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**PRESS RELEASE  
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**MLB Team Loyalty Winners and Losers**

**Yanks, Phillies, Giants  
Top Brand Keys 2013 Sports Fan Loyalty Index  
Astros, Royals and Pirates Trail**

**NEW YORK, NY March 26, 2013** - The Major League Baseball season opens Sunday with the cry of 'play ball' preceded by the release of *Brand Keys 2013 Sports Fan Loyalty Index*, the 21st annual fan survey conducted by Brand Keys, Inc. ([www.brandkeys.com](http://www.brandkeys.com)), the New York-based brand and customer loyalty research consultancy.

The *Brand Keys Sports Fan Loyalty Index* was designed to help professional sports team management identify precise fan loyalty rankings in their home and national markets. "These insights enable league and team management to identify areas, particularly emotional ones, that need strategic brand coaching," said Robert Passikoff, Brand Keys' founder and president.

Current **2013 MLB** top-5 and bottom-5 brand standings are listed  
(Note: #'s in parentheses are team rankings for 2012):

Top-5 Teams – 2013                      2012 Rankings

- |                          |      |
|--------------------------|------|
| 1. New York Yankees      | (#2) |
| 2. Philadelphia Phillies | (#1) |
| 3. San Francisco Giants  | (#4) |
| 4. St. Louis Cardinals   | (#5) |
| 5. Atlanta Braves        | (#6) |

Cellar Dwellers                      2012

- |                        |       |
|------------------------|-------|
| 30. Houston Astros     | (#23) |
| 29. Kansas City Royals | (#28) |
| 28. Pittsburgh Pirates | (#30) |
| 27. Seattle Mariners   | (#27) |
| 26. New York Mets      | (#26) |

*The Sports Fan Loyalty Index* provides an apples-to-apples comparison of the intensity with which fans within a team's SMSA support the home team versus corresponding values for fans of other teams in that market. "That's important because fan loyalty correlates very highly with broadcast

viewership, merchandise purchase, and ticket revenues. And happier fans as well,” noted Passikoff. “Everybody loves a winner, but it’s important to note that win/loss ratios do not entirely govern fan loyalty. There are three other emotionally-based factors that must be taken into account.”

The four emotional drivers of fan loyalty:

**Pure Entertainment:**

How well a team does, sure. But even more importantly than a win-loss ratio, how exciting is their play?

**Authenticity:**

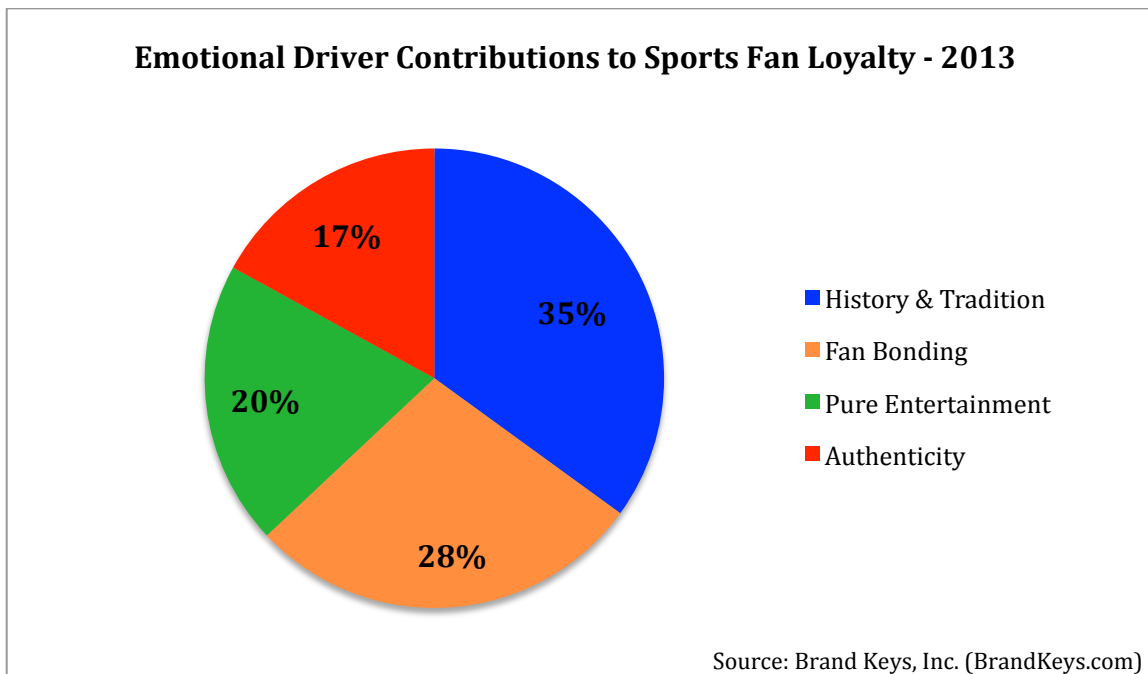
How well they play as a team. A new stadium and, often, new managers, can help lift this driver.

**Fan Bonding:**

Are players particularly respected and admired?

**History and Tradition:**

Is the game and the team part of fans’ and community rituals, institutions and beliefs?



“Overall league and team rankings correlate with viewership and merchandise sales, and since rankings can be influenced depending upon how loyalty drivers are managed, it’s critical that team marketers do accurate scouting regarding the strategic ball they intend to pitch to fans,” said Passikoff.

“All teams can benefit from increased fan loyalty levels, but as baseball is traditionally called America’s ‘National Pastime,’ there’s a real emotional connection for fans.” said Passikoff, “It’s worth quoting Hall of Famer pitcher, Bob Feller, who said, ‘every day is a new opportunity. You can build on yesterday’s success or put its failures behind and start over again. That’s the way life

is, with a new game every day, and that's the way baseball is.' That's also the way it is when you have emotional metrics, and that's the way fan loyalty works for sports teams," noted Passikoff.

Contact: VISIBILITY  
Len Stein  
cell 914 527 3708  
[Lens@VisibilityPR.com](mailto:Lens@VisibilityPR.com)  
[www.VisibilityPR.com](http://www.VisibilityPR.com)