

# Champions League Final 2011

## Activation & Marketing Wrap Report

05 June, 2011



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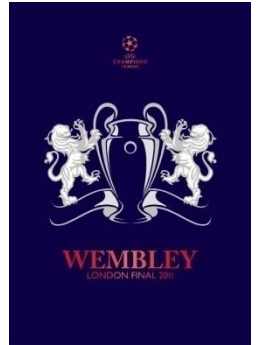
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# Executive Summary



## Big Picture Insights

- > Stats show CL has overtaken the Super Bowl
- > CL world's most watched annual sport event
- > A genuinely global viewing/marketing event
- > Heineken goes global with 'Open Your World'
- > Ford's global Focus ad & 100th UK birthday
- > MasterCard's early blow vs Olympic rival Visa
- > CL final now world's 2<sup>nd</sup> biggest Twitter event
- > Sponsors' social media links London to world
- > Ford/Xbox/Heineken most social mentions
- > Xbox/StarPlayer threaten sponsor Playstation
- > Sponsor Sony & advertiser Audi focus on 3D



## Most Innovative Campaigns

- > UEFA Champions League festival mobile app
- > Ford 'Focus Cam' links experience with social
- > Heineken StarPlayer app's dual screen game
- > Heineken's Twitter-fuelled outdoor/digi map
- > MasterCard's UGC P2P celebration comp
- > Sony Ericsson's Final 4square mobile games
- > UniCredit's Make A Kid Smile initiative
- > Nike's ambush 'Glory is ours' finalists work
- > Turkish Airlines Man Utd stars safety video
- > Paddy Power's exploitation of the Giggs affair
- > Audi's high profile, full length 3D TV spot

## Social Media & Football

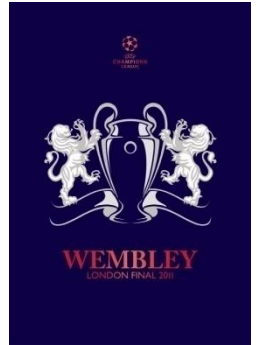
*“When it comes to football, the social media response is always massive, but fans tend to stick to chat surrounding the game. They can be drawn into discussions over adverts and sponsors, but usually as a chance to take aim at a rival team.”*

Giles Palmer, CEO Brandwatch

## Major TV Ad Debuts In The Final

- > Apple iPad 2 full length 'We Believe' advert
- > Audi 1st 3D TVC 'Day In The Life' (150-Sec)
- > Carlsberg's 'Perfect Pint Experience' balloon ad
- > Chrome's 'Dear Hollie' is Google's 1st UK TVC
- > Ford adapts int'l Focus ad for 100 years in UK
- > 'Gears Of War' long anticipated trailer debuts
- > Heineken's 'The Entrance' global TV spot
- > Lynx's 'Dry Full Control' makes global debut
- > Russian Standard's 'Vodka As It Should Be'

# In Numbers



## **In Numbers > Money**

> £300,000 for key break 30-sec ITV spot

> £8m estimated ITV final ad revenue

> £135m cost of 3-year sponsorship

> £500m+ prize money distribution

> £730m competition annual revenue

## **In Numbers > Viewing**

- > 40 languages for live final broadcast
- > 43% peak viewing share for ITV UK
- > 113 final broadcast partners
- > 160m anticipated average live viewers
- > 220 territories screened the final
- > 300m+ total reach across the globe
- > 1.1bn total competition viewers

Biggest final in Champions League history

## **In Numbers > Comparison**

> 111m Super Bowl 2011 live viewers

> 145m average live viewers 2010 Champs League

> 162m Super Bowl 2011 total reach

> 400m FIFA World Cup Final viewers

> 600m Olympics opening ceremony viewers

World's most watched annual sporting event

## **In Numbers > Global/Regional Reach**

### Global Live Reach

> 1.1bn viewers of the total competition

### Regional Breakdown

> 551m in Europe

> 233m in the Americas

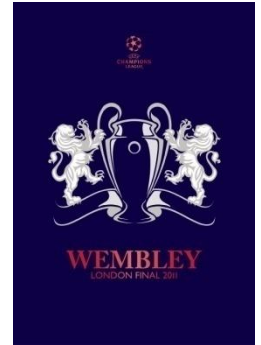
> 188m in Africa

> 119m in Asia

No other annual sporting event has such a widespread reach across the continents



# Social Media Statistics



## **Final Tweets > Total Volume/Which Markets**

Twitter's biggest sports event ever

- > Twitter volume for the final was the 2nd biggest ever for any event

- > It peaked at 6,000 tweets per second

A truly global event, but where does most traffic come from?

- > 34% USA

- > 14% UK

- > 8% Spain

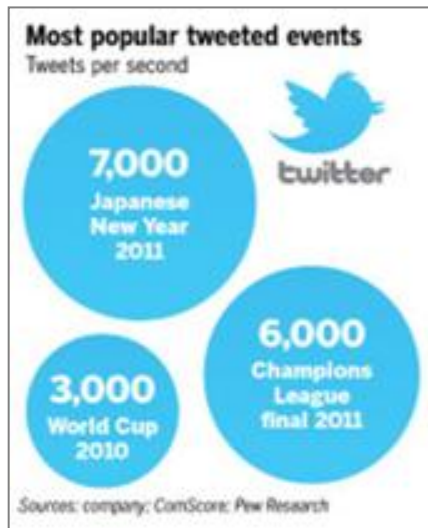
- > 44% other

*Source: Sysomo*

## Final Tweets > Total Volume/Which Markets



Tweets By Euro Market



Most Tweets Per Second

## Final Tweets > Key Words

The most tweeted terms and categories were, perhaps unsurprisingly

- > Team names

- > Player names

- > Competition names

- > The score

The three most used words were

- > United

- > Champions

- > League

*Source: Sysomo*

## Final Tweets > Key Words



### MostTweeted Words

## Final Tweets > Messi vs Rooney

Who won the battle for the two star players? Messi!

> 2%+ of all Twitter traffic mentioned Messi

> 1.08% of all Twitter Traffic mentioned Rooney

At one time did mentions of the two players' peak? Unsurprisingly when they scored!

> Rooney at 20:21 (scored on 34 mins)

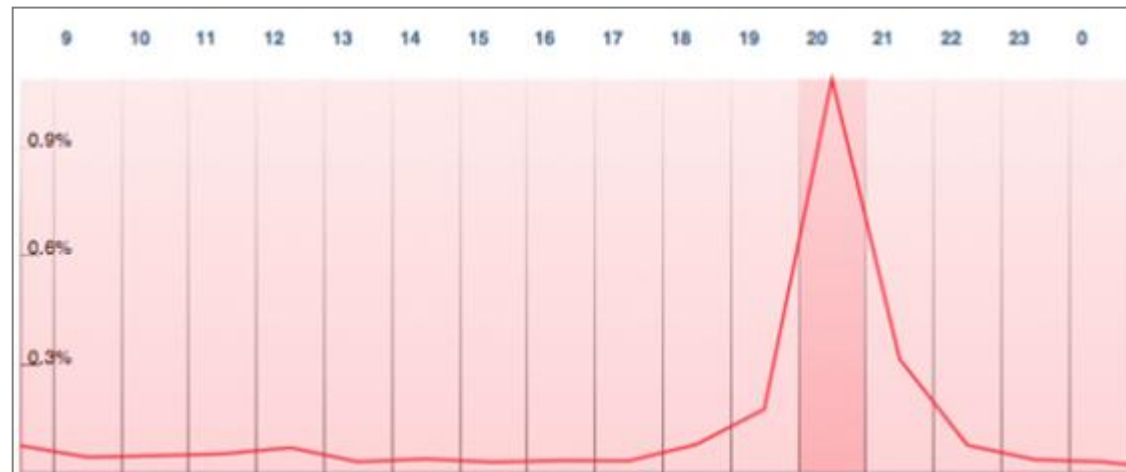
> Messi at 21:00 (scored on 54 mins)

*Source: Sysomo*

## Final Tweets > Messi vs Rooney



Messi Tweets



Rooney Tweets

## Final Mentions

What was the total number of overall social media mentions of the Champions League Final during the game itself?

> 408,000

Of which, these were the leading platforms

> 242,805 on Twitter

> 6,581 on Facebook

*Source: Brandwatch (31/05/11)*



## Final Mentions > Brands & Ads

Which were the most talked about advertisers/brands on social media during the final?

> Ford

> Xbox

> Heineken

Ford, which ran both sponsor idents and an adaption of its global Focus TV ad during half time attracted the most social media buzz with

> 499 mentions in the final across Twitter, Facebook and YouTube

*Source: Brandwatch (31/05/11)*

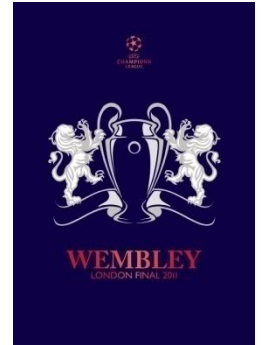
## Final Mentions > Brands & Ads

The other most mentioned brands were

- > 486 for Xbox which debuted its 'Gears Of War 3' trailer
- > 480 for Heineken which ran its 'The Entrance' global TV ad
- > 329 for BMW (challenging official sponsor Ford)
- > 164 for official sponsor Sony Ericsson
- > 96 for McDonald's
- > 19 for Lynx which debuted its 'Full Dry Control' campaign during the final

*Source: Brandwatch (31/05/11)*

# UEFA CL Collateral



Click to view online



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## Champions League 2010 - 2011 Wembley

[vanmidoman](#) 15 videos  [Subscribe](#)





0:39 / 0:56

360p  

 Like 

 Add to 

[Share](#) 

31,612 

41 likes, 1 dislikes

Uploaded by [vanmidoman](#) on 28 Aug 2010

Champions League 2010-2011- After Effects

[Click to view online](#)

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## Final WEMBLEY 2011 UEFA Champions League (Londres-Inglaterra / London-England)

[wjVILLA16](#)
58 videos

0:41 / 5:28
360p

74,840

Uploaded by [wjVILLA16](#) on 6 Mar 2011  
 Video Mix de la Final de La UEFA Champions League 2010-2011 a

57 likes, 7 dislikes

Suggestions

1:33

8:26

1:18

11:33

0:15

Click to view online

## **Final Logo**

- > Unveiled in November 2010
- > London agency Radiant Studios is behind the visual identity and design package
- > Created specifically for the UEFA Champions League Final 2011
- > Event Design Launch took place in the Great Hall at Wembley
- > Hosted by Sky Sports presenter Richard Keys
- > Ambassador Gary Lineker also helped present the design at the launch
- > UEFA, FA, Wembley Stadium and Greater London Authority representatives also attended
- > 'Lions Of London' logo centred on host city's mixture of tradition and innovation
- > A city in which ancient history meets popular culture.
- > Visual identity inspired by modern British designers - from Vivienne Westwood to Savile Row
- > Tailors who blend traditional elements into their contemporary designs

