



# OAKLAND ATHLETICS

## Media Release

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**FOR IMMEDIATE RELEASE:**

March 21, 2015

### **A's Continue Award-Winning "Green Collar Baseball" Campaign**

**MESA, Ariz.** – The Oakland Athletics and their advertising agency, **Hub Strategy & Communication** of San Francisco, are launching the fifth season of their award-winning marketing campaign, "Green Collar Baseball," a fully-integrated program featuring television commercials, and print, outdoor and digital advertisements.

The 2015 advertising campaign highlights the hard work that embodies the 2015 A's team and illustrates how the organization welcomes an innovative and unconventional approach in order to win. The team's marketing slogan, "Green Collar Baseball," will be integrated throughout the A's marketing and advertising campaign again this season.

"The Green Collar Baseball campaign continues to provide a versatile platform to celebrate what is unique to the A's culture," said Jim Leahey, VP of sales and marketing for the A's. "From the clubhouse to the bleachers, the A's have always fostered an environment of fun, creativity, and unconventionality. Our marketing this season will continue to cultivate the strong connection among our fans, our players and our brand."

"Green Collar baseball is all about taking the unconventional route to winning, and the TV Spots in particular celebrate this," said DJ O'Neil, founder and CEO of Hub Strategy & Communication. "For the new guys on the team, the TV shoot we do in early February is the first introduction they have to their new teammates. It was fun to see how quickly the new guys fit in and rolled with everything."

This year's campaign will feature the following unique commercials that will appear on television and online:

- **#Winning Pt. 2:** Sean Doolittle continues to teach Bob Melvin, Curt Young, Mike Gallego, and Mike Aldrete about social media best practices.
- **Kansas City:** Dan Otero, Curt Young, and Mike Aldrete ponder the upcoming Turn-Back-The-Clock game, much to Stephen Vogt's frustration.
- **Clubhouse Referee:** When off the field, Stephen Vogt polices Sean Doolittle, Billy Butler and Stomper in the clubhouse.
- **Fireworks:** Josh Reddick and Brett Lawrie watch A's fans warm up for Fireworks nights.
- **Most Important Meal:** Billy Butler leads Dan Otero, Sean Doolittle, and Stephen Vogt in a brainstorming session to come up with breakfast-themed nicknames.
- **Lefty Quirk:** Josh Reddick, Brett Lawrie, Billy Butler, Scott Kazmir, Mike Gallego and Mike Aldrete all share their theories on the origins of Sean Doolittle's unique pitching stance.
- **Emojis:** Stephen Vogt, Bob Melvin, Mike Gallego, and Ike Davis debut the A's new method for communicating signs.
- **Closer to the Game:** Brett Lawrie, Scott Kazmir, Josh Reddick and Mike Aldrete are surprised by how close the fans are to the team.

Last year's campaign took home first place in the television category at the 2014 National Sports Forum ADachievement Awards, the most recognized advertising competition in the sports industry. This marks the fifth straight year that the A's and **Hub Strategy & Communication** have won national acclaim from the National Sports Forum.

**Hub Strategy & Communication (Hub)**, a full-service creative agency, will develop television, digital, and outdoor advertising for the A's for a sixth straight season.

WORLD CHAMPIONS...1910 • 1911 • 1913 • 1929 • 1930 • 1972 • 1973 • 1974 • 1989

AMERICAN LEAGUE CHAMPIONS...1902 • 1905 • 1910 • 1911 • 1913 • 1914 • 1929 • 1930 • 1931 • 1972 • 1973 • 1974 • 1988 • 1989 • 1990

Tickets for A's home games can be purchased at all usual ticket outlets, including the O.co Coliseum Box Office, online at [athletics.com/tickets](http://athletics.com/tickets), or over the phone by calling 877-493-BALL (2255). Season, group (including all fundraising options) and suite tickets can be purchased by calling 510-638-GoA's (4627).

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