

Fitted In Black

HOW HIP-HOP FUELED THE GREATEST REBRAND IN SPORTS

PRESENTED BY



SOCIAL MEDIA
REPORT

Overview

Beginning August 11, the White Sox executed 52 total posts across Facebook, X, Instagram, YouTube, TikTok, Threads, LinkedIn, Inside the White Sox blog and whitesox.com, promoting *Fitted In Black: How Hip-Hop Fueled the Greatest Rebrand in Sports*, presented by New Era.

Beginning August 11, *Fitted In Black* received In-Stadium reads and TV Drop-In promotion. Beginning August 24, digital highway billboards and street displays launched. *Fitted in Black* also received digital marketing support through emails and website advertisement.

On August 22, an exclusive advance screening of the documentary and panel was hosted at the Guaranteed Rate Field with an invite-only guest list.

The full 20-minute feature launched at 10:00 a.m. CT on August 24 and lives on the White Sox YouTube, Facebook and website.

Overall Performance

The *Fitted In Black* campaign received a total of:

- 52 posts
- 3,723,529 impressions
- 1,710,553 video views
- 122,538 engagements

YouTube:

- #1 most watched video since its launch on August 24
 - 16th overall on the platform

Facebook:

- #2 most watched video since its launch on August 24

whitesox.com:

- #1 most watched video since its launch on August 24
 - 3rd overall on the site



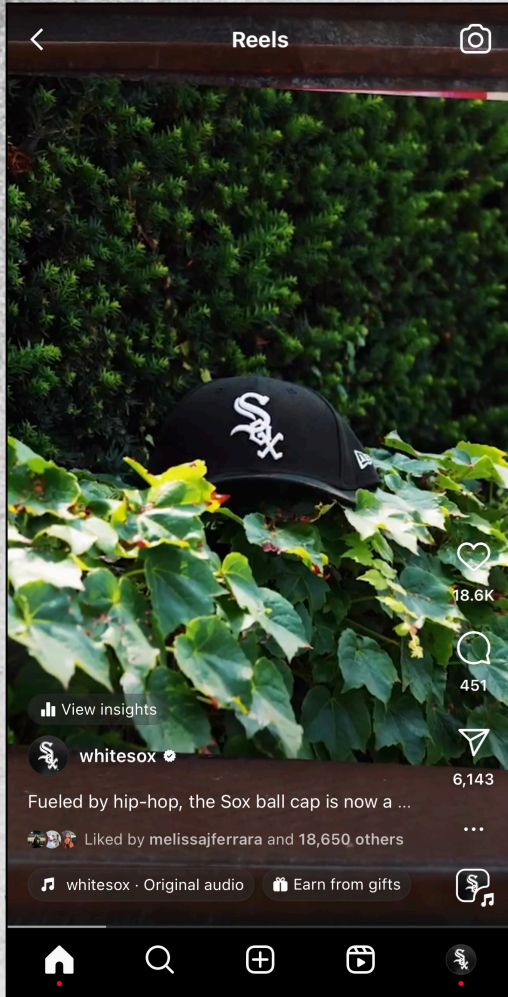
Following the release of the documentary, MLB E-commerce saw:

- Hats as a percentage of total sales jumped 23% -- from 41% to 50.4%
- An increase of 11.1% in total New Era sales compared to previous 10 days

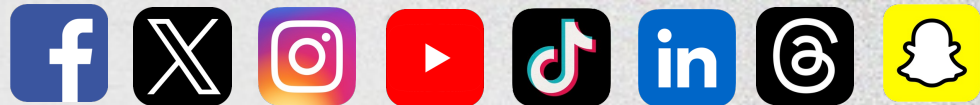
Fitted In Black

Trailer Metrics

Fitted In Black: Trailer



The *Fitted In Black* trailer was published on eight platforms on August 11 in celebration of the 50th Anniversary of Hip-Hop.



Trailer totals:

- 1,038,066 impressions
- 993,181 video views
- 53,941 engagements.

X and Instagram were the top two platforms in impressions and video views, respectively. Instagram was the top platform in engagement.

Facebook, X and Instagram each received \$500 boosting in the video views objective.

