

Top Brands Triumphant at US Open

Description

Janet Yellen
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Janet Yellen. Photo: Getty Images.

Inc. attended the US Open in New York City to observe how both major and smaller brands engaged with an unprecedented audience.

This year's US Open has attracted a staggering number of attendees, with visitors flocking from all corners of the globe to witness the renowned tennis tournament. Nearly 75,000 people were present on [opening day](#).

According to Kirsten Goodlad, a first-time attendee, the surge in attendance could be attributed to the influence of social media, which has magnified the appeal of events like the US Open. "Everyone here seems to be sponsored. Witnessing the elite and their endorsements makes you want to experience it yourself," she remarks.

However, not everyone is thrilled about the massive crowds, as highlighted in a recent [New York Times article](#). Rising ticket prices, ranging from \$30 for general admission to \$500 for stadium seats, are another point of contention. Moreover, the price of the signature Honey Deuce cocktail has increased from \$22 to \$23 this year, anticipating over \$10 million in total sales.

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With a larger influx of attendees, especially those inclined to splurge, the US Open has transformed into a prime platform for its 25 official brand partners to showcase their marketing prowess. We explored the diverse brands and activations present at the stadium, sampled a \$23 Honey Deuce, and even caught a glimpse of the tennis action, where logos of brands like Cadillac and Nike adorned everything from player attire to the tennis nets.

Off the court, the standout brands predominantly captured attention through branded merchandise and immersive experiences.

Merchandise Galore

First-time visitor Siena Howe expresses her fondness for souvenirs and is willing to pay extra for a drink if it comes with a keepsake cup. "I enjoy free merchandise, and having something to remember the US Open by justifies the extra expenditure," she explains. The ambiance and aesthetic also influence her purchasing decision. "We're at the US Open, so getting a Honey Deuce for the vibe is a must," Howe adds.

The iconic Honey Deuce cocktail, featuring Grey Goose vodka, lemonade, raspberry liqueur, and honeydew



melon balls, is served in a collectible cup emblazoned with US Open and Grey Goose logos, honoring past champions of the tournament. Priced at \$23 for an eight-ounce serving, attendees retain the cup after each purchase. It's common to witness visitors amassing a collection of cups to take home, with some fetching as much as [\\$50 for one cup](#), or nearly [\\$1,000 for a set from 2007 to 2021](#).

Additionally, attendees can be seen with merchandise from Italian coffee brand Lavazza, which includes tote bags filled with stickers, coffee packets, and sunglasses. A guest service representative sporting the sunglasses mentioned that such items also serve as effective marketing tools for small businesses, helping to increase local visibility.

Pop-Up Paradises

Aperol's vibrant orange patio, a prominent fixture among the array of pop-ups, showcases the Aperol Spritz, a refreshing cocktail comprising Prosecco, the bitter orange aperitif Aperol, and soda water. With two Aperol carts stationed around the premises and a stunning bar adorned with an LED "Aperol Spritz" sign, the brand enlisted influencers like [Brigette Pheloung](#) and *Emily in Paris* star [Ashley Park](#) to curate video content featuring Aperol-branded tennis apparel.

For guests seeking a stronger libation, Dobel Tequila entices with its patio and bar carts. Nestled on the second floor of the US Open gift store, the tequila company from Jalisco, Mexico, serves its signature Ace Paloma—a tantalizing blend of tequila, grapefruit soda, lime, and black salt. The bar exudes an exclusive ambiance from ground level, boasting a glossy black ceiling over the outdoor patio and adorned with scattered black-and-white tennis balls, reminiscent of Aryna Sabalenka's pre-match warm-up captured in a [video on Instagram](#).

Luxury hotel brand InterContinental Hotels Group (IHG) transforms a hedged IHG "Racquet Bar" patio into an oasis away from the bustling crowds, offering cocktails and a view of the games. The brand also showcases a pop-up resembling a hotel suite, complete with a wall of tennis balls, a bed, side table, and lamps all in the vibrant yellow hue of a Wilson tennis ball (despite the longstanding debate on the actual color of tennis balls).

IHG's immersive setup garners attention, but American Express takes the prize with its unique offerings. While cardholders enjoy perks like discounted rates and express services within the food court, non-card members can indulge in the American Express Fan Experience, featuring glow-in-the-dark table tennis and shoppable stores. The Card Member Lounge on the second floor caters to up to two guests, providing a stocked bar, Van Leeuwen ice cream, and Ralph Lauren merchandise. Meanwhile, the Centurion Lounge, accessible to Platinum Card and Centurion members by reservation with up to four guests, offers a full bar, complimentary dining options, postcard mailing, and travel bags to take home.

Vocabulary List:

1. **Unprecedented** /ʌn'presɪdɪntɪd/ (adjective): Never done or known before; lacking previous example.