## Final Logo

- > Battling lions represent the two finalists competing to be European Champions
- > The historic lions are found on statues, ironwork and paintings across the city
- > Identity centrepiece is a modern heraldic crest with stylised lions supporting the trophy
- > Heraldic crest represents London's history and heritage
- > Contemporary styling reflects the city's reputation as an international creative centre
- > Elegant proportions of the European Cup provide the central element of the crest -the trophy is the ultimate prize in European club football and an iconic focus for the visual identity
- > The identity uses two quintessentially English typefaces, Caslon and Gill
- > Both fonts have strong London links and lend gravitas without being old fashioned

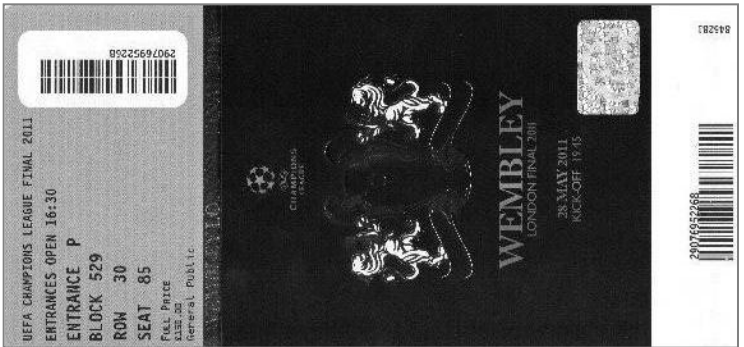












## UEFA Champions Festival

- > UEFA Champions Festival in London's Hyde Park was an eight-day celebration in the run-up to the final
- > The festival in Hyde Park was free and ran from 21 May to 28 May
- > Final ambassador Gary Lineker joined Festival ambassador Graeme Le Saux at the opening ceremony
- > The aim was to give everyone the chance to get a feel for the competition through a multi-event programme full of fun activities for all ages - from photo opportunities with the men's/women's trophies, to skills clinics and a chance to revisit the competition's greatest moments at the Museum of Champions
- > The Highlights included:
  - Theatre of Champions - audiovisual display of competition's history from 1955 to the present day
  - Museum of Champions - exhibition of memorabilia
  - Young Champions - schools and local community groups participate in UEFA/adidas five-a-side tournament.
  - Skills Clinics/Coaching Courses - football coaches, former players and experts host daily clinics
  - Partner activities - fun activities organised by official partners: Ford, Heineken, MasterCard, PlayStation, Sony and UniCredit

## UEFA Champions Festival

- > Festival events could be followed on the official Facebook page
- > UEFA also launched an official Champions League Festival app available to download from the Apple App Store
- > The app provided a day-by-day breakdown of all events, a history off the competition, an augmented reality feature allowed users to view the festival site directly from their handset and the programme also offered a facility to book slots to have pictures taken with the UEFA Champions League trophy
- > Social networking integration with Facebook, Twitter and Foursquare allowed users to check in and share comments and posts with your friends online



The poster is for the UEFA Champions League Festival, held in London Hyde Park from May 21 to 28, 2011. It features a large, detailed image of the UEFA Champions League trophy on the right side. The text on the left provides event details, including dates, times, and admission information. At the bottom, there are logos for sponsors: UniCredit, Sony, Ford, MasterCard, PlayStation, and Microsoft.

**UEFA CHAMPIONS LEAGUE**

# UEFA Champions FESTIVAL

**LONDON HYDE PARK 21 - 28 MAY 2011**

Saturday 21 <sup>st</sup> – Sunday 22 <sup>nd</sup>	12:00 – 22:30
Monday 23 <sup>rd</sup> – Thursday 26 <sup>th</sup>	12:00 – 20:00
Friday 27 <sup>th</sup>	12:00 – 22:30
Saturday 28 <sup>th</sup>	09:00 – 17:00

**FREE ADMISSION**

Nearest Tube Station:  Marble Arch

To find out more, visit **UEFA.COM** or [www.london.gov.uk/uefa](http://www.london.gov.uk/uefa)









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UEFA.com

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Photos

Video

UEFA Champions Festival

Fan Locator

Welcome

More

About

The official home of Europe's premier club competition on Facebook.

865,641 people like this

Likes

See All

FC Barcelona

Manchester United

UEFA Champions League > UEFA Champions Festival

Like

Sports League

UEFA Champions Festival

LONDON HYDE PARK 21 - 28 MAY 2011

Saturday 21 <sup>st</sup> – Sunday 22 <sup>nd</sup>	12:00 – 22:30
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Friday 27 <sup>th</sup>	12:00 – 22:30
Saturday 28 <sup>th</sup>	09:00 – 17:00

Free Admission. Nearest Tube Station: Marble Arch

Photo opportunities with the UEFA Champions League trophy

Theatre of Champions  
Museum of Champions  
Meet legendary former players  
Take part in football skills clinics  
Young Champions tournament  
Ultimate Champions Match  
And much more

- **Navigate the UEFA Champions Festival site using augmented reality**
- **View schedule information**
- **Book to have your photo taken with the UEFA Champions League Trophy**
- **Check in and post comments and photos on social networks (Facebook, Twitter and Foursquare)**
- **Check in to zones across the festival site using the virtual passport and win UEFA prizes**



## **Wembley Way / Final Stadium Activation**

- > All six UEFA Champions League sponsors rolled out marketing collateral along the iconic Wembley Way approach to the famous stadium including
  - > Official walkway banners, posters and flags
  - > MasterCard's blow up branded inflatable gates/arches
  - > UniCredit's giant inflatable air dancers
  - > Heineken's 'OpenYour World' Wembley Park tube station takeover
- > Each of the team's official shirt sponsors were also present with staged replica's of the team's kit/changing rooms complete with numbered and branded shirts









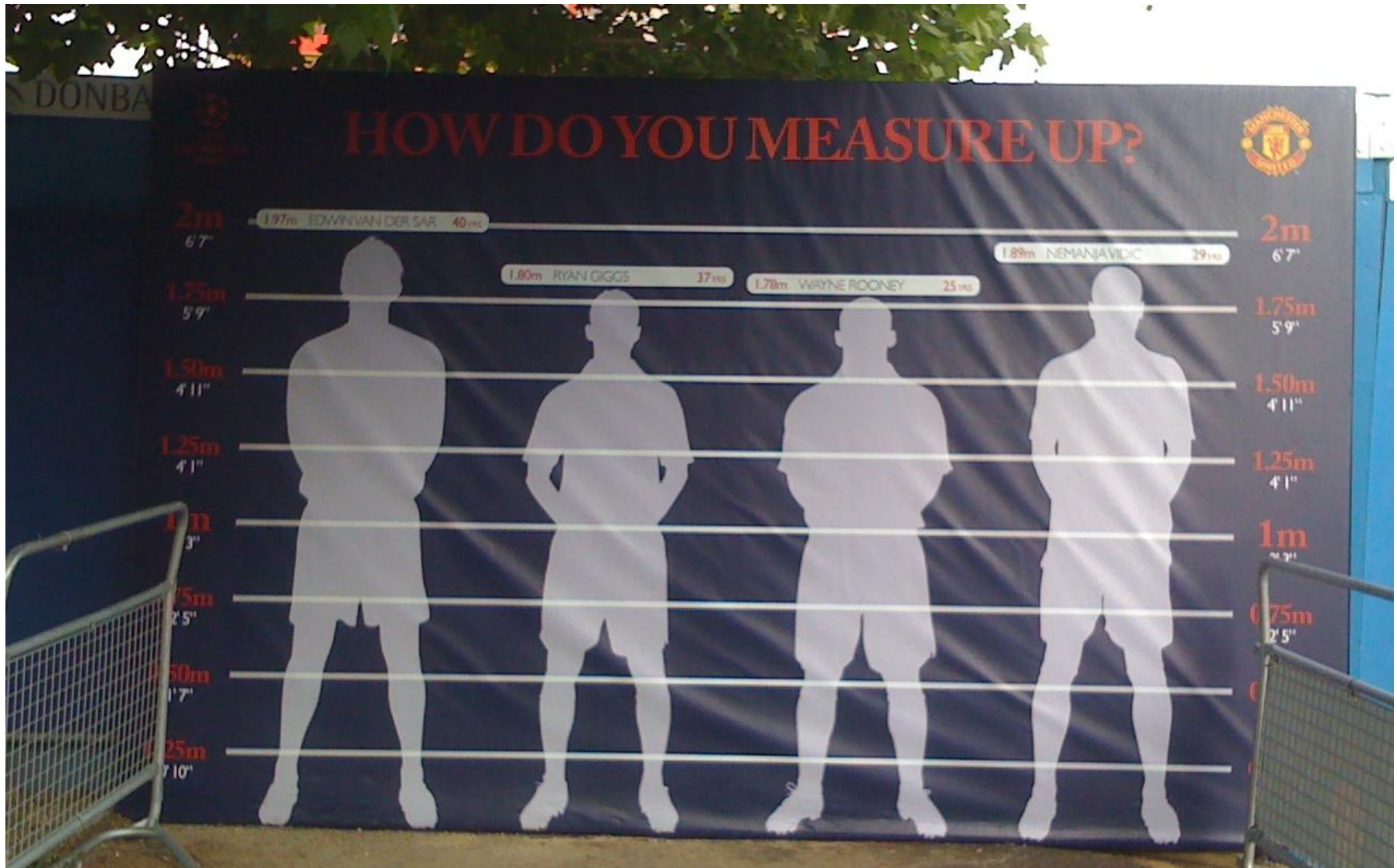


UEFA Champions League Final > Outdoor > Wembley Stadium

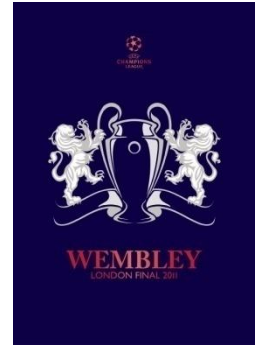








# Official Sponsors Activation



# UEFA Champions League Sponsors



Sony Ericsson

SONY



## Headline Sponsors:

Ford

Heineken

MasterCard

Playstation

Sony

UniCredit

## Secondary Sponsors:

Adidas (Match Ball Supplier)

Konami Pro Evolution Soccer



## Campaign Summary

Used sponsorship to promote new Focus model via a campaign that took a distinctly social media-led approach with elements like FocusCam.

Both a global and a local approach with an emphasis on using the Wembley final as a platform to celebrate the 100th anniversary of the brand's British operations with Dagenham-based events

### Category

Sport - Football

### Event > Property

Champions League 2011

### Rights Owner > Body

UEFA

### Rights Holder > Brand

Ford

### Sponsorship Level

Headline Sponsor

### Campaign > Initiative

Focus 2012 & Focus Cam



## Overview

- > Partner of UEFA Champions League since tournament's inception in 1992
- > As official Vehicle Supplier to the UEFA Champions League, Ford has provided 200 vehicles to transport UEFA officials and VIP guests to the Final
- > This is in addition to over 700 vehicles which are used throughout the season for the swift and safe travel of match officials and fans.
- > With the all-new Ford Focus displayed on perimeter boards, visitors to the final can be in no doubt that Ford is proud to sponsor this prestigious event.
- > Ran a UK campaign around the Champions League Final celebrating the 100th anniversary of the brand's British operations
- > A TV ad, part of Ford's ongoing global campaign for its Focus model, will screen during the match between Manchester United and Barcelona. The end of the ad was been tweaked to highlight Ford of Britain's centennial celebrations









Ford pioneered the first automotive assembly line. What year was it unveiled?