Fitted In Black

Documentary Metrics

Fitted In Black: Documentary

Fitted in Black: How Hip-Hop Fueled

The Greatest Rebrand in Sports was published on 3 platforms: YouTube, Facebook and whitesox.com.



The documentary received a total of:


- 845,941 impressions
- 159,444 video views
- 4,843 engagements

YouTube and Facebook were boosted with \$5,500 under the video views objective.

*** As of 11/9/23



Fitted In Black: Documentary

YouTube 

Top post on YouTube in terms of video views
with 50,751.**

Watch Data Points:

- Impressions: 168,941
- Average View Duration: 7:38
- Average Percentage Watched: 38.3%
- Top Device by Views: Mobile Phone - 26,429
- Top Device by Average View Duration: Computer - 9:29
- Audience: Male - 89%; Female - 19%
- Top Age Groups: 25-34 years - 23.6%; 35-44 years - 24.2%
- 66.3% of views came from YouTube Advertising (boosting)
- 91.4% of viewers were not subscribed to the White Sox Channel

Received a total of \$4,000 boost on the platform under the video views objective.



Fitted In Black: Documentary

whitesox.com

whitesox.com

Most watched video on whitesox.com since its launch on August 24 with 14,893 views.



Facebook

Second most viewed video since its launch on August 24 (93,800^{***}).

- 3,915 Engagements
- 33.4K Minutes Viewed
- 0:03 Average Minutes Viewed

Received a total of \$1,500 boost on the platform under the video views objective.

^{***}As of 11/9/23

Fitted In Black

Branded Supplemental Posts

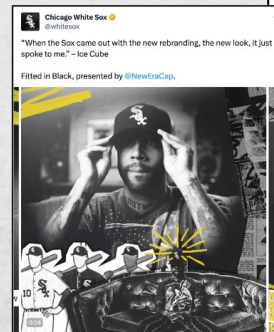
Branded Supplemental Posts

In addition to the release of the trailer and documentary, 43 New Era branded posts were published to seven platforms. A movie review was written and published to Inside the White Sox blog.



Branded post totals:

- 1,839,522 impressions
- 557,928 video views
- 63,754 engagements

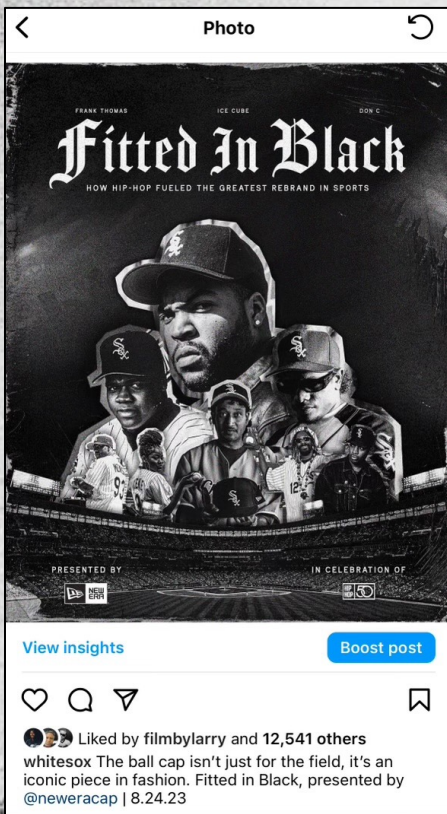


Branded Supplemental Posts

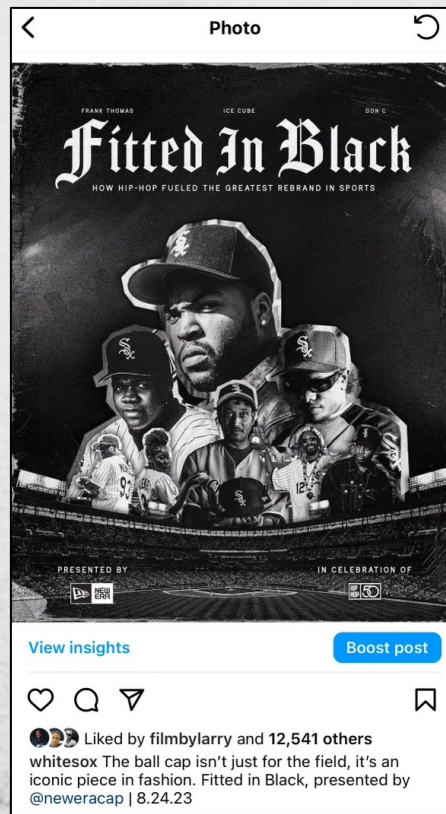
Top Posts

Top post by impressions, engagement and video views were all published on Instagram.

