



# ∴ MassMutual x RED SOX

Drone Show Recap

GIANT SPOON x ∴ MassMutual



# OUR GOAL

To show Red Sox Nation that MassMutual is the biggest Sox fan in Boston.

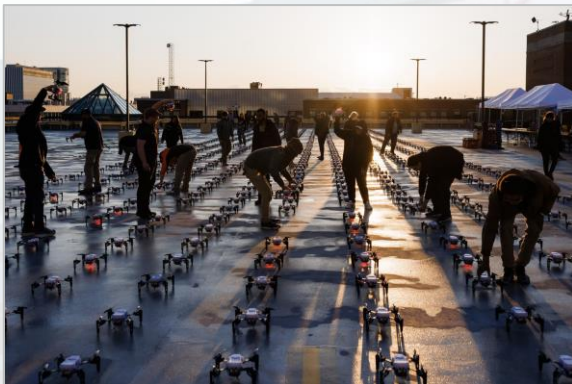
# HOW WE DID IT

On April 27th, to celebrate the start of our 10-year long partnership with the Red Sox, we lit up the night sky with a larger than life drone show featuring Wally the Green Monster and other iconic Red Sox visuals.

MASSMUTUAL DRONE SHOW

# READY FOR TAKEOFF

**750 drones** lined up on the upper parking garage of CambridgeSide ready to take flight, each one programmed to play a unique role in our show.



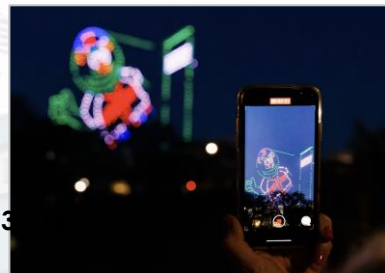
MASSMUTUAL DRONE SHOW

# WALLY TAKES FLIGHT

The drones launched the evening of April 27th from CambridgeSide, and crowds gathered at Toomey Park nearby for the best view.

The show was also visible from Longfellow Bridge and the Esplanade in Boston, over the Charles River.

**ESTIMATED ON THE GROUND  
IMPRESSIONS: 8,700**



[Full Image Library](#)

MASSMUTUAL DRONE SHOW

# CONTENT CAPTURE

We captured video content of the drone show – both from the ground and from the air! We edited full sizzle video, as well as a hyperlapse video showcasing the show in its entirety.



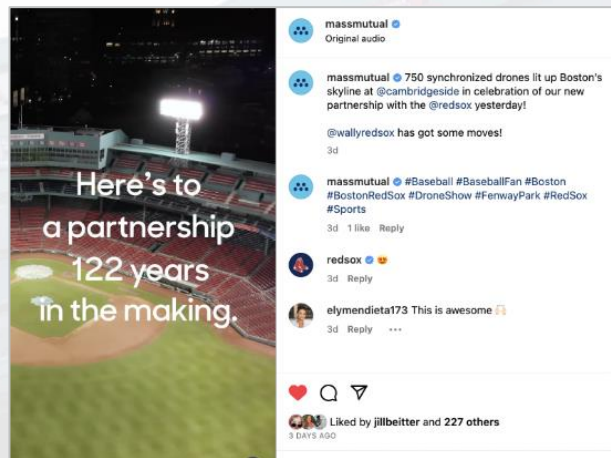
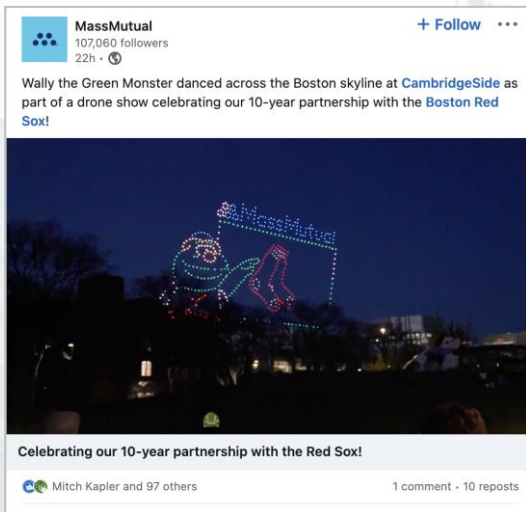
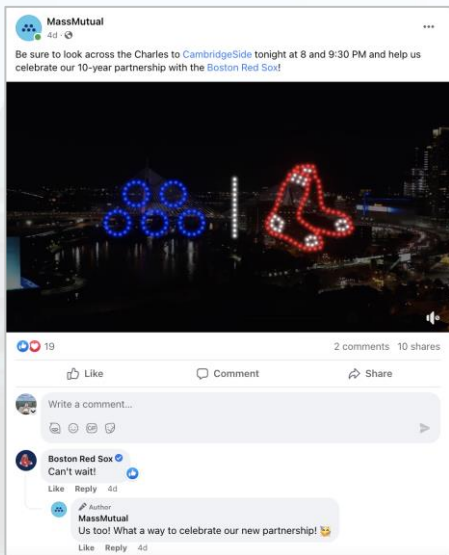
[Video Assets](#)



MASSMUTUAL DRONE SHOW

# MASSMUTUAL SOCIAL AMPLIFICATION

MassMutual teased the show across Facebook and Instagram to garner intrigue, and shared the sizzle video on Facebook, Instagram, and LinkedIn. The sizzle video was amplified with 20K in media.



