

BY THE NUMBERS: Detroit Red Wings on Social Media

Followers (Facebook and Twitter)

Michigan Sports Teams:

- 1) **Red Wings (NHL) – 1,428,825**
- 2) Tigers (MLB) – 1,069,851
- 3) Lions (NFL) – 858,316
- 4) Pistons (NBA) – 490,523

NHL

- 1) **Detroit – 1,428,825**
- 2) Boston – 1,369,046
- 3) Pittsburgh – 1,362,813
- 4) Chicago – 1,280,895

How big are the Detroit Red Wings on Social Media?

1.261 million: Number of individuals who 'Like' the Detroit Red Wings on Facebook. This is the largest audience in the National Hockey League.

167,751: Number of individuals who follow the Detroit Red Wings on Twitter. This is one of the five largest NHL audiences.

69: Percentage of social media followers UNDER 35 years of age. **985,889** and growing)

29.8: Percentage of social media followers between 18-24 years of age, the largest percentage of any age demographic.

52: Percentage of Twitter followers who are female. This number jumps to 55 percent when talking about followers from Michigan.

1.602 million: Total number of unique impressions generated by Detroit Red Wings Social Networking Platforms on a weekly basis.

How much are the Detroit Red Wings worth on Social Media?

\$71.84: Amount of money social media followers spend on brands that they like or follow, as opposed to those they don't, according to Syncapse.

\$136.38: Value of a Facebook follower according to Syncapse. This number factors in spend, loyalty recommendations and earned media value.

\$3.60: Media value of a social media follower according to Vitruve and AdWeek.

\$5.192 million: Media value of the Detroit Red Wings Facebook page, according to Vitruve and AdWeek.

\$1.062 million: Media value of the Detroit Red Wings Facebook page on Opening Night of the 2010-11 regular season.

How much are the Detroit Red Wings REALLY worth on Social Media?

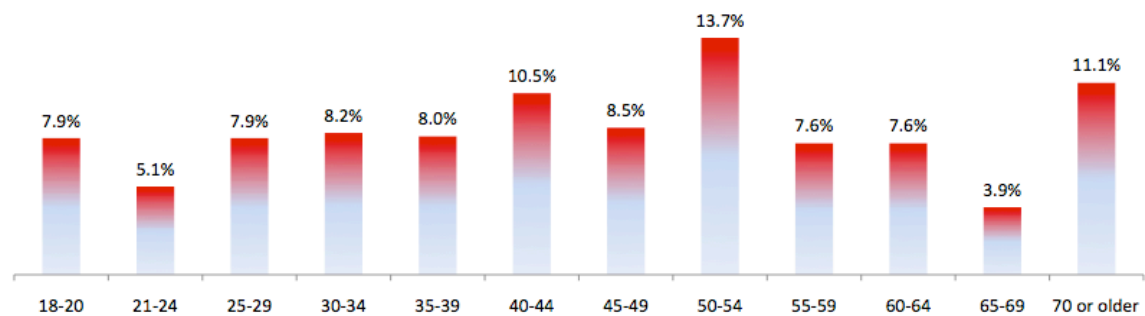
\$465,000: Total DIRECT REVENUE from Detroit Red Wings Social Networking Platforms during the 2011-12 season.

\$390,000: Total 2011-12 direct revenue from corporate partnerships.

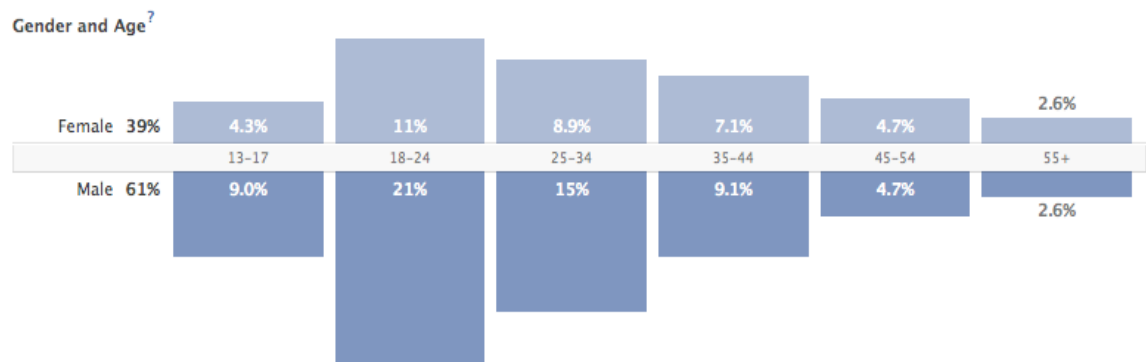
\$75,000: Total 2011-12 direct revenue from ticket sales.