Impressions: Movie Poster



Engagement: Movie Poster



Video Views: Ice Cube Clip



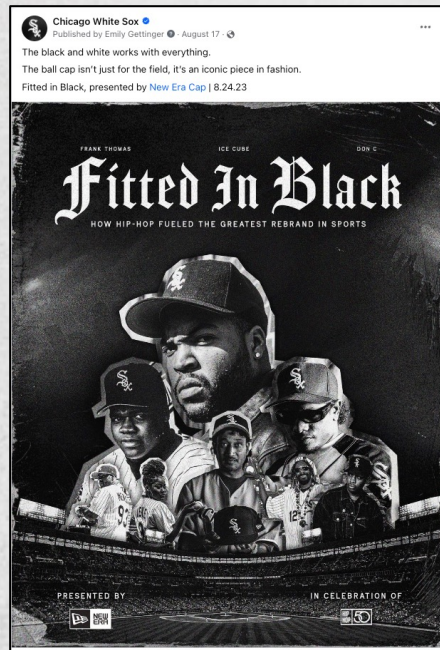


Branded Supplemental Posts

Six out of 43 New Era branded posts were published on Facebook: three graphics & three videos.

These posts received 359,200 impressions, 13,217 engagements and 14,382 video views.

Top post on Facebook by impressions:



Top post on Facebook by video views:



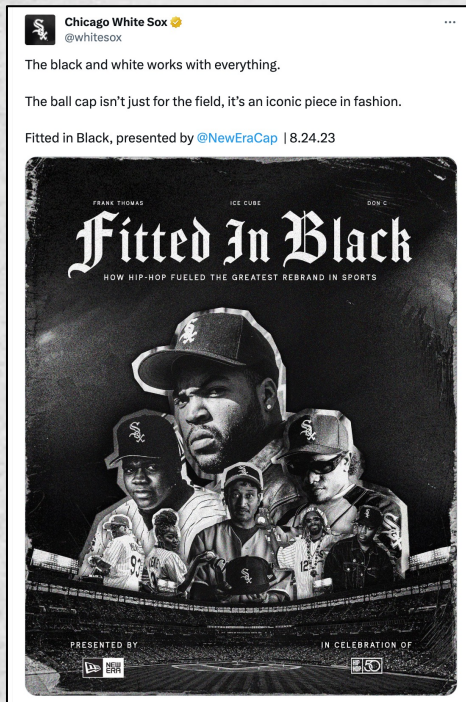


Branded Supplemental Posts

Ten out of 43 New Era branded posts were published on X: five videos & five graphics

These posts received 778,362 impressions, 16,176 engagements (451 reposts) and 324,700 video views.

Top supplemental post on X by impressions:



Top supplemental post on X by video views:



Branded Supplemental Posts

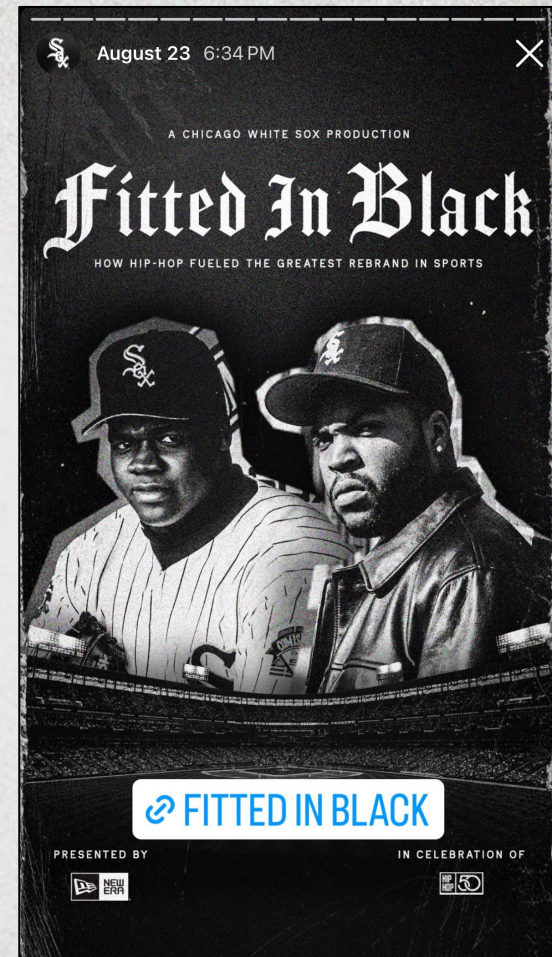
Eight out of 43 New Era branded posts were published on Instagram: four in-feed posts & four Instagram Stories.

