



## UNIT 2 – CASE STUDY

### X-Games Find Cross Promotion Success



Name \_\_\_\_\_

Class Period \_\_\_\_\_

#### **\*\* Cross Promotion and the X Games: A SEM Case Study \*\***

*With the ultra popular, annual X Games event, the ESPN network was able to successfully exploit an effective platform for cross promotion. For the 2003 event, ESPN began generating buzz by circulating free X Game-branded sampler CDs at movie theaters and concert venues and running a retail promotion with the Coalition of Independent Music Stores (CIMS). The free CD offered music from a broad sampling of genres, including artists Linkin Park, Deftones, Motley Crue, Trapt and Inspectah Deck from the Wu-Tang Clan. The CD was distributed by ESPN street teams at such summer concerts as Ozzfest, Lollapalooza and the Vans Warped tour and included bonus video footage of X Games athletes.*

*In addition, the network created commercials featuring Snoop Dogg, featuring the tag line: "X Games comes to L.A. It's off the hizzle fo' shizzle, dizzle." In past X Games events, ESPN has featured live musical performances, ranging from bands comprised of competing athletes to major record label acts like Eminem and No Doubt.*

*X Games IX (2003) on ESPN drew 55 million viewers and the event was later released in a DVD format that featured highlights from the L.A. games, including the inaugural X Games surfing contest and the first-ever 360-degree spin on a motocross bike. A CD soundtrack of the film was included with each DVD.*

#### **\*\* Case Study Questions \*\***

- 1.) *How has ESPN cross promoted its X Games brand with other forms of entertainment?*
- 2.) *Why do you think ESPN selected this particular medium to cross promote its X Games events?*
- 3.) *Do you think ESPN's decision to cross promote was effective? Why or why not?*