



## Seattle Mariners Star in Annual Spring Campaign

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The Seattle Mariners' annual spring promotional campaign has become something fans love and look forward to. This year is no different with this series of spots by Seattle-based agency Copacino+Fujikado, with whom the Mariners have been working for 22 seasons.

The series of five spots were shot on location at spring training in Peoria, Arizona, by Blue Goose Productions of Mercer Island. Ron Gross directed.

â€‹There are many reasons for Big Maple's name:

Flipping your air is an art form:

Maybe you shouldn't consult the hitter when considering the pitch:

There are more ways to get hurt in baseball than just getting hit by an errant ball or sliding into home:

Here's some of the fun the team had behind the scenes while shooting the campaign:

[READ MORE: Adweek](#)

## CREDITS

Client: Seattle Mariners

Agency: Copacino+Fujikado

Chief Creative Officer: Jim Copacino

Executive Creative Director: Mike Hayward

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Project Manager: Sun Yi

Director: Ron Gross

Producer: Bill Hoare

Director of Photography: Petr Litomisky

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