- The in-feed posts were:
 - two videos
 - one graphic
 - one mixed media

In-feed post totals:

- 563,358 impressions
- 188,110 video views.
- 31,244 engagements

Slides posted on Instagram Stories received 56,192 impressions.



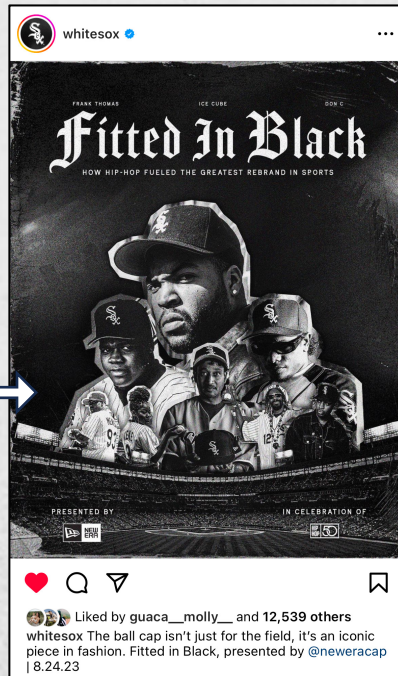


Branded Supplemental Posts

The top performing supplemental video in terms of video views was the Ice Cube & Frank Thomas short clip on Instagram with **144,363** views.



The Movie Poster was the top performing supplemental post in terms of impressions (**349,702**) and engagement (**14,062**).