☐ 1913

☐ 1914

☐ 1915

CLUE

Name \*

Email \*

Address \*

Phone Number

☐ By ticking this box you agree to our [terms and conditions](#).

The personal information you enter in this form will be used for the fulfillment of this offer. It will not be associated with any information Microsoft may have previously collected from you, and will not be retained by Microsoft following the end of the campaign.

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## Ford - Longest-serving official partner of the UEFA Champions League

**fordofeurope** 203 videos  [Subscribe](#)



The video player displays the Ford logo, which is a blue oval with the word "Ford" in white script. Below the logo, the text "Feel the difference" is written in a bold, sans-serif font. The video is set against a light gray background.

0:30 / 0:30 360p  

[Click to view online](#)

## **Five-A-Side Competition > On-Pitch Banner Display**

> In April 2011 launched a competition for young football players to win an opportunity to participate in the opening proceedings of Champions League Final

> Offered 16 local youngsters (aged between 14 and 16), the chance to share the pitch with their heroes and display the iconic UEFA Champions League 'Starball' Banner

> Organised a local five-a-side tournament in early May at Dagenham & Redbridge FC where 16 boys' teams and 16 girls' teams will competed to win

> Mark Simpson, Ford of Britain marketing director, said: "After 19 years, Ford remains proud of its position as a founding partner of the UEFA Champions League. This year, Ford celebrates its centenary year and is delighted to offer youth teams from Dagenham area the chance to win a place at Wembley's first ever Champions League final."

> Adults involved in youth football (coach/teacher/parent), who have a team based in the local area, entered online at [www.fordchampions.co.uk](http://www.fordchampions.co.uk)






## Focus Cam > Champions League Festival

- > Innovative campaign to engage with fans interested in the brand
- > Week-long Focus 2012 social media campaign in run-up to the at Wembley
- > Visitors to Ford stand at the Hyde Park Festival can use Focus Cam to recreate top tournament moments – captured in multi-angle photos shot by 40 cameras.
- > Focus Cam is used to highlight the camera technology in the all-new Ford Focus
- > The images are recorded as video for sharing on Facebook, Twitter and YouTube (as well as being available on Ford's own FordCam site)
- > Mark Jones, European sponsorship manager : “Having real people talk about our products is far more effective than big brands just telling consumers direct.”
- > Part of a wider shift from the traditional advertising model for the 2012 Focus. The umbrella campaign saw anarchic sock puppet Doug, and human sidekick John, post and tweet content and banter from their adventures in the new car
- > Digital marketing manager Scott Kelly “Doug is a multi-layered character that’s more fun to get to know in an interactive setting. A 30-second TV spot could never afford us the opportunity to engage with our consumers the way the social channels do”. The sock puppet, symbolic of the Focus redesign, is the car maker’s ‘license to walk on the wild side’. Since the project started, 41% of 2012 Focus conversation related to Doug







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## Ford Focus Cam at Hyde Park

[fordofeurope](#) 203 videos  Subscribe

Test your speed and precision at the  
penalty kicking game in the Ford area



Feel the difference

  0:16 / 1:16 360p  

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# FOCUS CAM

Coming to Hyde Park London, 21st May 2011

**Inspired by the innovative technology in the all-new Ford Focus**

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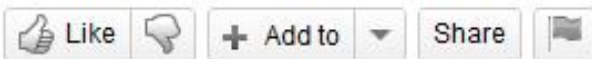
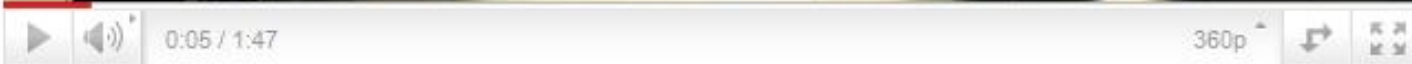
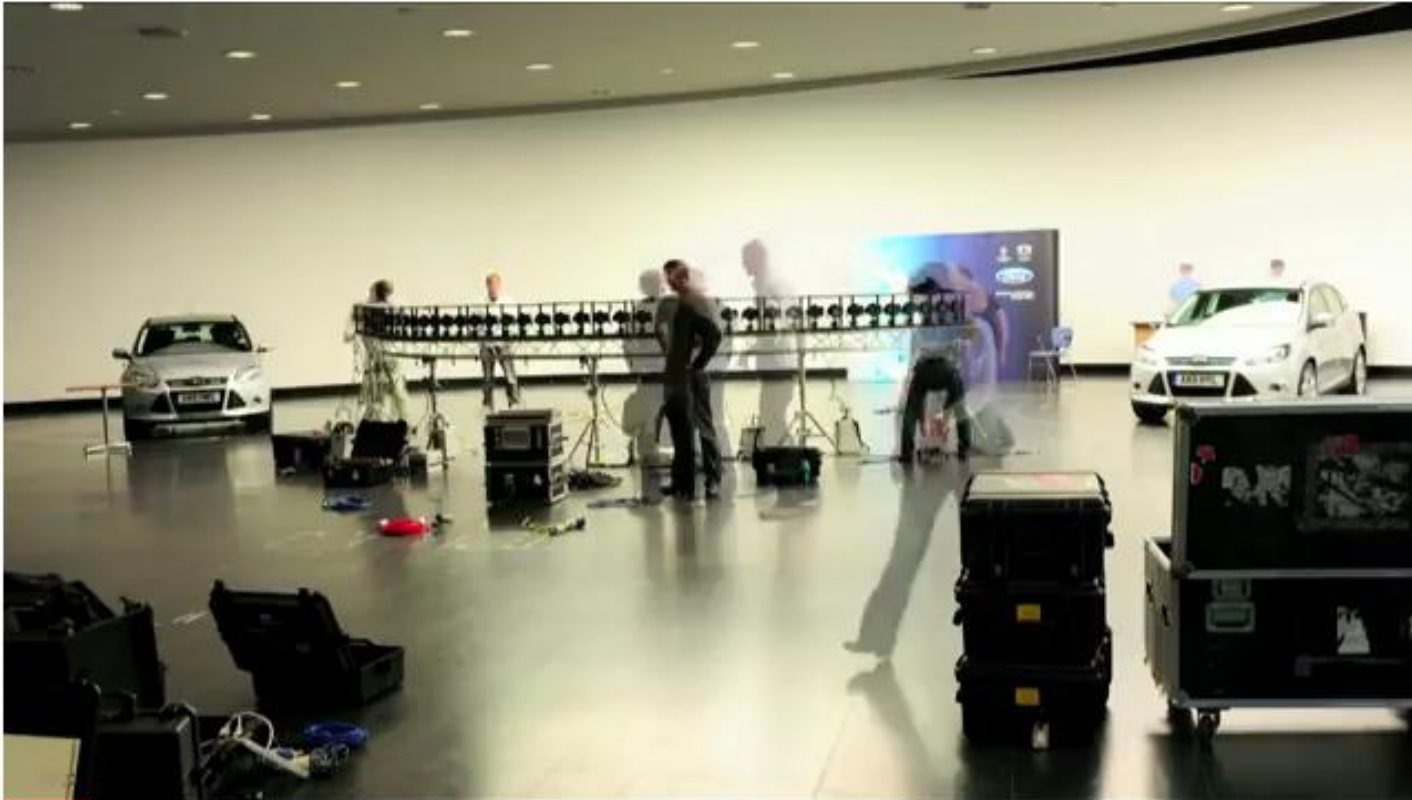
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## Ford Focus Cam - How it was done

[fordofeurope](#)

203 videos

Subscribe



317 views

[Click to view online](#)



## Campaign Summary

Sponsorship used as a spearhead to further its current global beer/universal campaign strategy built around the 'Open Your World' idea. With an emphasis on using new technologies to connect cyber to physical event and global reach to Wembley final – eg Twitter Tracking & Star Player app

### Category

Sport - Football

### Event > Property

Champions League 2011

### Rights Owner > Body

UEFA

### Rights Holder > Brand

Heineken

### Sponsorship Level

Headline Sponsor

### Campaign > Initiative

Open Your World

Star Player

Star Experience





## Overview

- > Heineken has been an official sponsor of UEFA Champions League since 1994
- > Signed in 2011 to continue as official sponsor between 2012 and 2015
- > Also signed as a sponsor of UEFA Super Cup in 2012, 2013 and 2014
- > Long term association with the competition forms core part of its marcoms
- > Used to promote the brand through various activities on a truly global scale
- > The extension sees it use the Trophy Tour 'presented by Heineken' to connect with non Europeans offering an opportunity to get close to the competition's trophy
- > Alexis Nasard, chief commercial officer at Heineken, said: "The UEFA Champions League is one of the world's premier sporting competitions with unrivalled international reach and professional standards. This makes it a perfect match for Heineken, the world's most international premium beer brand. The sponsorship plays an important role in fuelling the continued growth of the Heineken brand around the globe. It reinforces brand strengths in those European markets where Heineken is well established and builds brand equity in key markets for the company, particularly in the developing world. This agreement is in line with our strategy of concentrating on a few large, high-quality properties to get the maximum benefit from our investments."

## **Global Campaign**

- > In 2010/11 the brand ran an integrated, multi-platform, multi-market campaign
- > Spanning TV, outdoor, print, online, competitions, on-pack, social media, mobile
- > Aims to reflect the brand's worldly, open-minded and confident personality
- > Conveyed via new global campaign under universal strap line - Open your world
- > Pitch-side perimeter ads used to promote brand's responsible drinking campaign
- > Recently-launched global TV spot 'The Entrance' shown in live broadcast
- > In UK – 60-sec on ITV and 30-sec on Sky Sports 1
- > TV ad created by Wieden+Kennedy Amsterdam (in 90, 60, 45 and 30-sec spots)
- > TVC ran in N Europe earlier this year and supported across multiple platforms
- > 900,000 likes on Heineken's Facebook & 2m+ YouTube views since December





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The screenshot shows the UEFA Champions League website with a dark green and blue color scheme. At the top, a navigation bar includes the Heineken logo with the tagline "open your world", and links for "WE ARE HEINEKEN", "OUR BEER", "UEFA CHAMPIONS LEAGUE", and "DAILY PRIZE DRAW". The main content area features the UEFA Champions League logo on the left and a large, stylized "UEFA CHAMPIONS LEAGUE" title in the center. Below the logo, three featured sections are listed: "STAR EXPERIENCE" (Get closer to the game), "TROPHY TOUR" (Watch how the trophy travelled the world), and "HEINEKEN & UCL" (See our partnership in action). The background of the main area is a dynamic image of a stadium at night with bright lights. At the bottom, a footer contains the "Enjoy Heineken Responsibly" logo, links for "COMPANY INFORMATION", "TERMS OF USE/PRIVACY", and "FAQS", a "FOLLOW US ON FACEBOOK" button with a Facebook icon, and a "CHANGE COUNTRY/LANGUAGE" button with a UK flag icon and a plus sign.