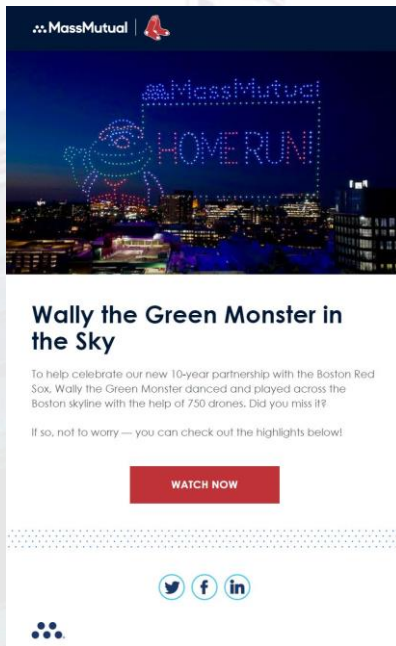
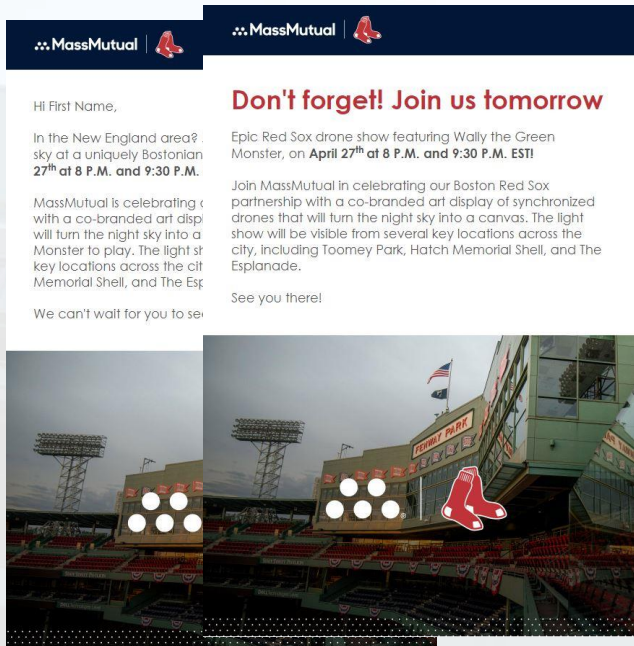
## Results (as of 5.4)

Organic: 14,642 reach; 210 engagements; 1.43% eng. rate  
 Paid: YouTube: 446K impressions, 135K views | Facebook/IG: 206K impressions, 15K views

MASSMUTUAL DRONE SHOW

# MASSMUTUAL EMAIL AMPLIFICATION

MassMutual teased the show to subscribers (clients and prospects) in the NE area. We sent the original invite and one reminder (day before). We are planning a recap email in early May that includes the sizzle video.



## INVITE EMAILS

**Total Reach: 23.9k prospects & clients**  
**Open Rates: 49.26% | 49.67%**

## VIDEO HIGHLIGHTS/RECAP

**Open Rate: 45.95%**  
**Clickthrough Rate: 1.55%**

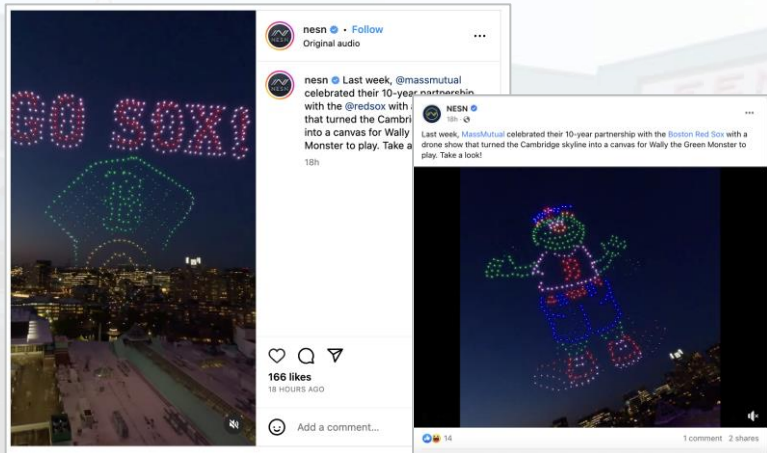
*These metrics are at and above benchmarks.*