Branded Supplemental Posts



TikTok

Two New Era branded supplemental posts were published on TikTok

- 25,328 view views
- 2,109 engagements



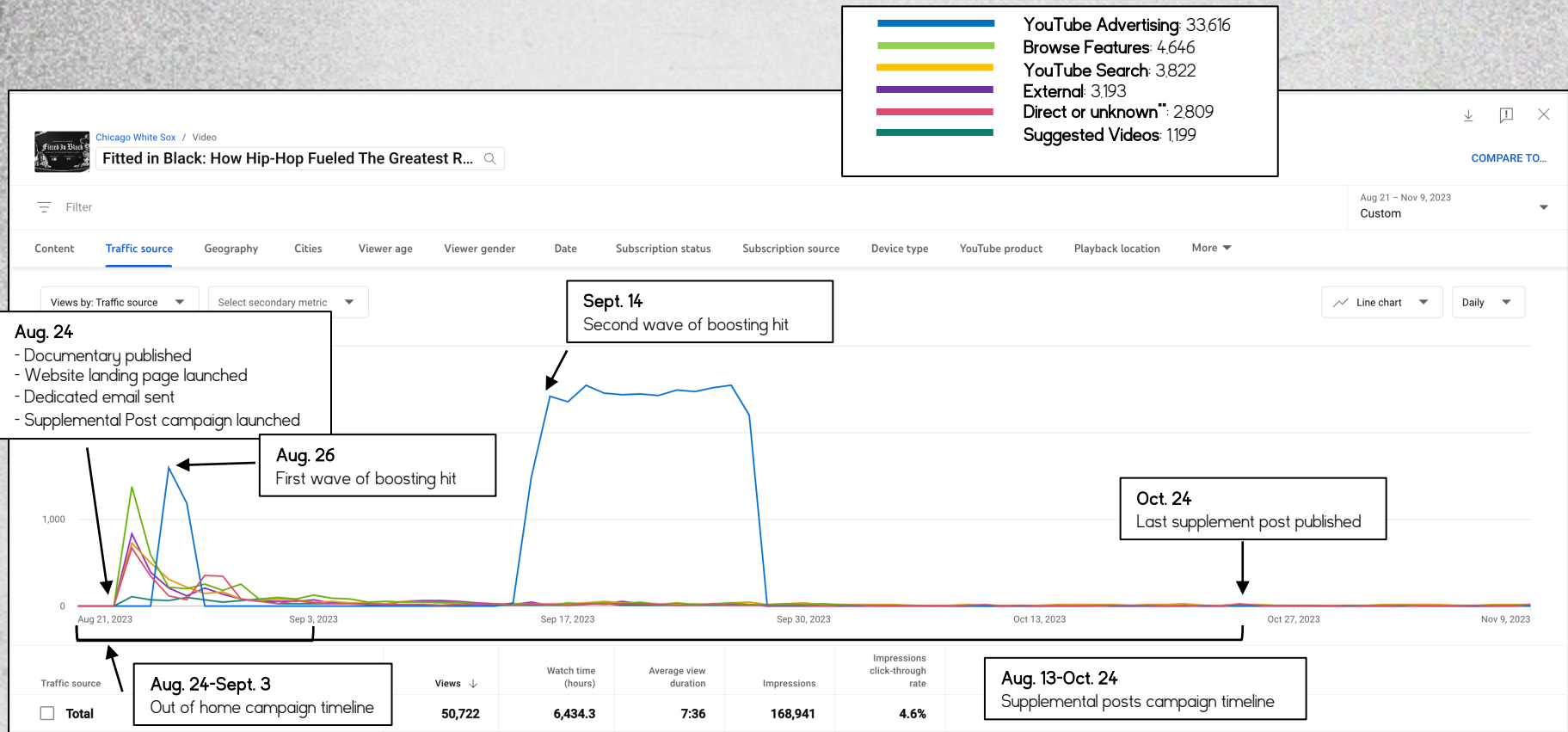
YouTube

Three New Era branded supplemental posts were published on YouTube: Two Shorts and one YouTube Community post.

- 7,700 impressions
- 5,408 video views

Branded Supplemental Posts

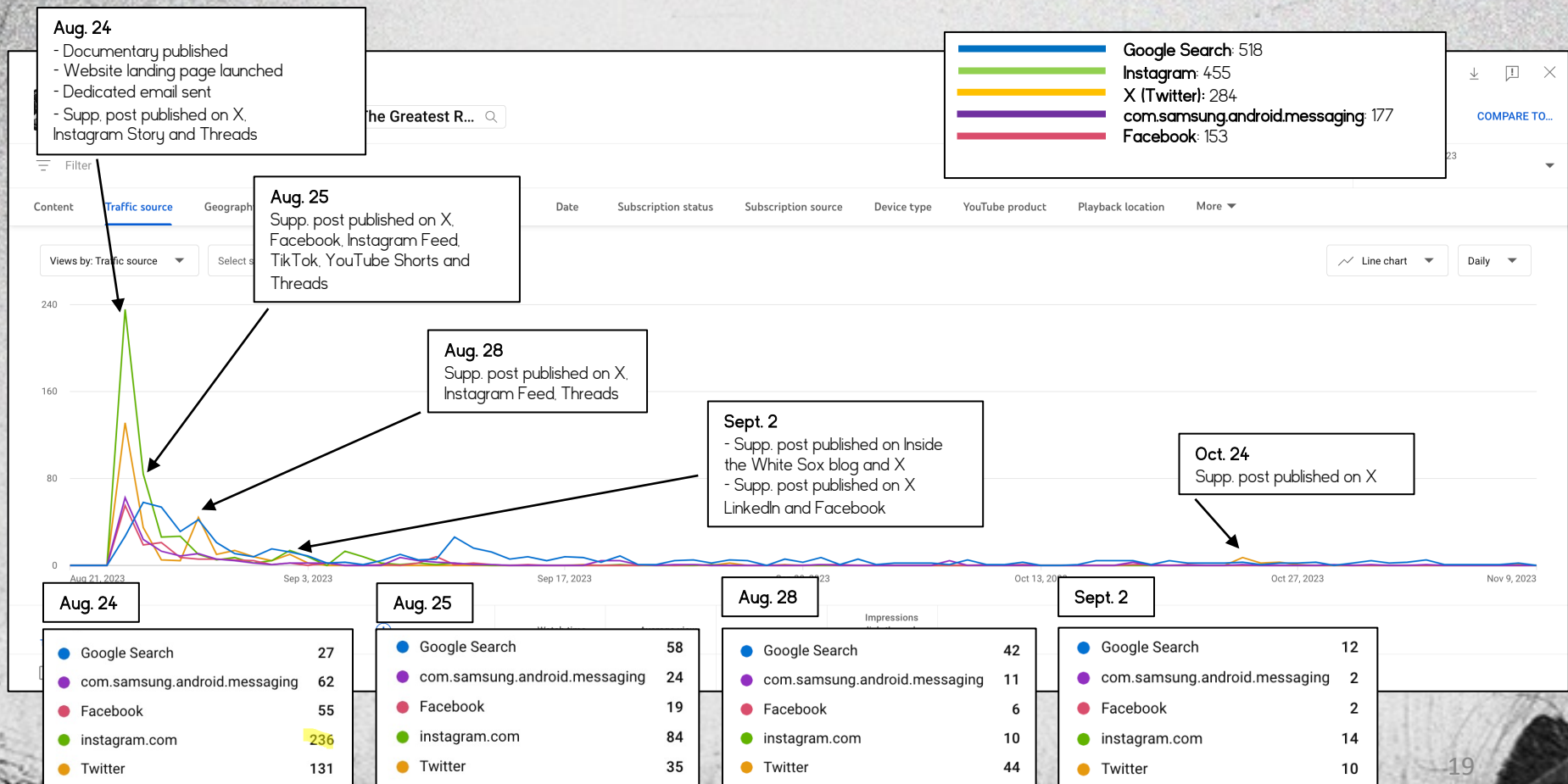
This chart shows the total number of views by traffic source from August 21 through November 9.