Heineken  
open your world

WE ARE HEINEKEN

OUR BEER

UEFA CHAMPIONS LEAGUE

DAILY PRIZE DRAW

UEFA CHAMPIONS LEAGUE

STAR EXPERIENCE  
Get closer to the game

TROPHY TOUR  
Watch how the trophy travelled the world

HEINEKEN & UCL  
See our partnership in action

UEFA CHAMPIONS LEAGUE

Enjoy Heineken Responsibly

COMPANY INFORMATION

TERMS OF USE/PRIVACY

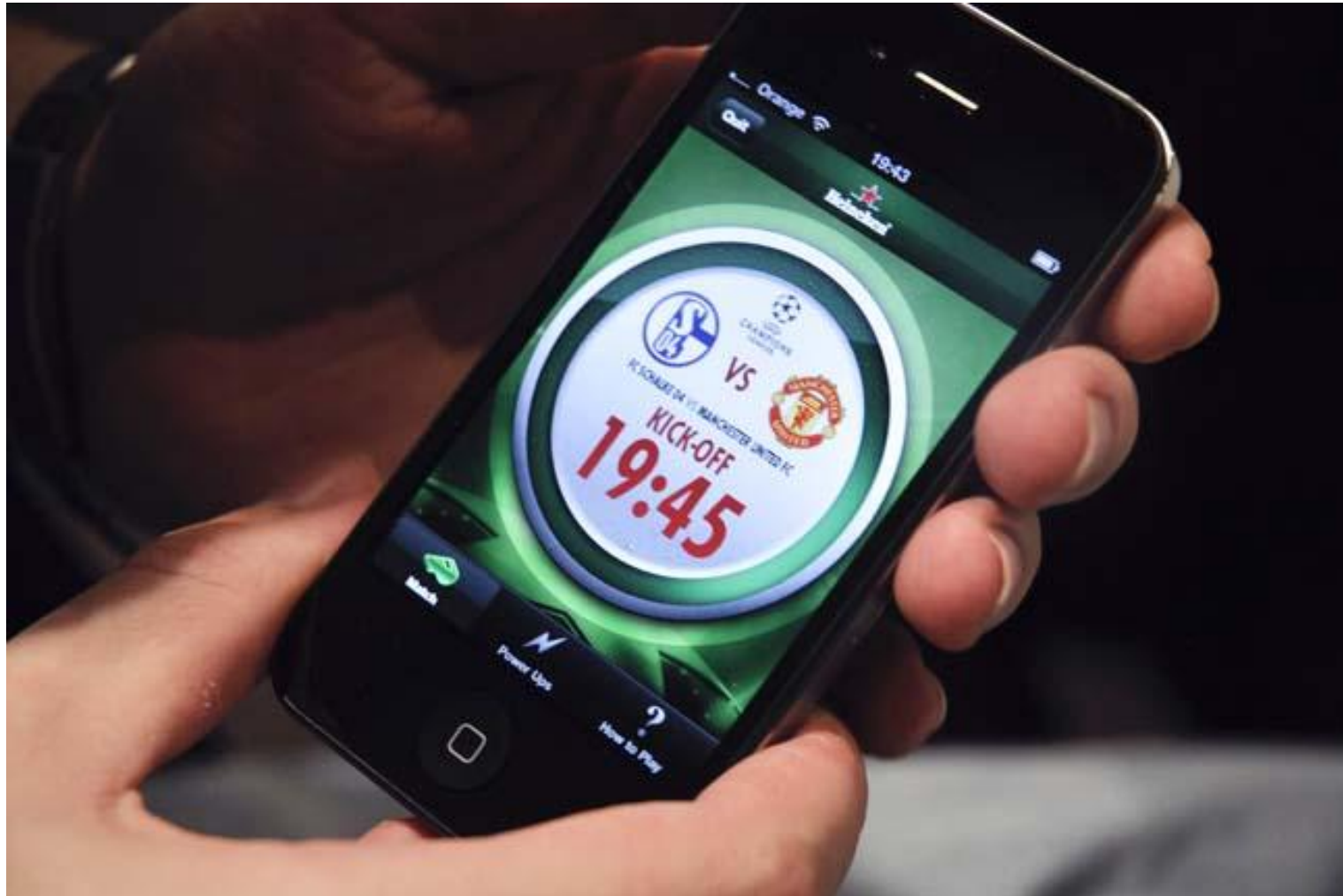
FAQS

FOLLOW US ON FACEBOOK

CHANGE COUNTRY/LANGUAGE

## Star Player

- > Heineken says 75% of TV viewers are "dual-screening" and 72% watch the Champions League at home alone
- > So brand and AKQA built a live game that leverages dual screen and live TV
- > Game played simultaneously while watching Champions League games
- > Fans can predict scores, stats, corners, free kicks as they happen
- > Interactive game can be played in real-time via iPhone, Facebook and iPod Touch
- > At certain points in the game users are asked trivia questions to win points.
- > Can be played on Heineken's Facebook page or downloaded from the App Store
- > Floris Cobelens, global head of digital at Heineken, said: "StarPlayer is designed to create excitement for its consumers around the sponsorship of the UCL"
- > Heineken promoting StarPlayer with a launch event and an iAd
- Launched on 27 April and running until the final on 28 May
- Interesting that Heineken launched this metagame and not a games' brand/backer



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## **Pre Final PR > Champions League Survey**

- > In May Heineken revealed the results of its Champions League Survey
- > Aimed to generate pre final PR coverage and buzz around its sponsorship
- > OnePoll surveyed 5,638 men of legal drinking age across 15 countries
- > Found that 1 in 2 men (52%) around the world would consider passing up a date with a supermodel if it meant that they got the opportunity to see their beloved team lift the 2011 UEFA Champions League trophy in Wembley
- > Top ten life events men would miss to see their team win are as follows:
  - A friend's stag-party (62%)
  - A date with a girlfriend/wife (58%)
  - Meeting a girlfriend's parents for the first time (55%)
  - An important meeting with the boss (48%)
  - A mother's birthday (46%)
  - Best – Man's duties (44%)
  - Wedding anniversary (44%)
  - Girlfriend's birthday (44%)
  - University Graduation Ceremony (43%)
  - An important hospital appointment (43%)
- > Hans Erik Tuijt, Heineken's Brand Activation Manager said: "It shows men have a huge appetite and passion for football and when a final is at stake, nothing in their lives is sacred".

## **London Final Outdoor Campaign**

- > Big outdoor media campaign in London to support Champions League final
- > Inspired by Heineken's global advertising strap line - Open Your World
- > Ran largely through May on high-profile static, digital and backlit sites on road, rail and air routes into and out of the city
- > Sites included 48 and 96 sheet sites, plus bespoke walkway and stairwell sites at Wembley and Marylebone railway station, Wembley Park tube station and big-screen ads at nine mainline rail terminals
- > In addition, the campaign will run on prominent external sites at London Heathrow and Gatwick airports
- > Rick Lawrence, Heineken marketing manager, said: "This is a campaign with a scale and reach that truly befits the world's most international beer brand and Europe's most prestigious club football competition. On average, 75% of all London adults will each see the campaign activity twenty four times, driving awareness of Heineken's premium credentials to an all-time high in the UK."
- > Created by 20/20 Productions with media buying through MediaVest







Heineken > Open Your World > Outdoor > Wembley Tube Station

## **Twitter-Powered Digital Outdoor**

- > Ran a set of Twitter-powered world maps on outdoor digital sites and online
- > Aim was to promote its sponsorship of the UEFA Champions League final
- > Promotion designed to demonstrate the global nature of the both the brand and of the Champions League tournament
- > This matches the brand's new (first) global universal strapline 'Open Your World' and its ongoing attempt to be the world's first genuinely global beer brand
- > The map featured expanding and shrinking Heineken beer bottles
- > Visually representing the number of people in the world tweeting about the game
- > The Twitter-powered world maps appeared on giant screens at selected London train stations and also online for those who live outside London train stations
- > Heineken and MediaVest estimated around 1.5m Champions League-related tweets featured on the maps
- > Unsurprisingly, the home nations of the two competing teams – Spain (46%) and UK (43%) – dominated, but there was significant activity in other markets like Australia (8%) and India (6%)

Heineken Tweet Map -  Tweet **#MUFC** or  Tweet **#BARCA** to show your support

**FEED THE TWEET MAP**  
**TAG YOUR TWEETS WITH**  
**#MUFC OR #BARCA**



**drinkaware.co.uk**  
for the facts





[Click to view online](#)

## **On-Pack & In-Store > Champions League Star Experience Competition**

- > In April Heineken launched an exclusive UK promotional pack in the off-trade UK
- > Offered on flagship imported lager to celebrate official sponsorship status
- > The promotion runs on four-, six- and 12-packs of bottles
- > On-pack promotion offers retailers an opportunity for retailers to boost sales
- > Shoppers can enter online using the last four digits of the barcode on the packs
- > To generate excitement in the run up to the final there were prizes every day until 1 July, supported by the major prize which includes VIP hospitality in London on the final weekend and a coveted opportunity to go pitch side on match day
- > Two limited edition packs with UEFA Champions League Wembley branding - 33cl keg can and 5l draught keg - to build awareness, momentum and excitement
- > Julia Rodger, Heineken brand manager at Heineken UK, said: “The UEFA Champions League final at Wembley is the biggest sporting event of 2011 for the UK, offering a fantastic opportunity for retailers to capitalise on ‘take home’ sales. Heineken’s heavyweight sponsorship and off-trade investment throughout the tournament aims to drive more sales for retailers and so it is a ‘must stock’ to ensure shoppers can enjoy it while they watch the matches at home.”





  
TRADE MARK  
**Heineken®**  
open your world

**WIN PRIZES  
EVERYDAY**

AT **HEINEKEN.COM**

Visit Heineken.com for full terms and conditions.

for the facts  
[drinkaware.co.uk](http://drinkaware.co.uk) OVER 18'S ONLY

  
**WEMBLEY**  
LONDON FINAL 2011

  
UEFA  
**CHAMPIONS  
LEAGUE®**

## **Notable Overseas Initiatives**

### > Germany's 'Superkommentator'

- > A social media project on the brand's Facebook page
- > Fanpage users choose a game scene and record their commentary and expert opinion
- > Videos are uploaded to the microsite and a link appears on each person's wall
- > Users encouraged to promote and share their own recordings
- > Entry with the most 'likes' wins VIP tickets to the final

### > US Mobile-Centric Promotion 'Memorabilia Competition'

- > A mobile-centric promotion designed to engage fans watching in the USA
- > Offers fans a chance to win signed shirts, boots and photos

➤ Go to your local pub on match day, take a creative picture of themselves enjoying the match, and sending the photo to [heineken@giltedgesoccer.com](mailto:heineken@giltedgesoccer.com). Every Thursday during match weeks, Heineken will select their fourteen (14) favourite photo submissions and reward those participants with signed merchandise.



