

Devil Rays Look to New Marketing Campaign

Written by The Staff

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The **Tampa Bay Devil Rays**, in their second year of new ownership will be launching a new ad campaign, setting a new branding, and setting a direction that will look to cater closely to family entertainment.

The campaign entitled, "More Than Just a Game", will take the place of last year's slogan, "Under Construction" that was then followed by "We Come To Play."

While the Rays will not disclose the marketing budget, the club does intend to focus more on TV, radio and print advertising this season. The club saw attendance rise last year from 1.1 million in 2005 to 1.4 million in 2006.

Team officials said they have organized their marketing campaign this season into five "pillars": baseball magic, family fun, regionalism, becoming a "community pillar" and being "sharp." As [reported by the Tampa Tribune](#) :

"It's all about youngsters and mom and dad," **Mark Fernandez** said. He's a Devil Rays senior vice president and Tampa native who previously worked for the Arizona Diamondbacks in sales and marketing. He joined the Devil Rays in December 2005.

The Devil Rays plan to maintain Sundays as family-oriented days but will begin to market Saturday night games as an "excellent" attraction for families with school-age children, Fernandez said.

The team plans to promote Friday night games to the college-age crowd and Thursday night

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games to the local business community.

As [reported prior](#), the Devil Rays will look to drop "Devil" from its name due to negative feedback from the community, and plan on a new color scheme for uniforms, expected to be heavy on blue, perhaps with yellow accompaniments. The changes, however aren't likely to be unveiled until after this season.