



OAKLAND ATHLETICS

Media Release

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FOR IMMEDIATE RELEASE:

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A's Award-Winning 'Green Collar Baseball' Campaign Returns for 5th Season

PHOENIX, Ariz. – The Oakland Athletics and Hub Strategy, the A's advertising agency, today launched the fifth season of their award-winning "Green Collar Baseball" marketing campaign.

The 2014 campaign will highlight both the work ethic and exciting style of play that has resulted in back-to-back AL West titles for the A's and their fans. The campaign is a fully-integrated program, featuring television commercials as well as print, outdoor and digital advertisements. The team's marketing slogan, "Green Collar Baseball," will again be integrated throughout the campaign.

"We are thrilled with the traction that our campaign has gained with fans," said Jim Leahey, A's Vice President of Sales and Marketing. "'Green Collar Baseball' continues to highlight the uniqueness of the A's organization and has helped strengthen our brand. We feel that this year's TV commercials may be our best ever and we are confident that our fans will enjoy connecting with the fun personalities of our players."

"This is our fifth year doing this with the A's, and I really think these are the most fun spots we've done to date," said DJ O'Neill, founder and CEO of Hub Strategy.

This year's campaign will feature the following new and unique commercials, which will appear on TV and online:

- **Tunnels of Greatness:** Josh Donaldson, Jarrod Parker, Sonny Gray, Sean Doolittle and Derek Norris find new uses for the home run tunnel celebration.
- **Secrets of the Game:** Young players Parker, Gray and Norris turn to veteran Brandon Moss for his secrets to success in the majors.
- **Tarp Therapy:** Donaldson's famous tarp catch last season had a tremendous effect on his life, and the lives of others.
- **Unicorn 2.0:** Doolittle and Parker attempt to take the signature unicorn bullpen backpack to another level this year.
- **Generations:** Moss learns that for some fans, being on the field for a fireworks show can fulfill a lifelong dream.
- **#winning:** Doolittle coaches Bob Melvin, Curt Young and Mike Gallego on social media best practices.
- **Holding Him On:** Moss is a talkative guy, and his mouth can be as much of a weapon as his bat.
- **Pre-Internet:** Coaches Young and Gallego both reflect on how much has changed since their 1989 World Championship with the A's.

In February, the "Green Collar Baseball" campaign won second place overall at the National Sports Forum Achievement Awards, the most recognized advertising competition in sports. In addition, the campaign won first place in the TV category, as well as third place in the internet and print categories.

This marks the third consecutive year the A's and Hub Strategy have been recognized as an overall winner by the National Sports Forum. Hub Strategy, a San Francisco-based full-service creative agency, is developing TV, print, outdoor and digital advertising for the A's for a fifth straight season.

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