# WILLKOMMEN BEIM HEINEKEN SUPERKOMMENTATOR!

**GEWINNE 2 VIP-TICKETS FÜR DAS FINALE DER UEFA CHAMPIONS LEAGUE 2011 IM LONDONER WEMBLEY-STADIUM**

ZEIG' UNS, OB DU DER HEINEKEN SUPERKOMMENTATOR BIST. WÄHLE EINFACH EINE SPIELSZENE AUS UND KOMMENTIERE SIE NEU. SPANNENDER, LUSTIGER ODER UNVERGESSLICHER. ANSCHLIEßEND LADE EINFACH DAS FERTIGE VIDEO HÖCHL UND NICHT VERGESSEN: DERJENIGE, DESSEN VIDEO DIE MEISTEN FANS FINDET, GEWINNT!

## SCHRITT 1: WÄHLE EINE SPIELSZENE AUS, DIE DU KOMMENTIEREN MÖCHTEST.

**MEINE VIDEOS**

**WÄHLEN**

FINALE 2010, BAYERN MÜNCHEN VS. INTER MAILAND: 0:2 MAILAND (70. MIN.)

**WÄHLEN**

ACHTELFINALE 2011, SCHALKE 04 VS. FC VALENCIA: 1:3 VALENCIA (90. MIN.)

**WÄHLEN**

VIERTELFINALE 2011, INTER MAILAND VS. SCHALKE 04: 1:0 STANKOVIC (1. MIN.)

**WÄHLEN**

VIERTELFINALE 2010, BAYERN MÜNCHEN VS. MANCHESTER UNITED: 2:3 BOBBEN (74. MIN.)

Gesponsert Werbeanzeige erstellen

Sommerreifen ab 28,90 €  
renault-giftsales.de

Renault Service-Kompetenz & Qualität zum günstigen Preis. Eco-Wochen bei Renault. Vom 1. April bis 31. Mai 2011 Sommerreifen ab 28,90€!

Pumps ab 10,99 € |  
schuhtempel24-shop.de

Extrem günstige Schuhe! Über 10.000 Stiefel, Pumps, Sandaletten und Ballerinas.  
www.schuhtempel24.de

Neue LÄTTA-Frau gesucht!

Sei dabei und verfolge die Suche nach der neuen LÄTTA-Frau vom Casting bis hin zum Finale!

Ihre Traum-Frisur!  
groupon.de

Jetzt Gutschein für die besten Friseure Deiner Stadt sichern. Hier klicken!



**Heineken**

**YOU COULD WIN SIGNED PRIZES\*  
FROM STARS OF THE  
UEFA CHAMPIONS LEAGUE**

**\*Prizes like autographed jerseys, cleats and photos  
from many world greats.**

Available to US Residents only, 21 and over.  
Enjoy Heineken® Responsibly.

**LIKE US ABOVE**

Please visit:  
EnjoyHeinekenResponsibly.com



# WINNING IS A SNAP!

**FOLLOW THESE 3 SIMPLE STEPS  
FOR A CHANCE TO WIN...**

- 1) VISIT your local pub on **match day**
- 2) SNAP a photo of you (and your mates) enjoying the match. Be **creative!**
- 3) EMAIL the photo to **heineken@giltedgesoccer.com** including your name, address, telephone number and date of birth.

Click [here](#) for photo tips, rules & terms.

We'll include all our favorites in Facebook Photos, so come check it out, tag your friends and relive the action.

**DON'T FORGET TO SIGN UP FOR OUR  
WEEKLY EMAIL. YOU MAY SCORE  
ONE OF THESE GREAT HEINEKEN PRIZES**

Invite your friends to join the action:

[Twitter](#) [Facebook](#) [Email](#)

Please visit:  
EnjoyHeinekenResponsibly.com

©2011 HEINEKEN® Lager Beer. Heineken USA Inc. White Plains, NY.



The screenshot shows the Heineken Facebook page interface. On the left is the Facebook navigation menu with options like Well, Info, The Entrance, Photos (799), Trivia, Get the Trophy!, Video, Your Heineken, Events, World Sport, Inspire USA, Discussions, Notes, Polls, Rugby Trophy Tour, Agents, Heineken Chelsea-PCK experience, Enjoy this Page Responsibly, and Win Memorabilia (highlighted). Below the menu, it says '1,199,099 people like this'. The main content area features a large promotional graphic for 'Heineken Win Memorabilia'. The graphic has a dark blue background with a soccer field and stadium lights. It includes the Heineken logo, the text 'YOU COULD WIN SIGNED PRIZES\* FROM STARS OF THE UEFA CHAMPIONS LEAGUE', the UEFA Champions League logo, and a list of prizes: '\*Prizes like autographed jerseys, deats and photos from many world greats.' Below this, it states 'Available to US Residents only, 21 and over. Enjoy Heineken® Responsibly.' A large 'START HERE' button is prominently displayed. At the bottom right of the graphic is a small 'e' logo and the text 'Please visit EnjoyHeinekenResponsibly.com'.





**Category**

Sport - Football

**Event > Property**

Champions League 2011

**Rights Owner > Body**

UEFA

**Rights Holder > Brand**

MasterCard

**Sponsorship Level**

Headline Sponsor

**Campaign > Initiative**

Witnessing History

History In The Making

## Campaign Summary

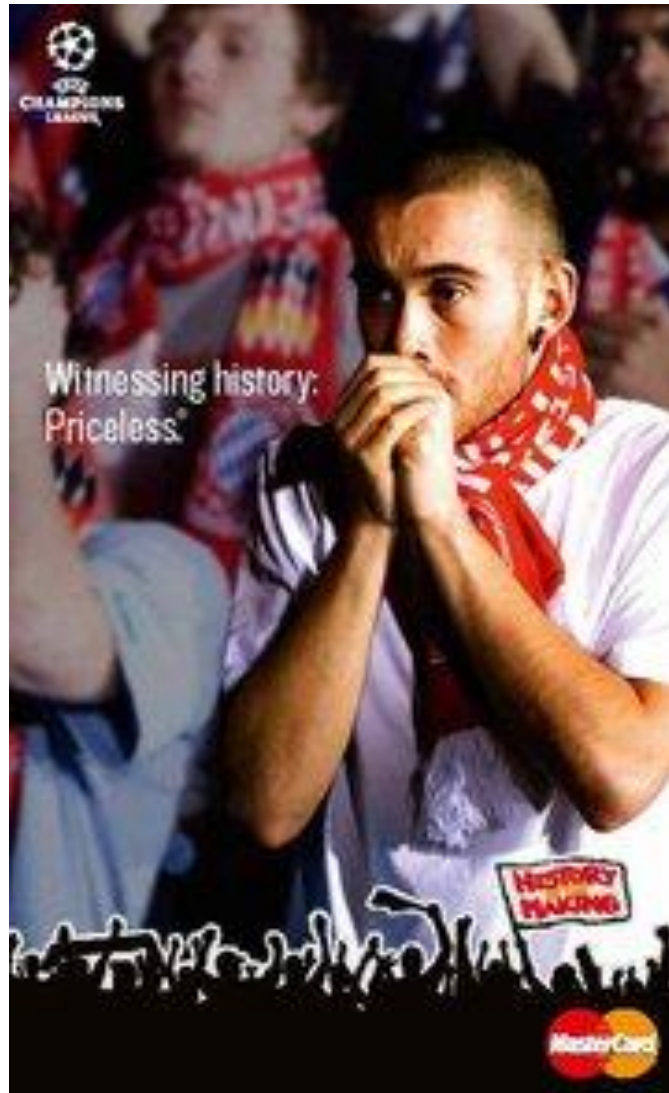
Interesting web-based hub built around 'event history' via memorabilia, memories, experiences and tickets too (of course)

## Overview

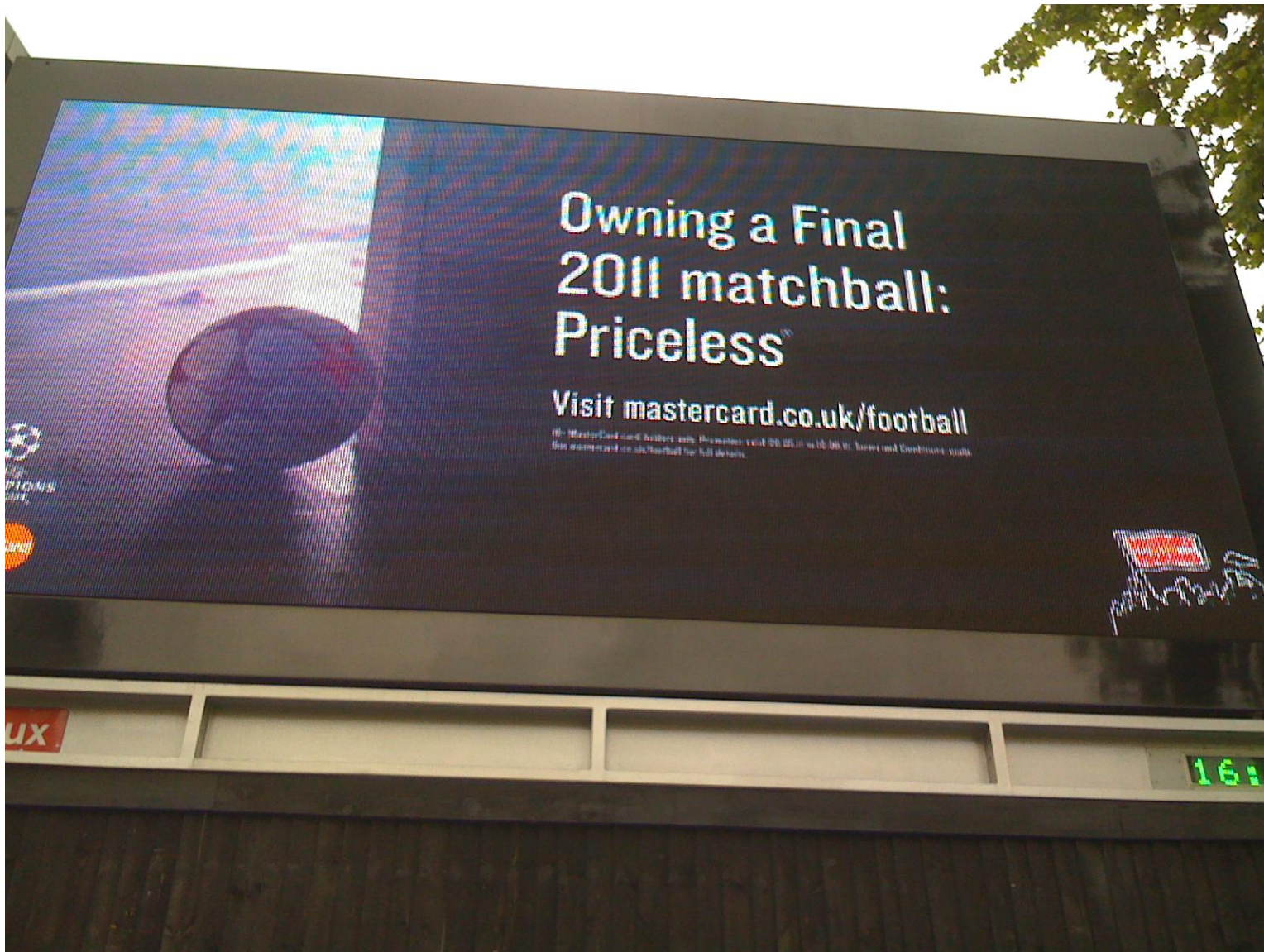
- MasterCard has a new three-year deal that will run until the end of the 2011-12 as exclusive 'payment systems' product category sponsor
- > Payments brand has sponsored the European football competition for 18 years
- > Ran an integrated campaign promising consumers "priceless" experiences and content around the final, including an "ultimate prize" of a pitch-side seat at the game
- > Also offers historic pieces from some of the most memorable games from the tournament
- > Plus items from current players including Liverpool star Steven Gerrard and Manchester United goalkeeper Edwin van der Sar
- > To support the competition MasterCard has created print, outdoor, digital and experiential ads - by McCann London (media planning and buying by UM. A)
- > A dedicated microsite at [www.mastercard.co.uk/football](http://www.mastercard.co.uk/football) formed the digital hub of the activity
- > UK partnership with The Daily Mirror offering five fans the chance to win final tickets and see team training sessions at Wembley the evening before the final