2. **Endorsements** /ɪnˈdɔːsmənts/ (noun): Public approval or support of a product or service.
3. **Contention** /kənˈtɛnʃən/ (noun): A disagreement or argument; a point of dispute.
4. **Immersive** /ɪˈmɜːsɪv/ (adjective): Providing a deeply engaging experience; enveloping.
5. **Oasis** /oʊˈeɪsɪs/ (noun): A place of refuge or rest; a serene environment amidst chaos.
6. **Tantalizing** /ˈtæn.tə.laɪ.zɪŋ/ (adjective): Tempting or teasing by the expectation of something desirable.

Comprehension Questions

Multiple Choice

1. How many people were present on the opening day of this year's US Open?
Option: 50,000
Option: 75,000
Option: 100,000
Option: 125,000
2. What is the price difference for the signature Honey Deuce cocktail this year compared to last year?
Option: \$1 increase
Option: \$2 increase
Option: \$5 increase
Option: \$10 increase
3. What factor does Kirsten Goodlad attribute to the surge in attendance at the US Open?
Option: Celebrity endorsements
Option: Influence of social media
Option: Reputation of the tournament
Option: Local marketing campaigns
4. Which brand showcases the Aperol Spritz cocktail at the US Open?
Option: Grey Goose
Option: Dobel Tequila
Option: Aperol
Option: Lavazza
5. How much does the iconic Honey Deuce cocktail cost at the US Open?
Option: \$15
Option: \$20



Option: \$22

Option: \$23

6. Which luxury hotel brand transforms a patio into an oasis at the US Open?

Option: InterContinental Hotels Group

Option: Hilton Hotels & Resorts

Option: Marriott International

Option: Four Seasons Hotels and Resorts

Answer

Multiple Choice: 1. 75,000 2. \$1 increase 3. Influence of social media 4. Aperol 5. \$23 6. InterContinental Hotels Group

Vocabulary quizzes

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

1. Which word means bringing about a significant change or improvement?

Option: Revolutionizing

Option: Deficiencies

Option: Therapies

Option: Provision

2. What term describes a deeply engaging or absorbing experience?

Option: Exceeding

Option: Oasis

Option: Misinformation

Option: Immersion

3. Which word refers to the action of setting aside money for a specific purpose?

Option: Expansion

Option: Appropriations

Option: Avert

Option: Endorsements

4. What term describes an approach that considers the whole system not just its parts?

Option: Tranquility

Option: Engage

Option: Holistic



Option: Contention

5. Which word means to prevent or avoid something undesirable?

Option: Provision

Option: Avert

Option: Disenfranchisement

Option: Tantalizing

6. Which term refers to false or inaccurate information?

Option: Backlog

Option: Unprecedented

Option: Misinformation

Option: Exceptional

7. What word describes essential parts or components of a whole?

Option: Legislation

Option: Provision

Option: Constituents

Option: Innovative

8. Which term means public approval or support?

Option: Expansion

Option: Legislation

Option: Engage

Option: Endorsements

9. What word describes a state of calm or peacefulness?

Option: Therapies

Option: Deficiencies

Option: Tranquility

Option: Oasis

10. Which word means to make use of something for a purpose?

Option: Innovative

Option: Utilize

Option: Administration

Option: Significant

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



11. After a long journey through the desert the travelers were relieved to find an _____ of water and palm trees.
12. The company announced plans for global _____ in the coming year.
13. The new _____ aims to improve consumer protection in the financial sector.
14. The contract includes a _____ for additional training sessions if needed.
15. To address the patient's health issues effectively the doctor recommended a _____ approach.
16. The museum aims to _____ visitors by offering interactive exhibits.
17. The scale of the natural disaster caused damage of an _____ magnitude.
18. The restaurant served a _____ array of desserts that tempted diners to try them all.
19. Efficient _____ of resources is crucial for the success of any project.
20. The art gallery featured an _____ collection of contemporary sculptures.

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

21. The artist worked on every detail of the masterpiece to ensure its perfection.
22. The new technology is the way we communicate and share information.
23. The startup company introduced an solution to the common problem.
24. The nutritionist identified the dietary in the patient's eating habits.
25. The research findings revealed a increase in student performance after implementing the new teaching method.
26. The smooth of the event required careful planning and coordination.
27. The virtual reality game offers an experience that transports players to another world.



28. The debate over the new policy led to heated among the committee members.

29. The timely intervention helped to a potential crisis in the community.

30. The sudden increase in orders created a of work for the production team.

Answer

Multiple Choice: 1. Revolutionizing 2. Immersion 3. Appropriations 4. Holistic 5. Avert 6. Misinformation
7. Constituents 8. Endorsements 9. Tranquility 10. Utilize

Gap-Fill: 11. Oasis 12. Expansion 13. Legislation 14. Provision 15. Holistic 16. Engage 17. Unprecedented
18. Tantalizing 19. Administration 20. Exceptional

Matching sentence: 1. Meticulously 2. Revolutionizing 3. Innovative 4. Deficiencies 5. Significant
6. Administration 7. Immersive 8. Contention 9. Avert 10. Backlog

CATEGORY

1. Business - LEVEL4

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