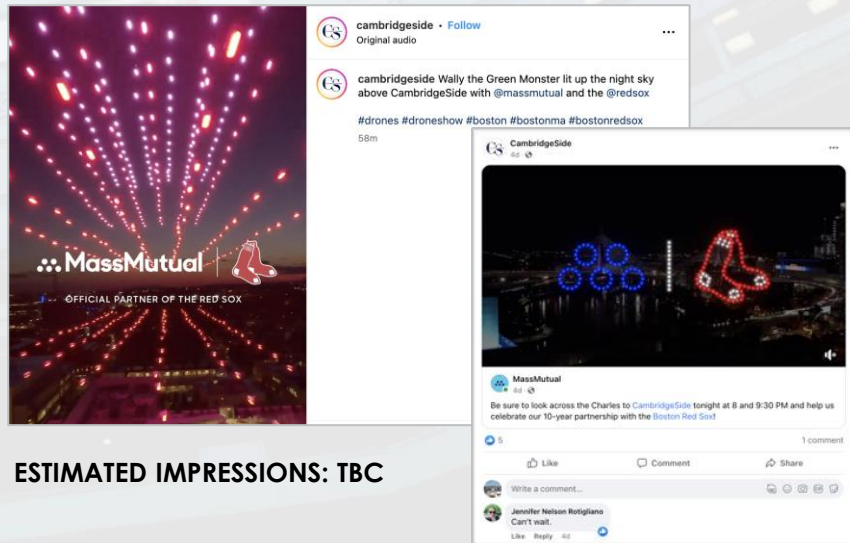
MASSMUTUAL DRONE SHOW

# PARTNER AMPLIFICATION

NESN and CambridgeSide shared our teaser and sizzle video to their social channels increasing the visibility of the content.



ESTIMATED IMPRESSIONS: 13,516



ESTIMATED IMPRESSIONS: TBC

MASSMUTUAL DRONE SHOW

# ADDITIONAL AMPLIFICATION

## CambridgeSide OOH



Our video will run in a complimentary digital OOH placement at CambridgeSide, prominently displayed in the center of the mall for shoppers. **ESTIMATED IMPRESSIONS: 538,000**

## Little Black Book article [here](#)

Larger-Than-Life Drone Show Celebrates MassMutual's Sponsorship of the Boston Red Sox

57 + ADD TO COLLECTION in f r e m

Giant Spoon brings together 750 synchronized drones at CambridgeSide Galleria to produce a co-branded aerial art display



Massachusetts Mutual Life Insurance Company (MassMutual), in partnership with creative agency Giant Spoon, celebrated the Boston Red Sox with a uniquely Bostonian drone show which preceded the first Red Sox and Guardians series of the 2023 Major League Baseball MLB season.

On April 27th, 750 synchronized drones assembled at CambridgeSide Galleria to produce a co-branded aerial art display – turning the night sky into a canvas for Wally the Green Monster to play. The light show was visible from several key locations across the city, including Toumey Park, Hatch Memorial Shell, and The Esplanade.

With a presence in Massachusetts for over 150 years, Red Sox fandom is in MassMutual's DNA. Its drone show celebrated its 10-year partnership with the Red Sox, in which MassMutual is a signature sponsor. This collaboration brings together two resilient, respected, and successful

Article featuring MassMutual's drone show and highlighting the overall Red Sox partnership ran on Thu, 5/4. **ESTIMATED IMPRESSIONS: 255,000**

## WEEI

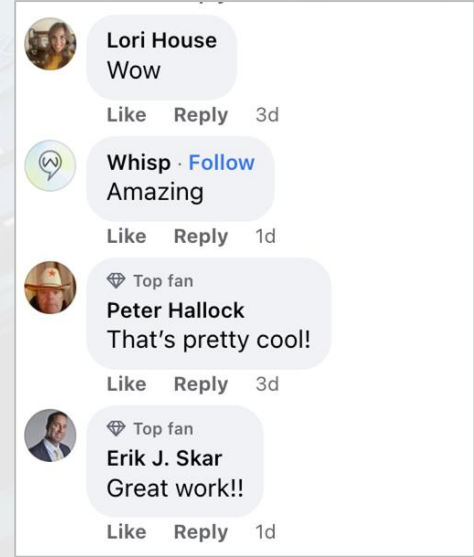
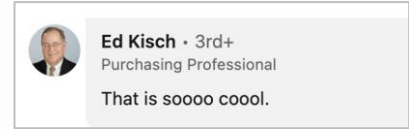
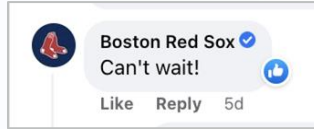


New England Sports Network amplified the drone show via radio for Red Sox fans around the Boston area. **ESTIMATED IMPRESSIONS: TBC**

MASSMUTUAL DRONE SHOW

# THE BUZZ

Red Sox fans on social reacted with amazement to the drone show content, and some even posted the it to their channels when they saw it with their own eyes.



ESTIMATED IMPRESSIONS: 6,000

THANK  
YOU

GIANT SPOON x  MassMutual