^{**} Direct or unknown: traffic from direct URL entry, bookmarks and unidentified apps.

Branded Supplemental Posts

This chart shows the total number of views by an external traffic source from August 21 through November 9. This is traffic from websites and apps that embed your videos or link to your videos on YouTube. 3,193 views came from an external source.



Fitted In Black

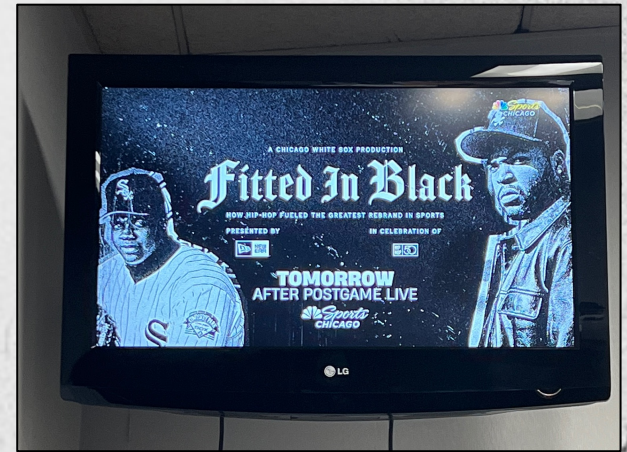
Public Relations & Marketing
Initiatives

Marketing & PR Initiatives

The Digital Team partnered with Public Relations and Marketing to aid in the promotion of *Fitted In Black*. This includes an exclusive screening event, email support, out of home marketing, in-game drop ins, etc.

Following the release of the documentary, MLB E-commerce saw:

- Hats as a percentage of total sales jumped 23% -- from 41% to 50.4%
- An increase of 11.1% in total New Era sales compared to previous 10 days
- Top 10 selling items in the 10 days after the release were all New Era White Sox hats



Public Relations Initiatives

Pre-screening Event

On August 22, the White Sox hosted an exclusive advance screening of *Fitted In Black* at Guaranteed Rate Field for around 70 attendees.



Following the preview of the film, Shakeia Taylor of the *Chicago Tribune* led a discussion with panelist, including Andrew Barber of Fake Shore Drive, Carricao "Kingdom Rock" Sanders, historian Shermann Dilla Thomas and Brian Gailey, director of *Fitted In Black*.