23: Corporate Partners activated on Detroit Red Wings Social Media Platforms during the 2011-12 season.

9: Corporate Partners activated on Detroit Red Wings Social Media Platforms during the 2010-11 season.



Detroit Red Wings fans, according to Scarborough
Note: 43.9 percent are over 50 years of age

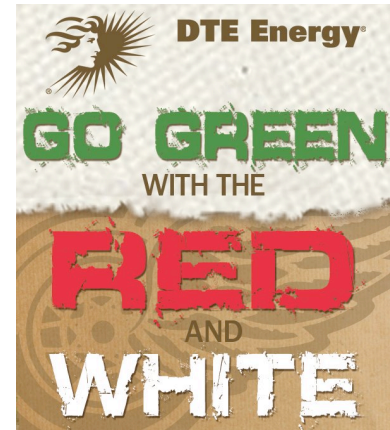


Detroit Red Wings fans on Facebook
Note: 69 percent of fans are under 35 years of age

UNIQUE PROMOTIONS – CUSTOMIZED FOR CLIENT SUCCESS

DTE Energy: DTE Energy rejoined the Red Wings as a client through the first ever 'Going Green Night', which included a ticket contest exclusively on social media that grew the company's Facebook following from 1,500 users to over 7,000 followers. The Red Wings Social Media Platforms served as a key traffic driver for the promotion.

This past season, DTE Energy and the Red Wings introduced 'Light the Lamp,' an energy savings awareness promotion that involved switching out the goal lights at Joe Louis Arena with energy efficient bulbs. When the team scored four or more goals in a home win, the logos on the Detroit Red Wings Social Media Platforms changed to DTE Energy 'Light the Lamp' logos, signifying that night's victory. When the club scored four or more goals on a 'Social Saturday', DTE would give away a four-pack of tickets to 'Going Green Night 2012' to a user that tweeted #LighttheLamp to @DTE_Energy and @DetroitRedWings.



International Bancard: International Bancard wanted referrals to business owners through its new UCaughtMyEye site, which is tailored to a younger consumer demographic. Through a season-long promotion where fans were encouraged to vote for the UCaughtMyEye Player of the Week, fans were sent to a referral site where they could submit business owners for an opportunity to win tickets, prizes and other Red Wings goods. Through this promotion, the company generated over 100 new, successful business leads.

Amway: How do you become cool? The Ada, Michigan based company was looking for brand favorability when it teamed up with the Red Wings Social Media Platforms in 2011. The Red Wings Social Media Fan of the Day has generated entries from all 50 states and 20 countries, not to mention marriage and prom proposals, pictures from U.S. military on duty in Iraq and Afghanistan and everything ranging from new babies, to puppies and everything in between.

Amway also teamed up with the Red Wings to host the first ever 'Wingman Night' on February 14, 2012. The event was part social-media meetup, part singles night, as users were asked to submit applications exclusively through Facebook and Twitter. Once on-site, participants were given an Amway gift bag with sample products, including Nutrilite Vitamins and makeup from Artistry. Fans were also encouraged to communicate with each other before, during and after the event using a special #amwaywingman dedicated hashtag.

These two promotions have generated over 54 million digital impressions for the club.

Carhartt Hardest Worker of the Month: Carhartt, another Michigan based company, switched its Hardest Working Player of the Month award to reflect the hard working people of Michigan. The contest, which rewards one fan per month with premium tickets and \$250 in Carhartt merchandise, is housed exclusively on the Detroit Red Wings Social Networking Platforms, generating 100+ essays per month from fans who wanted to nominate someone who inspired them through work ethic with a night with their favorite team.

FANS FIRST APPROACH

Social Media Merchandise: The problem? Despite clothing lines for the NFL and Major League Baseball, Victoria's Secret PINK does not make NHL merchandise.

