Summary

The American Ultimate Disc League (AUDL) was founded in 2012 to introduce and showcase its talented athletes and precision play to a global audience. Ultimate is a fast, flowing, and highly athletic low-contact sport that is played by advancing a disc (frisbee) down a field to score by passing into the end zone. Players cannot run with the disc, and play continues until one team scores.

With pinpoint passing and the unique flight of the disc, each game generates many exciting catches and defensive plays that frequently appear on ESPN's Sports Center Top 10, Fox Sports, Bleacher Report, and other leading sports shows.

The league has 22 teams playing in the US and Canada. Each team competes in a 12-game regular season schedule, with top teams entering a playoff round and divisional winners advancing to a final four style Championship Weekend. The league's audience enjoys exciting, affordable, family-friendly events.
The sport of Ultimate Disc is often confused with the sport of Frisbee golf. Because of this, it was important to educate the media about the American Ultimate Disc League, the history behind the game, its diversity and inclusion initiatives, and how it’s grown to become a sport that will soon be included in the Summer Olympic games. Merit Mile needed to present a strategy to help The AUDL establish itself as the “Ultimate” sport where players execute incredible displays of athleticism while having the utmost respect for each other and the game.

**Challenge**

Merit Mile created an integrated Public Relations program utilizing the insight, data, and player profiles provided by the AUDL. Merit Mile developed a key messaging framework, created unique story angles, and provided thought leadership interviews, further establishing The AUDL as a credible leader in the world of professional sports.
With the help of Merit Mile, The AUDL is now inserted into conversations across all markets in the United States. The AUDL has also been featured in a variety of top TV shows, publications, and podcasts.

For the first six months of the AUDL’s engagement with Merit Mile, the client averaged $231.17 return on every dollar invested into their public relations program.

**Total Impressions:** 106,400,251  
**Total Ad Equivalency:** $4,854,627  
**Total ROI:** 231.17 Monthly

**Share of Voice - Pre Campaign**  
- AUDL: 8%  
- Industry: 92%

**Share of Voice - End of Campaign**  
- AUDL: 16%  
- Industry: 84%
To view more Public Relations and Marketing case studies, please visit MeritMile.com/case-studies. And for more information or to arrange a conversation with a Merit Mile Public Relations specialist, please email us at Hello@MeritMile.com or call us at 1-561-362-8888 today!