[Click to view online](#)











## **Digital / Website**

- > Developed a promotional microsite that brought to life MasterCard's sponsorship of the UEFA Champions League and extended the 'Witnessing History. Priceless' campaign
- > Engaged football fans across Europe with a User-Generated Content competition that featured peer-to-peer voting and social sharing functionality.
- > Fans were challenged to prove just how passionate they are about their football club by uploading a video of them celebrating a great goal or victory, for the chance to be voted Europe's greatest 'Superfan' and win 2 tickets to the 2010 UEFA Super Cup in Monaco.
- > The site was launched across 5 key European markets on the Eurosport Yahoo platform with traffic drivers (MPU Ads) deployed across each market to drive awareness and traffic to the competition.
- > The microsite enabled video sharing via Facebook, Twitter and email, captured the data of 18,000 registered voters with a 51% opt-in rate.
- > A total of 246 videos were uploaded to the site (following approval via moderation)
- > Also included personal content, insights and editorial from brand ambassador and former FIFA/UEFA referee Pierluigi Collina

MasterCard UEFA CHAMPIONS LEAGUE HISTORY MAKING

HOME COLLINA INSIGHTS TOURNAMENT INFO PROMOTIONS

During the UEFA Champions League, MasterCard invites you to witness history in the making...

Win your own piece of football history

Win a player's shirt or goalkeeper's gloves, tickets to the UEFA Champions League Final Wembley 2011 and tickets to the MasterCard Sport Court debate. UK residents only. **Enter now** >

Kit yourself out, champion-style

Kit yourself out in the adidas UEFA Champions League collection and score a free leather card wallet. Just spend €50 or more in-store using your MasterCard® or Maestro® card. **See full details** >

Join us on facebook

Post your thoughts on the UEFA Champions League and have the chance to win great prizes including tickets to the 2011 Final. **Go to facebook.com/witnesshistory** >

Priceless Photo

Picked up a Priceless Photo recently? **Enter your number here** >

Predictor game

Show off your football knowledge by making predictions for each UEFA Champions League match. Start playing now and you could be going to...

News

A Champions League season to rem...  
As the curtain falls on another UEFA Champi...  
[VIEW STORY](#)

UEFA.com peaks to match increase...  
FC Barcelona and Lionel Messi were the name...  
[VIEW STORY](#)

Sidelines

Pierluigi Collina

When fans think of the world's greatest referee, Pierluigi Collina is usually on their list. Witness history in the making with Collina, as he shares his treasured memories and insights. **Find out more** >

Tournament info

Promotions

Penalty kick

MasterCard.com




Watch commercial

Click to view online








[HOME](#)
[COLLINA INSIGHTS](#)
[TOURNAMENT INFO](#)
[PROMOTIONS](#)

## Collina insights



Witness history in the making with Pierluigi Collina, as he shares his proudest moments

### Collina's most important matches

**FIFA World Cup final 2002**  
Brazil v Germany

"You gain peace of mind from having done everything in your power to prepare for this event: a spectacle that is, of its kind, unique."

**UEFA Champions League final 1999**  
FC Bayern München v Manchester United FC

"One of the greatest and most satisfying moments of my career."

**FIFA World Cup group game 2002**  
England v Argentina

[Collina's top tips](#)


[Collina's favourite players](#)

[Collina's best memories](#)

[How to referee a game](#)

## The Collina interview

Don't miss Pierluigi Collina as he reflects on changes in the game and his experiences as a top-flight referee.



uefa.com  
MAGAZINE

▶ PLAY VIDEO

## Sidelines

### Tournament info

Who's in? Who's out? Who plays who? When? Who won? Latest results, current standings, upcoming fixtures, player stats, club directory, breaking news and history. [Get it all here >](#)

[Promotions](#)

[Penalty kick](#)

[MasterCard.com](#)

Click to view online

MasterCard > History In The Making > Brand Ambassadors > Collina

## Experiential

- > Experiential activity centred on a Fans' Festival in London's Hyde Park from 21 to 28 May
- > As well as a Champions League Trophy tour around London earlier in the month
- > It culminated in a MasterCard Sport Court Debate on 27 May
- > The debate was hosted by former Tottenham Hotspur player and BBC pundit Garth Crooks
- > Shaun Springer, head of brand, sponsorship and digital marketing, at MasterCard UK & Ireland, said: "The UEFA Champions League Final is an important asset in our sponsorship portfolio as it is the premium footballing spectacle in Europe and a favourite with the fans, no matter who they support"



**MasterCard**

**HISTORY MAKING**

**UEFA CHAMPIONS LEAGUE**

THE PROMOTION | SPONSORSHIP & EVENTS | **MASTERCARD SPORT COURT DEBATE** | GARTH CROOKS' WEEKLY POLL

# THE MASTERCARD SPORT COURT DEBATE

**GARTH CROOKS**

The MasterCard Sport Court debate combines the passion of sporting debate with the cut-and-thrust of Question Time.

To be held on 27th May 2011 on the eve of the UEFA Champions League Final, the debate offers an opportunity to discuss the finer points of football and unique moments from the UEFA Champions League.

The motion for the evening is "Which league has made the greatest contribution to the European Cup and the UEFA Champions League?"

Lucky guests will meet at a Champagne reception at BAFTA, Piccadilly in London's West End. With confirmed guest speakers including Marcel Desailly, Dietmar Hamann, Jimmy Floyd Hasselbaink, Steven McManaman and Stan Collymore it promises to be a memorable evening.

Our first two main competition winners will be attending in person... and so will over 200 other invited guests.

**For your chance to win tickets to this exciting event simply vote in the weekly Garth Crooks poll!**

**MasterCard Witness History**  
FIND OUT MORE

**GARTH CROOKS' ONLINE POLL**  
in association with The MasterCard Sport Court

**f** Like 219  
**JOIN US ON FACEBOOK!**

Click to view online

## **Other Interesting/Connected Activation Highlights**

### **> Nigeria Ticket Competition**

> MasterCard and FirstBank ran a marketing campaign to promote its sponsorship of the UEFA Champions League in Nigeria ahead of the final at Wembley on 28 May

> The payments brand rolled out an integrated campaign promising brand loyalists in Nigeria an “ultimate prize” of a pitch-side seat at the game

> Used print and electronic adverts to support the competition

### **> Limited Edition UEFA Champions League Branded Cards**

> Malta's Bank of Valletta was one of the payment's brand's partners who launched limited edition UEFA Champions League MasterCard cards

> The new cards feature three exclusive designs and can be purchased individually or as a limited edition collector's item set

> BoV also launched a promotion with the new UEFA Champions League prepaid cards - anyone purchasing one of these new cards was eligible to participate in a lottery to win one of 50 original UEFA match balls



**Win a trip to the  
UEFA Champions League Final  
Wembley 2011 in London with MasterCard®  
or tickets to an exclusive screening in Lagos.**

Use your Debit MasterCard before 29 April 2011 for the chance to win one of four trips for two to London to watch the UEFA Champions League Final Wembley 2011! Or you could walk away with double tickets to an exclusive screening of the UEFA Champions League Final 2011 in Lagos, featuring entertainment and loads of prizes!

**Remember, the more you use your Debit MasterCard to pay for goods or withdraw cash at ATMs in Nigeria and anywhere in the world, the more chances you have of winning!**




Official Sponsor

Tickets are courtesy of MasterCard, Official Sponsor of the UEFA Champions League.  
MasterCard is a registered trademark of MasterCard International Inc. Terms and conditions apply: see [www.mastercard.com/ufc11](http://www.mastercard.com/ufc11) for details.

**FirstBank**  
Since 1984





The Sony logo is displayed in a large, bold, black, sans-serif font, centered within a thin black rectangular border.

