

Reebok's Viral MLB All-Star Marketing Campaign Has Fans Searching for "Lost" Balls

Written by Maury Brown
Monday, 13 July 2009 13:04



Jonathan Papelbon is part of Reebok's "Lost" ball viral campaign that starts today in St. Louis during the All-Star Game festivities.

They've been popping up all over St. Louis. Tapped signs asking for help finding a lost loved one.

No, not a lost dog or cat, but a lost... baseball?

Encouraging baseball fans to get off the couch and get outdoors, **Reebok** is hosting its first-ever **"Hidden**

Ball Trick" Scavenger Hunt,

a viral marketing campaign by the athletic footwear, apparel, and equipment company. Reebok's interactive event takes fans on a hunt throughout the city to find 101 special hidden baseballs. The hidden balls are all worth prizes including Reebok's advanced technology

O-Bat

baseball bats, Reebok baseball gloves, Reebok footwear, and the grand prizes of two autographed baseballs – one signed by American League Reebok players

Jonathan Papelbon, Justin Morneau, Josh Beckett, Justin Verlander, Joe Nathan and

Tim Wakefield

, and one signed by National League Reebok players

Tim Lincecum, Raul Ibanez, Francisco Rodriguez, Prince Fielder, Francisco Cordero, Hunter Pence,

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and

Heath Bell.

Fans will also be encouraged to follow Reebok's Twitter feed at www.twitter.com/reebok for clues.

The campaign began today and will run until all 101 balls are found.

Source: Reebok



Maury Brown is the Founder and President of the [Business of Sports Network](#), which includes The Biz of Baseball, The Biz of Football, The Biz of Basketball and The Biz of Hockey. He is contributor to Baseball Prospectus, and is available as a freelance writer

[Brown's full bio is here.](#)

He looks forward to your comments via email and can be [contacted through the Business of Sports Network \(select his name in the dropdown provided\)](#)

Don't forget to register and log in on The Biz of Baseball site to get updates via your in-box, and see information only logged in members can see.

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