



BkReAynsD®

PRESS RELEASE
FOR IMMEDIATE RELEASE

MLB Baseball Team Loyalty Winners and Losers

**St. Louis Cardinals, San Francisco Giants, LA Dodgers Score Big
in Brand Keys 24th Annual Sports Fan Loyalty Index**

Seattle Mariners, Arizona Diamondbacks, Colorado Rockies Finish in Cellar

NEW YORK, NY April 4, 2016 – The Major League Baseball season opened yesterday with the cry 'play ball,' a rematch between the New York Mets and Kansas City Royals, the Pittsburgh Pirates versus the St. Louis Cardinals, and the Tampa Bay Rays versus Toronto Blue Jays. The remaining teams open their seasons with the release of the 24th annual fan survey conducted by [Brand Keys](#), a New York City-based market research firm that specializes in brand loyalty and consumer engagement modeling.

"Yogi Berra said, 'If the fans don't want to come out to the ballpark, no one can stop them,'" noted Robert Passikoff, founder and president of Brand Keys, "Teams may not be able to manage that, but they can manage fan loyalty. Our survey was designed to help the managers of sports teams identify precise fan loyalty rankings in their home and national markets and provide metrics that correlate very highly with TV viewership and the purchase of licensed merchandise."

Via interviews with 250 self-declared fans in each team's local market, the survey provides more than just gate counts, but insights that enable league and team management to identify areas, particularly emotional aspects of loyalty, that need strategic brand coaching.

Current 2016 MLB top 5 and bottom 5 brand standings are listed below:

Top 5 Teams - 2016 2015 Rankings

- | | |
|-------------------------|------|
| 1. St. Louis Cardinals | (#1) |
| 2. Los Angeles Dodgers | (#3) |
| 3. San Francisco Giants | (#2) |
| 4. Detroit Tigers | (#4) |
| 5. Washington Nationals | (#5) |

Cellar Dwellers 2015 Rankings

- | | |
|--------------------------|-------|
| 30. Seattle Mariners | (#25) |
| 29. Arizona Diamondbacks | (#29) |
| 28. Colorado Rockies | (#28) |
| 27. San Diego Padres | (#24) |
| 26. Houston Astros | (#30) |

The Sports Fan Loyalty Index, which measures all teams in the four major sports leagues, provides an apples-to-apples comparison of the emotional intensity with which fans in a team's area support the home team.

"Everybody loves a winner, but it's important to note that win/loss ratios govern only about 20% of fan loyalty. Losing may have little to recommend it, but it turns out that ultimately there are three more loyalty-leveragable aspects in addition to the final score," noted Passikoff."

The drivers of fan loyalty include:

Authenticity:

How well they play as a team, offensively or defensively. Sometimes a new stadium or new manager can help lift loyalty when it comes to this driver.

Fan Bonding:

Are the players particularly respected and admired on and off the baseball diamond?

History and Tradition:

Is the game and the team part of fans' and community rituals, institutions and beliefs? No matter how you feel about them, the Yankees (#9, down from #7 last year) have the highest rating when it comes to this driver and, for what it's worth, it's what has kept the Cubs going for years!

Pure Entertainment:

This has always been the most important driver when it comes to reinforcing or building fan loyalty. But more important than a win-loss ratio is how exciting is a team's play.

"Because overall league and team rankings correlate very highly with game viewership and merchandise sales," said Passikoff, "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. All teams benefit from increased fan loyalty levels, particularly America's 'National Pastime.' Teams need to create strong emotional connections to succeed with their fans."

Former San Francisco Giants third baseman, Al Gallagher, may have said it best. "There are three things in my life which I really love: God, my family, and baseball. The only problem is once baseball season starts, I change the order around a bit." "And that's why," noted Passikoff, "teams should track fan loyalty with emotional metrics."

Brand Keys will be issuing rankings for the NBA before playoffs, the NHL for the Stanley Cup, and NFL rankings in time for the season kickoff in September."

In the meanwhile, for the rest of the season, "Go (INSERT YOUR TEAM'S NAME HERE)!"

CONTACT:

VISIBILITY, Len Stein
cell 914 527 3708
Lens@VisibilityPR.com
www.VisibilityPR.com