Marketing Initiatives

Email

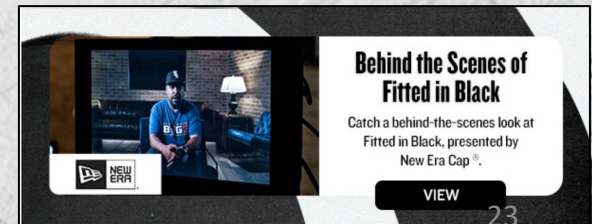
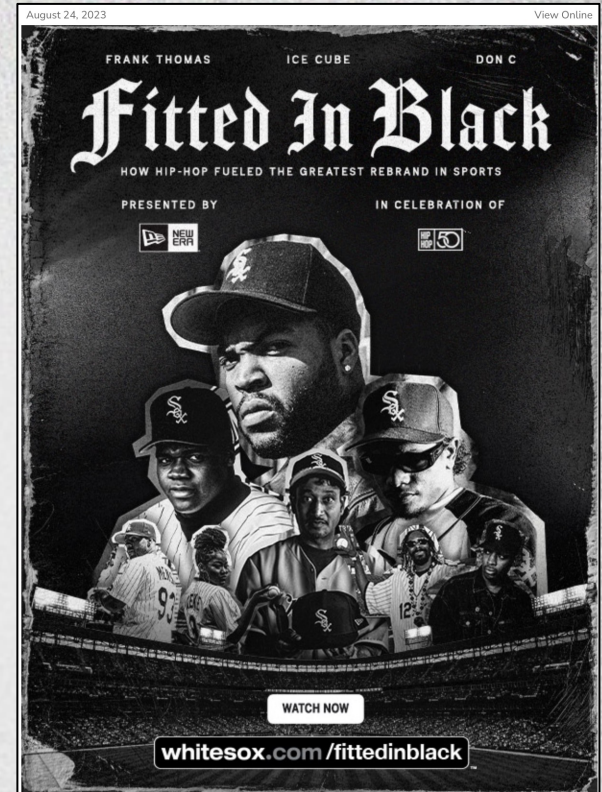
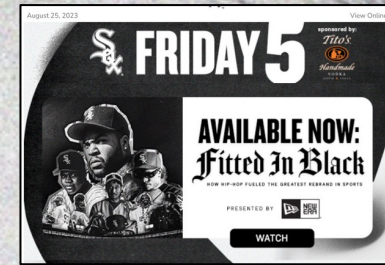
Fitted In Black received one standalone email, two features in the Friday 5 and four email footers in various emails.

Standalone email: August 24

- Sent to 350,000 users
 - Total Open Rate: 62% (year average is 58% for 'Club News' emails)
 - True Open Rate: 22% (year average is 22% for 'Club News' emails)
 - Total Click Rate: .91% (year average is .43% for 'Club News' emails)
 - A 71% difference in click rate vs. average

Friday 5 Inclusions: August 25, September 1

- Total Open Rate: 59% (year average is 57% for 'Insider' emails)
- True Open Rate: 21% (year average is 21% for 'Insider' emails)



Marketing Initiatives

Digital Marketing

Fitted In Black received paid media, out of home, TV and radio drop ins and commercials

Paid Media

Twitter, Meta, YouTube

- Total spend: \$6,183
- Total impressions: 1,600,291
- Total video views: 329,604
- Total clicks: 15,357
- Total link clicks: 108

Out of Home

Digital highway billboards and street displays

- August 24 - September 3
- - 6,300,000 impressions

Cinema (AMC Theaters)

- August 18 - August 24
- - 162,000 impressions

Commercials

ESPN 1000 & iHeart Radio

- August 14 - September 3
- - 407,000 impressions

NBC

- August 11 - August 24
- - 104,000 impressions

In-Game Drop Ins

Radio: Nine times

Spanish Radio: Six times

TV: Nine times

Marketing Initiatives

whitesox.com

whitesox.com received digital marketing assets through interstitials and media walls, pushing to the landing page which housed the full documentary.

Interstitial

August 24 - September 17

- - 9,300 impressions
- 91 clicks
- .97% click through rate

Media Wall

August 24 - August 30



Landing Page

- Total page views: 11,136
- Total page views from email assets: 6,728
- Total Fitted In Black video views: 14,893

