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New Era makes a visit to the mound to begin baseball season



THE LEFTON
REPORT
TERRY LEFTON

Philadelphia Phillies ace lefty Cole Hamels will star in a new television spot for longtime MLB on-field cap rights holder **New Era** that breaks around the start of the MLB season on ESPN and other cable networks. The ad from boutique shop **MMB**, Boston, shows the World Series MVP walking a batter, followed by what appears to be a visit from the pitching coach who tells Hamels, "Come on, Cole. Keep pounding the corner. Get him to chase one outside!" After Hamels questions, "Who the hell are you?" the camera pulls back and we see that the man offering instruction is actually a fan attired in shorts and sandals, but wearing a New Era 59Fifty cap. The imitation coach is tackled by a pair of security guards with the voice-over, "Wearing a cap the pros wear doesn't mean you're one."

The tag line for New Era's 2 Ways to Get 1 campaign: "Make the majors or buy one at the store." In addition to **ESPN**, the ad will air on **Fox Sports Net**, **Versus**, **Speed**, **Fuse**, **Sci-Fi**, **Spike TV**, **MLB Network** and **SNY**.

With the MLB season opening this week, New Era is also staging a two-pronged consumer promotion. "The Call-Up" celebrates the moment when a rookie hits the big leagues and gets his first uniform and cap. A content tie-in with **MLB.com** will track promising rookies; text-to-win sweeps will be offered in MLB parks and at retailers, including **Hat World** and **Champs**, with prizes including seat upgrades and All-Star Game trips.



Cole Hamels gets advice from a less-than-authoritative source in a new New Era spot.