

Top Brands Dominating US Open spotlight

Description

Janet Yellen. Photo: Getty Images.

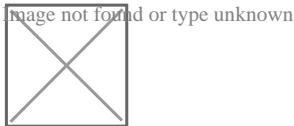
Janet Yellen. Photo: Getty Images.

Inc. attended the tennis event in New York to see how brands big and small marketed to a record-breaking crowd.

The US Open is enjoying record-breaking attendance this year, with people flying in from across the world to see the tennis tournament. Nearly 75,000 attended on [opening day](#).

That increased attendance, says Kirsten Goodlad, another first-time attendee, might be due to influencer culture making events like the US Open more popular. “Everyone’s being sponsored here. You’re seeing the coolest of the cool go. You want to go yourself,” she says.

Not everyone is happy about the increased crowd size, however, as [The New York Times recently reported](#). That’s not to mention the prices. General admission tickets start around \$30, but seats in the actual stadium range from \$100 to \$500. Meanwhile, the Open’s signature Honey Deuce cocktail spiked from \$22 to \$23 this year and is expected to surpass \$10 million in total sales.



Still, more attendees—especially those primed to spend big bucks—means that the US Open is a prime marketing opportunity for the 25 official brand partners that brought their A-game to the stadium grounds this year. We went to investigate the brands and activations on display, snagged a \$23 Honey Deuce, and even watched a little tennis, where logos for brands like Cadillac and Nike covered everything from players’ apparel to the tennis nets themselves.

The brands that stood out most off the court earned attention primarily through branded merch and immersive experiences.

Merch much?

Siena Howe, a first-time attendee, says she loves memorabilia and is willing to pay the extra dollar-amount for the drink if it means she gets to keep the cup. “I love free merch and something to memorialize [the US Open] by is worth the extra six bucks,” she says. The ambiance and aesthetic impact the buying option too, she notes. “Right now, we are at the US Open. Of course I’m going to get a Honey Deuce for the vibe,” Howe adds.



The Honey Deuce—the US Open’s staple beverage made with Grey Goose vodka, lemonade, raspberry liqueur, and honeydew melon balls—is sold in a collectible cup branded with the US Open and Grey Goose logos, along with the names of athletes who have won the US Open in years past. Fans pay \$23 for the eight-ounce drink and keep the cup after each purchase. It’s not uncommon to see attendees stacking a collection of cups to take home, and some cups on eBay are selling for as much as [\\$50 for one](#), or nearly [\\$1,000 for a set](#) from 2007 to 2021.

Meanwhile, merchandise from Italian coffee company Lavazza can be spotted in the hands of attendees—not just cappuccino cups. The maker of the official coffee of the US Open also dispersed tote bags filled with stickers, packages of ground coffee, and sunglasses. We caught an onsite guest service representative wearing said sunglasses and asked his opinion of the merch. The Queens native said he thinks that merch is also an effective tool for small businesses “because then you start recognizing them more in the neighborhood.”

Pop-up patios

Aperol’s bright orange patio could hardly be missed from the village of pop-ups. Perhaps second to the Honey Deuce is the Aperol Spritz, a chilled cocktail made with the bitter orange apritif Prosecco and soda water. The brand stationed two Aperol carts across the grounds and a full bar skirted by a hedge and illuminated with an LED “Aperol Spritz” logo. It also deployed a team of influencers like [Brigette Pheloung](#) and Netflix original series *Emily in Paris* star [Ashley Park](#) to curate video content with a collection of Aperol-branded tennis apparel.

For attendees looking for more of a kick, Dobel Tequila had a patio and bar carts in service as well. Located on the second floor of the US Open gift store, the Jalisco, Mexico-based tequila company has been serving its signature Ace Paloma, made with tequila, grapefruit soda, a twist of lime, and black salt. The bar looks like an exclusive club from ground level with a glossy black ceiling hanging over the outdoor patio. Scattered around the bar are black-and-white tennis balls, much like the one Aryna Sabalenka tosses up in a video the brand [shared on its Instagram](#) before her match on Tuesday.

Meanwhile luxury hotel brand InterContinental Hotels Group (IHG) created a hedge-lined IHG “Racquet Bar” patio away from the crowds where customers can sip on cocktails and watch the games. The company also created a pop-up set up to look like a hotel suite, with a floor-to-ceiling wall of tennis balls, and a bed, side table, and lamps all the same shade of bright yellow as a Wilson tennis ball (though many believe tennis balls are actually green).

IHG’s immersive experience stands out, but American Express’s might take the cake. While attendees who double as cardholders enjoy perks like discounted rates for checking bags, radios, and express checkout at vendors within the food court, non-card members can partake in the American Express Fan Experience, which has glow-in-the-dark table tennis and shoppable stores. On the second floor is the Card Member Lounge for up to two guests, which has a stocked bar, Van Leeuwen ice cream, and Ralph Lauren merchandise. Across the stadium, the Centurion Lounge is available to Platinum Card and Centurion members upon reservation for up to four guests. For one hour, members have access to a full bar, can dine on complimentary food and beverages, mail postcards, and take home travel bags.



Vocabulary List:

1. **Ambiance** /'ɑ:m.bi.ɑ:ns/ (noun): The character and atmosphere of a place.
2. **Immersive** /'ɪmɜ:rsɪv/ (adjective): Providing a completely engrossing or absorbing experience.
3. **Activation** /,æktɪ'veɪʃən/ (noun): The process of making something active or operational.
4. **Influencer** /'ɪnflu:əntə/ (noun): A person or entity that has the ability to influence the behavior of others.
5. **Collectible** /kə'lek.tə.bəl/ (adjective): Worth collecting; having value as a collectible item.
6. **Memorabilia** /,mem.ə.rə'bi:l.i.ə/ (noun): Objects collected because of their associations with a particular event or person.

