: "Check out the Nissan LEAF™ at 6-8pm: Run by Foot Locker (Union Square, 34 E. 14th Street) and pick up cool marathon giveaways." It also mentions "Meet running legends Ryan Hall & Bart Yasso! at 6:30pm" and includes an image of a blue Nissan LEAF.

At the bottom of the screen, a weather widget shows 53°F, Clear, Wind: SSE at 4 mph, and Humidity: 57%. The bottom navigation bar includes icons for Home, Track, Video, Photos, Course Guide, and Info. The Subway logo is also present in the bottom left corner.

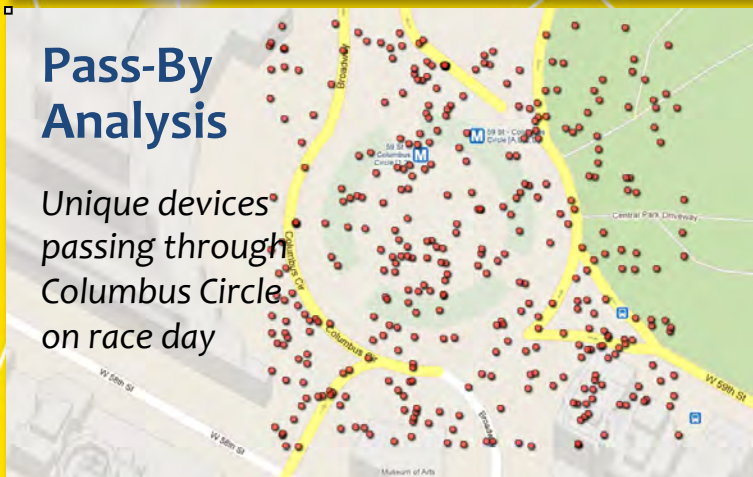
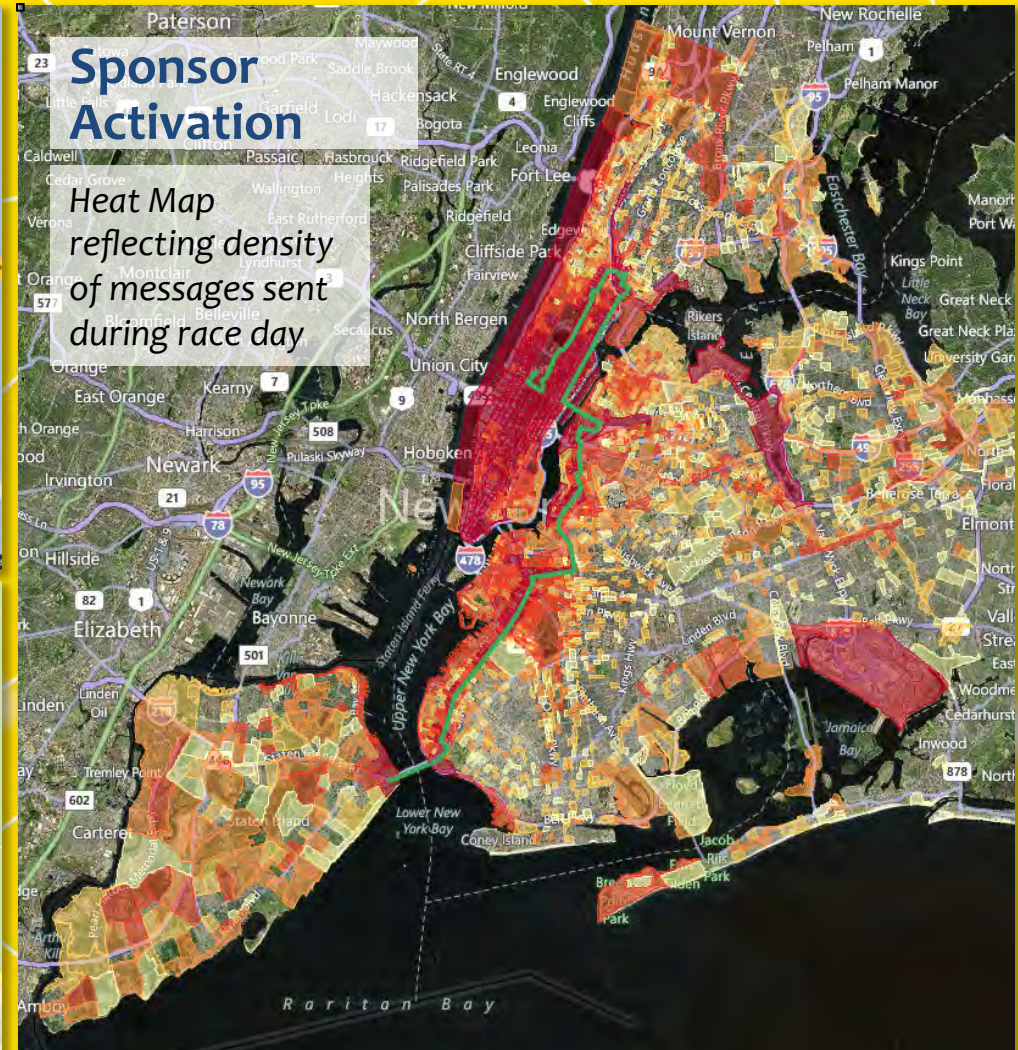
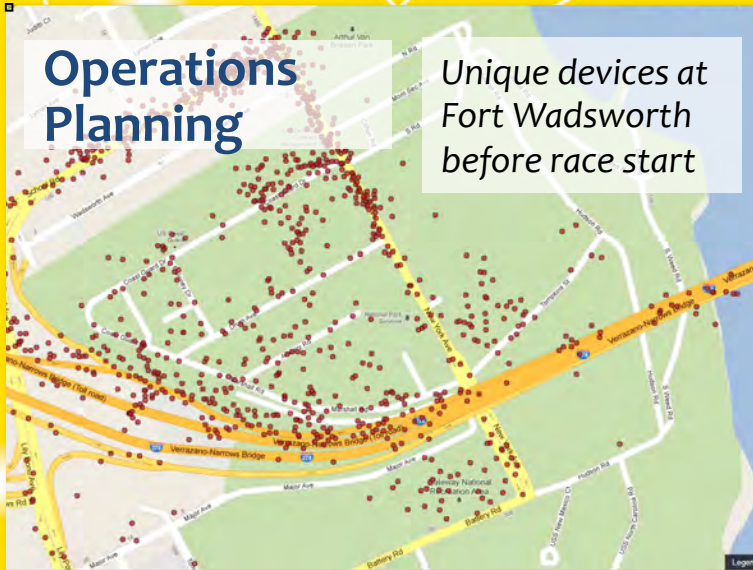
The Results

3% to 17% Message Open Rates

a very strong performance, as mobile advertising click-thru rates rarely exceed 1%



Data Insight Illustrations



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