## Campaign Summary

Message based around enhanced benefits of 3D combined with the anxiety, drama, energy and passion of football from the fan perspective. Challenging to communicate that 3D provides an enhanced, more detailed experience that shows you more on platforms that are not 3D

### **Category**

Sport - Football

### **Event > Property**

Champions League 2011

### **Rights Owner > Body**

UEFA

### **Rights Holder > Brand**

Sony

### **Sponsorship Level**

Headline Sponsor


### **Campaign > Initiative**

Imagine Football In 3D



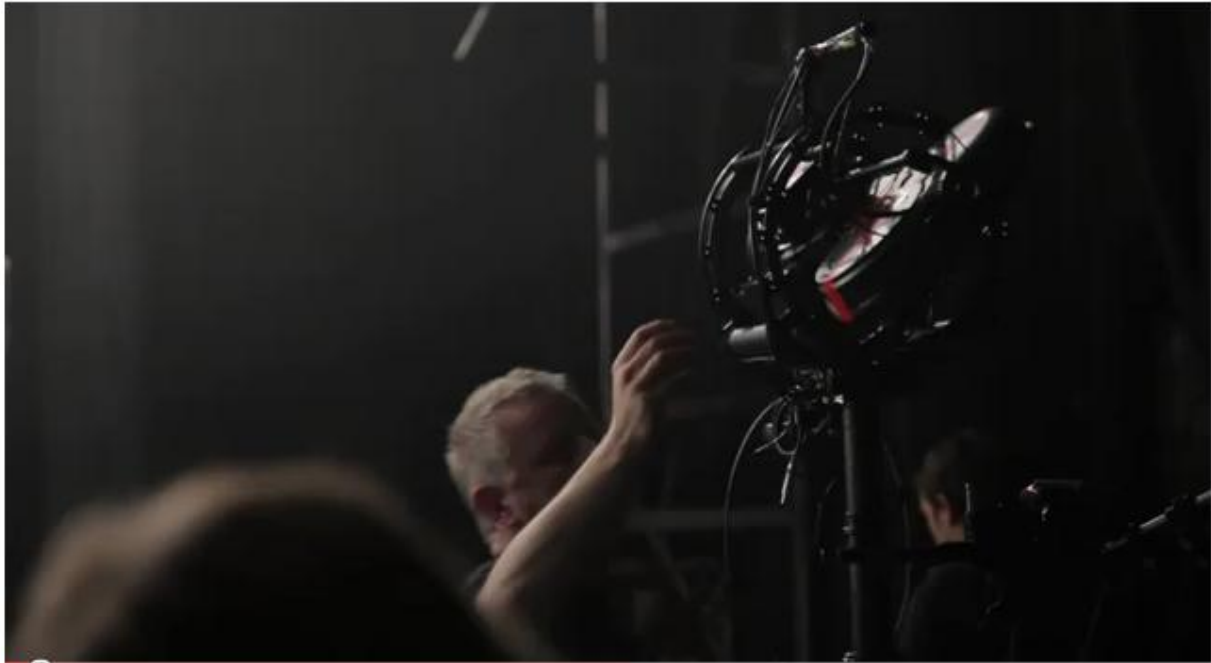
## **Idents Overview**


- > Created in 2010, but also ran in Champs League games through 2011
- > TV idents brief was to showcase 3D – a challenge to execute without 3D
- > Used a technique that used posed actors and a real-time camera
- > Physical props were used for some of the frozen elements, supplemented by additional elements created in computer generated environments.
- > Basically, everyone stood still and the moved camera really slowly past the actors and trick props to create the effect



[Browse](#) [TV Shows](#)



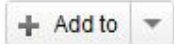


## The Making of Sony's Champions League sponsorship idents

[SonyEurope](#) 212 videos



 0:05 / 4:54

360p  

 Like   Add to  Share 

1,248 

Uploaded by [SonyEurope](#) on 1 Apr 2011

In Sony's Champions League sponsorship idents we had ten seconds to

15 likes, 1 dislikes

[Click to view online](#)

Search Browse TV Shows

This account is managed by [activative.co.uk](http://activative.co.uk) [Learn more](#)

## Uefa champions league 2011 promo portugal sony 1

[pedrinho0155](#) 25 videos  Subscribe



  0:06 / 0:17 240p  

[Click to view online](#)

Sony > 3D > Imagine > Idents (Portugal)



## Campaign Summary

Stuck close to its core service – mobile – with innovative London location-based ‘social media meet mobile’ consumer-participation campaigns to build awareness of the sponsorship and showcase capability of Xperia range

### Category

Sport - Football

### Event > Property

Champions League 2011

### Rights Owner > Body

UEFA

### Rights Holder > Brand

Sony Ericsson

### Sponsorship Level

Headline Sponsor  
Official Mobile Handset

### Campaign > Initiative

Football FANatic  
Follow Your Team  
Fouresquare Games



Sony Ericsson



**CHAMPIONS  
LEAGUE**



## Overview

- > Part of Sony Corporation's existing agreement 2009-2012 with the UEFA Champions League
- > Sony Ericsson is the official mobile handset of the UEFA Champions League
- > Activation was based around the idea of football using their smartphones to get closer to the game
- > Primarily promoted/showcased the capabilities of Sony Ericsson's Xperia range
- > Aimed to offer football fans in London the chance to win football related prizes
- > Major activity focused around three mobile based pre-match competitions ahead of the 28 May London final – these were the
  - Football FANatic
  - Fouresquare Great Sony Ericsson Shirt Off
  - Fouresquare Footy Final Exclusive Badge Game
- > Also teamed up with agency RPMC to develop an experiential activation site to ensure they provide the best experience for hospitality packages and VIP guests. The site provided information, guest registration, competition progress and other relevant hospitality information and resources. This site mirrors the approach taken by the brand with its Women's Tennis Association Tour sponsorship



The image shows a Sony Ericsson Xperia smartphone. The screen displays the Sony Music application interface. At the top, it says "My Music" with a "More" link. Below this are sections for "Recently Added" (listing Black Eyed, Black Flag, Cage, Erik Dolphi, Lady Gaga), "Recently Played" (listing Joshua Radin, Green Day, Florence, KC & The..., La Roux), and "Favorites" (listing London Sy..., The Rave..., Young MC, Sevendust, RJD2). There is also a "Play Now" section with a "More" link. Below that is a "Top 30" list (listing La Roux, Lady Gaga, Colbie Cal..., The Rave..., Jon Secada) and a "Recommendations" section (listing Melody Ga..., Soulco, Ying Yang, Husker Du, Minutemen). At the bottom of the screen are icons for music, video, and photos. The phone's status bar at the top shows "SONY ERICSSON", signal strength, Wi-Fi, and the time "2:40 pm". The phone's branding "Sony Ericsson" is at the top of the screen, and "XPERIA" is at the bottom.



The UEFA Champions League logo, featuring a stylized soccer ball made of stars.

**UEFA**  
**CHAMPIONS  
LEAGUE**

**Sony Ericsson**  
make.believe


Follow your team



Sony is a Partner of the UEFA Champions League.

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[Ticket Requests](#)
[Guest Registration](#)



### Countdown to Final

254 11 14  
days hours minutes

### Notice Board

**Group Stage Tickets**  
13.09.2010  
Please place your requests for Match 3 - 6 tickets by 10am CET on Friday 17th September.

**Registering guests**  
06.09.2010  
Please register your guests (for VIP tickets only as well as packages) via this website.

**Hospitality information**  
08.09.2010  
Please contact us if you require additional support for providing hospitality for your guests, stadium information etc.

9 Months. 32 European Teams. 147 Matches.

Did you know they have 1.245 billion TV viewers per season globally?

12,000 – That's the total hours of TV coverage if you ask. It's HUGE.

Trying to win your customers' hearts? Need to motivate retailers? Want to reward SE fans?

Here is how. Choose your teams, pick your locations and build your packages.

Simple, right?



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### Tournament Calendar

Group Stage Round of 16 Quarter-finals Semi-finals Final Ticket Prices

Matchday 1: 14-15 September 2010

Matchday 2: 20-21 September 2010

Matchday 3: 19-20 October 2010

Matchday 4: 02-03 November 2010

Matchday 5: 23-24 November 2010

23 November 2010

AS Roma	20:45	FC Bayern München	Stadio Olimpico, Rome		
Spartak Moskva	20:45	Olympique de Marseille	Luzhinski Stadium, Moscow		
FC Basel 1893	20:45	CFR 1907 Cluj	St. Jakob-Park, Basel		
AJ Auxerre	20:45	AC Milan	Stade de L'Abbé-Deschamps, Auxerre		
SC Braga	20:45	Arsenal FC	Estádio Municipal de Braga, Braga		
AFC Ajax	20:45	Real Madrid CF	Amsterdam ArenA, Amsterdam		
FK Partizan	20:45	FC Shakhtar Donetsk	Stadion FK Partizan, Belgrade		
Chelsea FC	20:45	MSK Zilina	Stamford Bridge, London		

24 November 2010

Rangers FC	20:45	Manchester United FC	Ibrox Stadium, Glasgow		
FC Internazionale Milano	20:45	FC Twente	Stadio Giuseppe Meazza, Milan		
Panathinaikos FC	20:45	FC Barcelona	Apostolos Nikolaidis Stadium, Athens		
FC Rubin Kazan	20:45	FC København	Centraal, Kazan		
FC Schalke 04	20:45	Olympique Lyonnais	FC Twente Stadion, Enschede		
Hapoel Tel-Aviv FC	20:45	SL Benfica	Bloomfield Stadium, Tel Aviv		
Tottenham Hotspur FC	20:45	SV Werder Bremen	White Hart Lane, London		
Valencia CF	20:45	Bursaspor	Camp de Mestalla, Valencia		

Matchday 6: 07-08 December 2010

### Countdown to Final

254 11 11  
days hours minutes

### Notice Board

**Group Stage Tickets**  
13.09.2010  
Please place your requests for Match 3 - 6 tickets by 10am CET on Friday 17th September.

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**Hospitality information**  
08.09.2010  
Please contact us if you require additional support for providing hospitality for your guests, stadium information etc.

UEFA.com - Union of European Football Associations

Posts

- Carlucci thrilled by CFR's perfect start
- Dylan the difference says Karpin
- Anelotti happy for Chelsea's on-song Anelka
- Allegri happy for Milan to bid their time
- Wenger revels in Arsenal's quality
- Klose and Müller get Bayern going

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Sony Ericsson

## Football FANatic

> Football FANatic campaign brought a Man Ut fan and a FC Barcelona fan to London to drum up support for their respective sides amongst Londoners using their Sony Ericsson Xperia smartphones.

