

MAJOR LEAGUE BASEBALL

CASE STUDY

MAJOR LEAGUE BASEBALL PANEL HITS A HOME RUN

Imagine having a stadium of 20,000 baseball fans from across the United States and being able to speak to them about your business to gather feedback and insights. Major League Baseball (MLB) found a way to talk to a stadium of fans and get their responses within 48 hours by using an online advisory panel. The speed of gathering data with the advisory panel enables the league to do three times as much research than if they were doing focus groups or other traditional methods.

There are over 19,000 panelists in MLB's online advisory panel who answer questions once a month (on average) creating an ongoing dialogue with fans. The advisory panel has enabled MLB to bring feedback from the fans into the decision making process of the organization on topics ranging from marketing to broadcasting to uniforms.

Benefits of an Online Advisory Panel to Major League Baseball:

- Greater efficiency of research for immediate issues
- Reduced and manageable costs
- More research on a broad range of topics
- Niche sample of fans is readily available
- Research results in 48 hours
- Digestible research that is actionable
- High response rates of 56%

Major League Baseball Uses Their Online Advisory Panel for:

- Monitoring advertising awareness (all star game, post season)
- Determining broadcast content (such as personalities)
- Testing concepts (MLB TV brand, test uniform logo using visual sort)
- Investigating attitudes and behaviors

What Major League Baseball Says About Vision Critical

"We like working with Vision Critical because of their knowledge in online advisory panels and their high level of customer service. The account team is incredibly responsive; it is helpful to have access to live chat tech support at your fingertips when developing a study. We talked to other companies but none were as impressive as Vision Critical when it comes to providing the technology and services for an online advisory panel."

Dan Derian, Senior Director of Research
Major League Baseball