

**CASE-STUDY**

**Client: PACIFIC LIFE OPEN**

Project: Onsite radio broadcast production

Location: Indian Wells, Calif., USA

Date: January 26, 2006



Henman Communications was appointed by the Pacific Life Open, to run a live spectator radio service , broadcasting 'off-band' to handheld radios that broadcast live 'play-by-play' Stadium Court match commentary, while also keeping viewers up to date with outside court match scores

This new service allowed tennis fans to improve their tournament experience. With commentary on the show court matches, as well being able to keep up to date with other match scores, player interviews, statistics and other tournament information, the fans will be as up-to-date as those watching on television.

**Features for the live onsite radio programme included:**

- Pre-view of the tournament: player profiles, statistics & recent news reports
- Pre-tournament interviews & comments from leading players & coaches
- Live 'Play-By-Play' and Colour analysis at regular intervals
- Sponsor adverts aired during through each match (pre-recorded) as contracted
- Broadcast post match live press conference feed
- One to one interviews: players, coaches, trainers & support staff
- Post-tournament analysis, statistics & round ups
- Tournament and daily scheduling information

**Operations included:**

- Broadcast, operations staff and sales team
- Stock order from China and transportation to tournament site in the US
- Logistics, event management, and broadcast licenses
- PR & Marketing campaign prior to tournament , with local print, TV and radio channels.
- HTML campaign across data-base

Steve Simon - COO and Tournament Director of the Pacific Life Open commented: *"We are always striving to enhance the overall experience of spectators at the Pacific Life Open. The addition of this new broadcast service will give fans an extra viewing dimension on the Stadium court while keeping them informed of results as they happen."*

**Event marketing partners included:**

