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## Energizer Pushes Power Play in NHL Sponsorship

Nov 26, 2008 6:03 AM, PROMO Xtra By Richard Tedesco

Energizer plans a power play-themed Stanley Cup sweepstakes as part of its new sponsorship as official battery of the National Hockey League and its players association in Canada.

The battery maker also plans to introduce a new product during the NHL All-Star weekend observing the centennial of the Montreal Canadians on Jan. 23-25. The Energizer Max and lithium batteries are the products it will push in its hockey marketing plans.

The sweepstakes to be launched next March will offer two tickets to the Stanley Cup finals. Fans participating in the contest will be asked to predict which players will accumulate the most points on power plays during the regular season, and will also be challenged with a game of skill to win the tickets.

"We're looking at elements to appeal to a hard-core hockey fan," said Kent Hatton, brand group director of Energizer Canada, who indicated tech-savvy males aged 18 to 45 were the prime target for the sweepstakes.

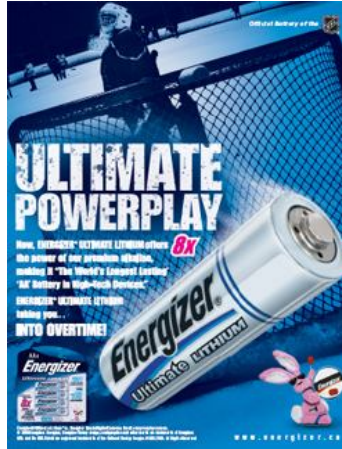
Energizer will have signage on the rink boards during the NHL All-Star Game. It will also have three 30-second spots on Jumbotron scoreboards and LED ribbon signage in Canadian NHL arenas.

The deal gives Energizer rights to use the NHL logo on products sold in Canada.

The company is currently negotiating with a Canadian broadcaster for an ad campaign, according to Hatton.

"We think our brand character and theirs nicely align," Hatton said.

The deal might be extended into the U.S. market, however, Hatton declined to indicate the length of the deal or the value.



**Energizer is boosting its lithium batteries in its NHL marketing.**

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