That's why the first piece of Detroit Red Wings Social Media merchandise, a high-end ladies cut shirt that said 'You can't Tweet without Wings' was aimed exclusively at women aged 16-29. These users, a new, untapped resource for a professional hockey club, gravitated to the new item, which was available exclusively through social media contests and giveaways, is also part of our sales deck for the 2012-13 season. The club later introduced a guys version of the social media tee, which said 'I got Kronwalled at the Joe.'

U.S. Park Social Saturday Ticket Deal:

Who said you can't sell tickets on Social Media? The Red Wings generated \$75,000 in new ticket revenue through its Social Saturday Ticket Deal. These tickets, priced at a friendly \$12 - \$45 depending on the game and the opponent, hit a new, younger target demographic that may not otherwise be exposed to the product in person. This approach also contributed to the Red Wings selling out all 41 regular season home games at Joe Louis Arena.



Tweet Your Seat: This simple concept has added, not just an element to our digital experience, but the in-arena experience at Joe Louis Arena. Users will #TweetYourSeat to @DetroitRedWings on Twitter before each and every home game for the opportunity to win prizes, autographed merchandise and seat upgrades. This feature has become so popular that fans will do it for road games. It also has the potential to be sold exclusively, or by on a per-game basis to partners who want consumer interaction and exposure.

Amway Away Game Parties: How do you connect with the largest base of displaced fans in the NHL? Go where they are! With the help of Amway, the Red Wings Social Media team is able to connect with fans on the road, doing so in Los Angeles, Boston, St. Paul, New York, Chicago, Toronto and Nashville during the last two season. This included providing admission to the Hockey Hall of Fame and an event at the NHL's Flagship Store in New York. These events include giveaways, prizes, NHL 2012 video game tournaments and an opportunity for fans to meet each other, eventually launching similar, smaller, organic gatherings on their own in the future.

NEW OPPORTUNITIES

GAME 2 FINAL THOUGHTS: Red Wings 3, Nashville 2



THE AMWAY QUALITY PLAY OF THE GAME



Mike Babcock wanted net-front presence in Game 2 and he got it on the game-winning goal. Just 58 seconds after Nashville had cut the lead to 2-1, [Brad Stuart](#) threw a puck at the net from the left circle, which caught [Johan Franzén](#)'s leg, beating Nashville netminder Pekka Rinne.

"I don't know if it was lucky or not," Franzén said. "I don't know if he (Stuart) aimed for my leg, or it just touched it. We had a three-on-two, I passed it to Stule and got in front and well, it went in."



TONIGHT'S THREE STARS, POWERED BY RAM

1) [Jimmy Howard](#) – Made 24 saves and withstood six Nashville power plays in the process.
2) [Johan Franzén](#) – Converted the rebound into a 5:47 into the empty net after [Brad Stuart](#)'s shot rebounded his

MICHIGAN LOTTERY INSIDE THE

NUMBERS: Today's number is 259. Did you know that Nick Lidstrom is the club's all-time leader in playoff games played with 259? He is also just seven games behind Chris Chelios for the league record of 266 games played.

Those 259 games amount to another three-plus 82 game regular seasons. When asked if those additional games were a factor this time of year, Lidstrom laughed and said, "no, it isn't. This is where I want to be. You want that chance to go deep into the playoffs."

The Michigan Lottery is going Full Tilt with Club Kenol! Try it today to get your FREE draw! Visit www.michiganlottery.com for more information.



THREE KEYS

Here are a few keys to consider for tonight's Game 2.

Carry it over

The Wings were outshot 13-5 in the first period of Game 1, taking four penalties in the process. The final 40 minutes were much different, as Detroit carried much of the play, including a 32-13 shots edge.

"We're just going to come out and continue with the same effort we had in the last two periods," said [Brad Stuart](#) following that game. "I think we'll be all right. That's the way these series tend to be."

Stay out of the box

The Red Wings and Predators were the least penalized teams in the National Hockey League in 2011-12, which is what made Game 1 so frustrating to watch at times.

"The game was lacking flow," said [Kyle Quincey](#). "It's too bad, it usually shouldn't."

Detroit killed off six penalties and scored a pair of power play goals, but that didn't provide comfort to coach Mike Babcock.

