



CASE STUDY

**THE MIZUNO GLOVE EXPERIENCE:  
TURNING TRANSACTIONAL EMAILS INTO  
EXPERIENTIAL MARKETING**



# OVERVIEW

Sports equipment maker Mizuno entered into an agreement with SunTrust Park in Atlanta to make its newest gloves available for short-term rental during professional baseball games through Mizuno-branded kiosks. This glove rental promotion, officially known as the Mizuno Glove Experience, offered a prime opportunity to increase brand presence and opt new potential customers into email communications.

Mizuno tapped BrightWave to help them take advantage of this major league opportunity. Right away, we identified the coordination of rental and purchase information to those participating in the promotion as our primary challenge. The SaaS platform partner Mizuno used to power reservations also served as the main database, doubling as both a point-of-sale interface and an email sending solution. We soon discovered, however, that the SaaS platform needed customization in order to fulfill Mizuno's more advanced needs.

By adding some new capabilities to Mizuno's point-of-sale software, we helped Mizuno turn a simple transactional email platform into an engine for experiential marketing inside a major league baseball stadium.



# GOALS

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Support product rentals with confirmations, return reminders and purchase information

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Increase brand awareness and gain email opt-ins from potential customers

# STRATEGY & EXECUTION

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## Platform Customization

We suggested customizing the point-of-sale interface so that it would work on the tablets at the kiosk and automatically deploy behavior-triggered emails to glove renters. Initially, Mizuno's chosen SaaS platform didn't have the power to send dynamic email HTML, only static transactional emails. BrightWave guided the vendor through the process of enabling the platform to allow for specific content areas within each email to be customized for different customer scenarios. Working together with the SaaS vendor, we were able to build five highly engaging email templates that could be triggered based on the customer behaviors laid out in our strategic, data-dependent messaging matrix.

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## A Data-Dependent Messaging Matrix

With the BrightWave-customized SaaS platform able to accommodate a larger number of templates and more dynamic messaging, we needed a logic matrix to determine which emails should be sent at which points in the experience to ensure hassle-free glove renting. The resulting message matrix provided visibility into which emails each customer should receive and which dynamic content needs to populate them. Some key customer actions that helped us craft this logic included reserving a glove in advance online, renting on-the-fly at the stadium and returning the glove at the kiosk at the end of the game. The matrix also dictated when to notify customers that they will be charged for not-returned gloves.

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## Hyper-Engaging Transactional Emails

We chose to use a "mobile-friendly" design approach, knowing that the majority of openers would be at the ballpark or on-the-go when opening. The first touch in the email series features a large image of a Mizuno glove for instant recognition as well as a prominent headline bar. The section that follows is a highly formatted receipt, containing 10+ fields of dynamic data. A simple map secondary section allows recipients to see in a glance where they should head to get their gloves.

# CONCLUSION

## A Home Run Idea Comes to Life

Overall, these emails achieve our goal of being incredibly dynamic and informational, while introducing a new audience to the Mizuno brand with elegant design details. With help from BrightWave, Mizuno was able to negate the need for a more expensive personalized messaging solution and use their original SaaS platform in some unexpected ways.

The promotion was extremely popular and gave Mizuno the chance to impress their customers with an experience directly connected to major league baseball. Over 2,000 gloves were rented in a short 14 game period. And thanks to a seamless rental process, many fans purchased their rented gloves, carrying them out of the park even with the knowledge that they would be charged their full value.

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