Comprehension Questions

Multiple Choice

1. What is the name of the staple beverage at the US Open?
Option: Honey Shot
Option: Cocktail Paradise
Option: Honey Deuce
Option: Golden Slam
2. How much does the Honey Deuce drink cost?
Option: \$20
Option: \$23
Option: \$25
Option: \$30
3. Which brand created the Aperol Spritz cocktail at the US Open?
Option: Dobel Tequila
Option: Lavazza
Option: Aperol
Option: Grey Goose
4. What is the signature cocktail served by Dobel Tequila at the US Open?
Option: Margarita
Option: Ace Paloma



Option: Tequila Sunrise

Option: Paloma Fizz

5. Which luxury hotel brand created the "Racquet Bar" patio away from the crowds?

Option: Hilton Hotels

Option: Marriott International

Option: InterContinental Hotels Group (IHG)

Option: Hyatt Hotels Corporation

6. What does the American Express Fan Experience offer to attendees who are not card members?

Option: Glow-in-the-dark table tennis

Option: Free hotel stay

Option: Discounted rates at souvenir shops

Option: Complimentary food and beverages

Answer

Multiple Choice: 1. Honey Deuce 2. \$23 3. Aperol 4. Ace Paloma 5. InterContinental Hotels Group (IHG)
6. Glow-in-the-dark table tennis

Vocabulary quizzes

Multiple Choice (Select the Correct answer for each question.)

1. What type of change aims to make a significant impact or alteration?

Option: A. Gradual

Option: B. Consistent

Option: C. Transformative

Option: D. Moderate

2. Which term refers to the process of making or enacting laws?

Option: A. Amendment

Option: B. Legislation

Option: C. Policy

Option: D. Regulation

3. What term is used to describe events that interrupt normal proceedings?

Option: A. Enhancements

Option: B. Innovations



-
- Option: C. Disruptions
 - Option: D. Improvements

4. Which word describes the character and atmosphere of a place?

- Option: A. Efficiency
- Option: B. Ambiance
- Option: C. Rigidity
- Option: D. Uniformity

5. Which term relates to or is characteristic of a company or business?

- Option: A. Public
- Option: B. Enterprise
- Option: C. Corporate
- Option: D. Personal

6. What word describes a sudden and large increase in something?

- Option: A. Decline
- Option: B. Standstill
- Option: C. Dormancy
- Option: D. Surge

7. Which term refers to the quality of being honest and having strong moral principles?

- Option: A. Duplicity
- Option: B. Deception
- Option: C. Integrity
- Option: D. Fraudulence

8. What term describes something that evokes interest attention or admiration?

- Option: A. Mediocre
- Option: B. Compelling
- Option: C. Dull
- Option: D. Apathetic

9. What does the term "unprecedented" mean in the context of an event or situation?

- Option: A. Familiar
- Option: B. Routine
- Option: C. Unparalleled
- Option: D. Ordinary

10. Which term describes the process of giving new life or energy to something?

- Option: A. Deteriorating
- Option: B. Revitalizing
- Option: C. Stagnating



Option: D. Decaying

Gap-Fill (Fill in the blanks with the correct word from the vocabulary list.)

11. The concept of _____ emphasizes the idea that all things are interconnected and interdependent.
12. The new law is _____ that all citizens must wear seat belts while driving.
13. The _____ between the two parties lasted for days before reaching a final agreement.
14. It is essential to _____ your personal information to prevent identity theft.
15. Regular exercise is key to _____ your body and maintaining good health.
16. The company announced the _____ of a smaller startup to expand its market share.
17. The government introduced several new _____ to address the unemployment rate.
18. The speaker delivered a _____ argument that convinced many to support the cause.
19. The decision to cut down the forest had severe environmental _____.
20. The new policy proved to be highly _____ sparking debates among lawmakers.

Matching Sentences (Match each definition to the correct word from the vocabulary list.)

21. Virtual reality technology creates an experience for users to explore different worlds.
22. Social media personalities often serve as shaping trends and consumer behavior.
23. Rare coins can be valuable for numismatists and investors alike.
24. In legal disputes parties may opt for as a less formal method of conflict resolution.
25. The new therapy approach is combining traditional and alternative medicine practices.



26. The hospital's approach to care is highly focusing on individual patient needs and preferences.

27. Fans collect autographed jerseys and other sports-related as cherished mementos.

28. The cozy lighting and elegant decor create a sophisticated in the restaurant.

29. The company's sustainability aim to reduce carbon emissions and waste production.

30. After hours of negotiation the two sides reached an with no resolution in sight.

Answer

Multiple Choice: 1. C. Transformative 2. B. Legislation 3. C. Disruptions 4. B. Ambiance 5. C. Corporate 6. D. Surge 7. C. Integrity 8. B. Compelling 9. C. Unparalleled 10. B. Revitalizing

Gap-Fill: 11. Interconnectedness 12. mandating 13. negotiations 14. safeguard 15. activating 16. acquisition 17. initiatives 18. compelling 19. repercussions 20. controversial

Matching sentence: 1. immersive 2. influencer 3. collectible 4. arbitration 5. integrative 6. patient-centric 7. memorabilia 8. ambiance 9. initiatives 10. impasse

CATEGORY

1. Business - LEVEL5

Date Created

2024/09/06

Author

aimeeyoung99