

As seen in the July 2005 issue of

P-O-P TIMES

An Official News Publication of the In-Store Marketing Institute

Honda Hits a Home Run

Honda Motor Co. leveraged its longstanding sponsorship of Little League Baseball this year in displays touting a national sweepstakes.

Three-dimensional displays simulating a baseball stadium were used to communicate the Honda Home Run Sweepstakes, which gave away one 2006 minivan and four trips to the Little League World Series in Pennsylvania this August. A total of 1,200 displays were produced by **Rapid Displays** for use in Honda dealer showrooms and regional Little League Baseball offices. The displays carried entry-form tearpads and doubled as ballot boxes.

For every sweeps entry, Honda promised to donate 50 cents to the Little League Urban Initiative, which supports the development of leagues in urban communities. Marketing agency **Rubin Postaer** handled the program, which ran March 1 through July 7. Honda has been a sponsor of Little League Baseball for nine years. ■

Brand: Honda

Client: Rubin Postaer (for Honda Motor Co.)

Producer: Rapid Displays

Quantity: 1,200

Distribution: Honda dealer showrooms, Little League Baseball regional offices

Duration: 10 weeks (March 1-July 7, 2005)

Materials: Silk-screened PETG, augmented by gray fiber poles and caps, served as the chainlink fence. Litho-mounted sintra used for home plate ballot box, which provided a strong platform for filling out ballots