"Even though we won the specialty teams battle last game, for me, I didn't think that was productive for our team because we didn't get our people on the ice."

Case in point, [Henrik Zetterberg](#) played 25:48 in Game 1, while [Todd Bertuzzi](#) played just 12:29. More time playing five-on-five hockey will mean more time for the Wings depth across all four lines to shine.

Net-front presence on Rinne

Mike Babcock made an interesting point regarding Nashville goaltender Pekka Rinne yesterday. You rarely beat him on the first shot, so your best chance is going to be on second opportunities.

He talked more about Rinne's work earlier this morning.

"I didn't think we were hard enough on their goaltender," Babcock said his team in Game 1. "I think their goaltender made a couple of huge saves. They got one tough break where we shot the puck and it came off of him, went behind the net and hit the referee, came right back out front but he still managed to make the save."

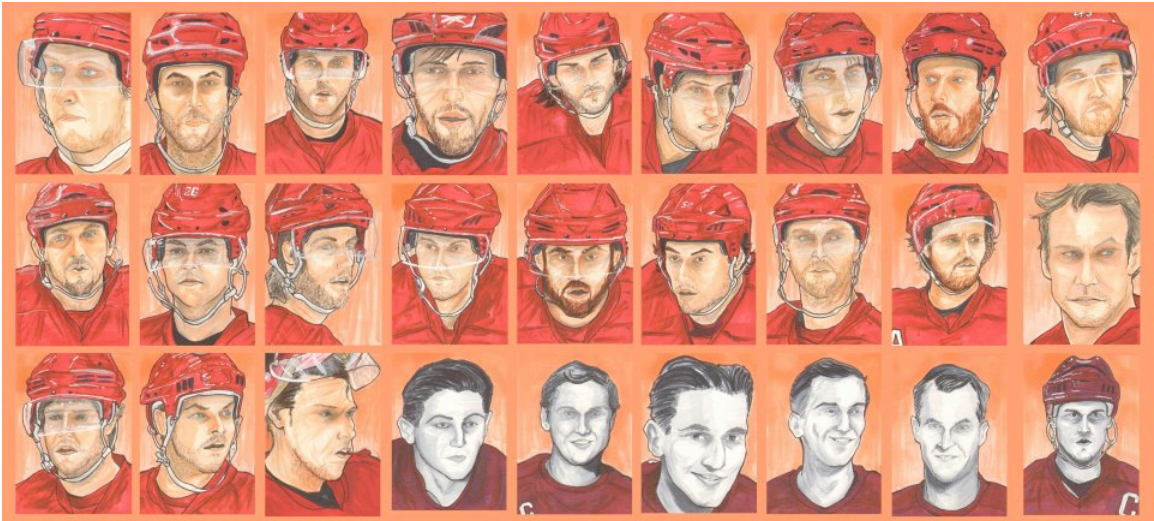
Digital Game Day Experience: This will be the web-based centerpiece for all news and information during the 2012-13 season. It also represents an opportunity for six-figure revenue growth for our organization. This living, breathing, blog-like approach will receive consistent Top 4 status throughout the entire season, with numerous sponsor driven elements including Quick Hits, Three Stars, Play of the Game, Photo of the Night, Tweet of the Night, Tale of the Tape, Interactive Mailbags, Player Interviews and more. The concept would be to take several smaller buy-in or add-on elements at 10-20K at a time and build a six-figure digital content approach.

Social Ticket Zone: This dedicated seating area would be sold exclusively on social media, either through the club, or a partner's site. These seats could be branded in-arena, including on-site product sampling.

Exclusive Access: Ever wanted to ask the first question in Coach Mike Babcock's press conference? Fans can now have this opportunity through an integrated concept featuring all of our internal media. One fan, solicited on social, will have their question asked first in the postgame media availability, then the answer, both the transcript and the video, would be featured on the website. There are plenty of opportunities like these to take advantage of our internal media assets and capitalize on the value of our own news.

User Generated Creative

What if you could design the official poster of the Hockeytown Winter Festival? What if your artwork were published, showcased and given away to 20,000 fans at a Red Wings' game? Social Media represents an opportunity to showcase our fans and their talents through promotions aimed at making the brand cool, unique and truly Michigan based.



An example of user generated creative content which was used on DRW Social Media Platforms