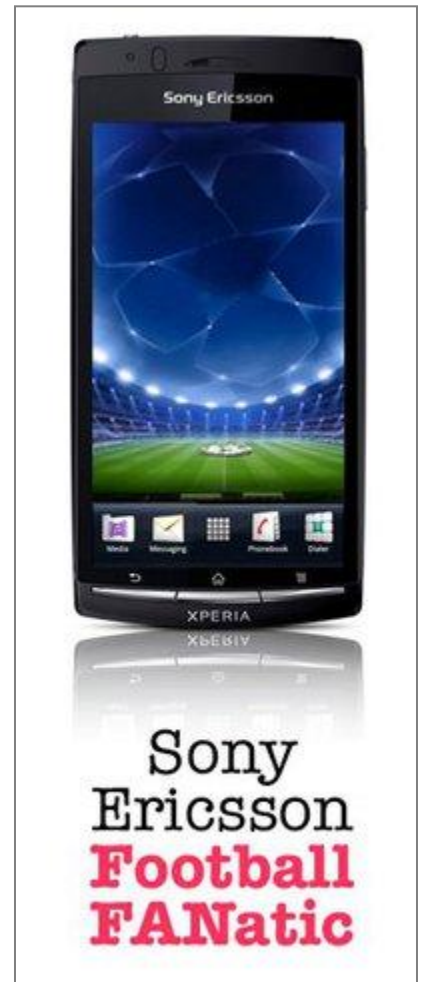
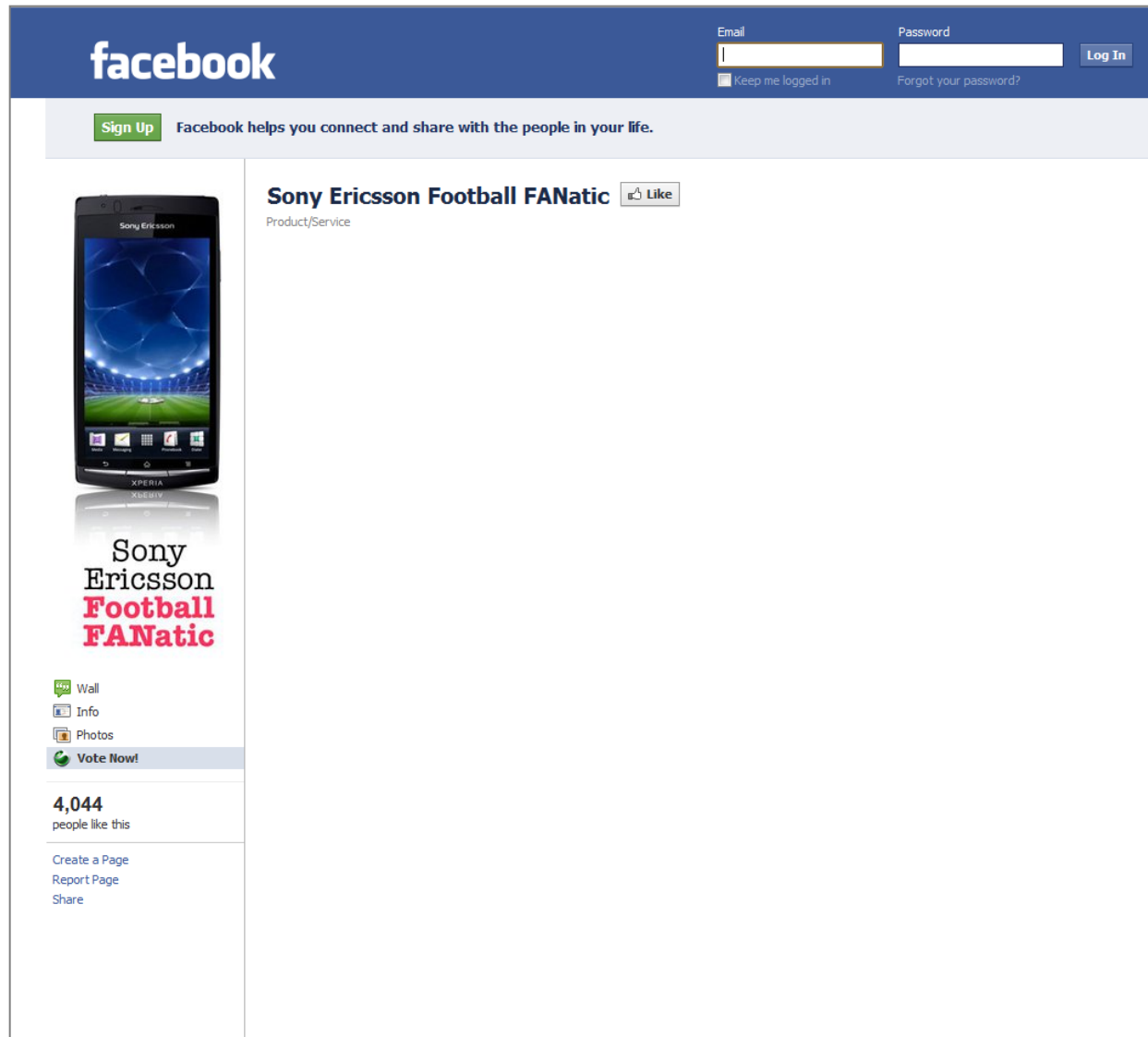
> They were paired with two London based Football FANatics who will use their local knowledge to help them reach as many fans as possible in London and beyond

> Football FANatics from Manchester and London interested in the role entered via [www.facebook.com/sonyericssonfootballfanatic](http://www.facebook.com/sonyericssonfootballfanatic)


> They had to explain why they are the biggest Football FANatic and why they should be chosen for this fantastic opportunity to go to this year's spectacular UEFA Champions League Final Wembley 2011 in London

> In the week running up to the final the Football FANatics teamed up to host events, write blogs, secure endorsement from footballing heroes, film themselves on their Sony Ericsson Xperia smartphones and take part in footballing challenges to convince British football fans that their team is the best

> The winning pair, who generate the most number of followers on Facebook went to the UEFA Champions League Final Wembley 2011 courtesy of Sony Ericsson









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# GARETH BALE CASTS HIS SONY ERICSSON FOOTBALL FANATIC VOTE....

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  0:02 / 0:07 360p  

Suggestion



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Sony Ericsson > Facebook > Football FANatic > YouTube > Garath Bale

## Foresquare

- > Launched two Foursquare campaigns on the day before the Final
- > Created by Iris, the brief was to help build fans' excitement ahead of the game
- > Fans in and around London given the chance to win related prizes (eg limited edition shirts) and get closer to the game by utilising their smartphones ahead of the match, showcasing the capabilities of the Sony Ericsson Xperia range
- > And offered one lucky fan the chance to watch the final at Wembley 2011
- > Great Sony Ericsson Shirt Off saw fans hunt a Sony Ericsson football team through Foursquare across 11 London locations on the day before the Final
- > Once these hotspots are revealed on Facebook and Twitter through the day, fans must race to find the player, check-in and if they get there first, the player will reveal one of eleven exclusive prizes on the inside of his shirt
- > Exclusive Badge took place on 28 May and challenged fans across Europe to unlock the new Sony Ericsson Xperia Footy Final Badge.
- > Those who unlocked the badge between noon and midnight at Sony Ericsson's Wembley Hotspot was entered into UEFA Super Cup in Monaco ticket draw.  
(Brand previously used badge games for women's' tennis and skiing promotions)



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**Join foursquare to meet up with friends and discover new places**

See where your friends are, learn about the places they frequent, and unlock rewards as you travel.

**Get Started**

Check-in with Sony Ericsson and foursquare

Sony Ericsson makes believe

TIPS

**Sony Ericsson Football Hotspot**

Check-in here tonight and unlock the exclusive Xperia Football Fan Badge!

✓ 113 | December 7, 2010 | Manchester, Gtr. Manchester

**Old Trafford**

Check out the Matt Busby statue - everyone congregates there before game and the atmosphere is great.

✓ 53 | December 6, 2010 | Trafford, Greater Manchester

**Sony Ericsson Football Hotspot**

Check-in here before midnight tonight and unlock the exclusive Xperia Football Fan Badge!

✓ 40 | December 8, 2010 | Tottenham, Gtr. London

**Sony Ericsson Football Hotspot**

Check-in here before midnight tonight and unlock the exclusive Xperia Footy Final Badge! Available for one day only!

✓ 37 | 2 days ago | Wembley, Greater London

**Emirates Stadium**

Are you a complete Arsenal fanatic? If you haven't already, then why not check

**FOLLOW SONY ERICSSON FOOTBALL**

Can you feel the excitement growing as we get closer to the UEFA Champions League Final Wembley 2011? Want to be there? Keep an eye out for where we're checking in with our Sony Ericsson Xperia, on 27th May 2011 & you could win tickets to the game or other great prizes.

Come & find us where we check-in, be the first to take the shirt off our back & reveal your prize. Sony is a Partner of the UEFA Champions League. Tickets are courtesy of Sony Ericsson.

For full Ts&Cs email [se@competition-notifications.com](mailto:se@competition-notifications.com)

[SonyEricsson.com](#)

**Followers**

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**Category**

Sport - Football

**Event > Property**

Champions League 2011

**Rights Owner > Body**

UEFA

**Rights Holder > Brand**

Playstation

**Sponsorship Level**

Headline Sponsor

**Campaign > Initiative**

Various

## Campaign Summary

Fairly low profile activation with work ranging from online elements, game-related tie-ups, ticket competitions and experiential activity at Champs League Festival





## Overview

> Sony Computer Entertainment Europe (SCEE)'s current sponsorship agreement with UEFA for the UEFA Champions League runs until 2012

> Has been involved with the UEFA Champions League as a sponsor for a decade

> Activity led online with website work promoting event, ticket competitions and game-related links (ie with official PES game)

> Darren Carter Vice President, Consumer Marketing, SCEE, said: "Football has been in our blood for a very long time and is something that along with unique and entertaining games excites PlayStation® fans. The UEFA Champions League offers us an opportunity to talk to football fans around the world, especially throughout Europe and by combining the incredible content of the UEFA Champions League with the diverse features of PlayStation products, we feel that we can bring football to our community in ways no one else can."

➤ David Taylor, UEFA General Secretary, said: "We are very pleased that such a global player has chosen to renew its agreement with UEFA and with the UEFA Champions League. This extension proves what a strong relationship we have and that the UEFA Champions League continues to be an important part of PlayStation's communication strategy. We are sure that the UEFA Champions League sponsorship platform will provide PlayStation with excellent opportunities to develop their prestigious and well-known brand, and it will foster the link between the UEFA Champions League and fans of PlayStation products."

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CHAMPIONS LEAGUE

PlayStation. PRESENTS

**PES 2011**

PRO EVOLUTION SOCCER

UEFA CHAMPIONS FESTIVAL TOURNAMENT

WEMBLEY

LONDON FINAL 2011

**WIN!!**

Enter to win tickets to the Champions League Final at Wembley in May!

KONAMI THE OFFICIAL PES FAN SITE

Not a member? Register! Login

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**PES 2011**

PRO EVOLUTION SOCCER

UEFA CHAMPIONS FESTIVAL TOURNAMENT

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**PES 2011**

PRO EVOLUTION SOCCER

POSTAL SITE

**zavvi.com**

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**PES 2011**

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The UEFA Champions Festival!!

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UEFA CHAMPIONS FESTIVAL TOURNAMENT

WEMBLEY

LONDON FINAL 2011

The UEFA Champions Festival activities continue over the next week with a celebration of all things UEFA Champions League, from May 21st till May 28th!

The final of the UEFA Champions Festival Tournament, presented by PlayStation(R), will be held in London's Hyde Park on May 28th, using PES 2011's exclusive UEFA Champions League mode. Entrants from the UK, France, Germany, Spain, Italy and Portugal will gather to take each other on. b196cf will represent the UK, as the winner of the UK's qualification event on Wednesday this week, and the ultimate winner of this tournament will receive a pair of tickets to the UEFA Champions League Final at Wembley Stadium that evening. Similarly, as an added incentive, runners-up will be invited to watch the game at a luxury venue, to be detailed later.

Official video game PES 2011 will feature in the Sony Stadium at allotted times throughout the week, and anyone visiting the event at these times will be invited to try their hand at the game on PlayStation(R) 3 to win spot prizes! Entrants will also be entered into a prize draw for a number of additional prizes - including a second pair of tickets to the UEFA Champions League Final!

PES 2011 is the only football title to feature the UEFA Champions League, and simply playing the game on PlayStation(R) 3 at the UEFA Champions Festival will offer a rare opportunity to secure tickets to the biggest game in European club football!

Activities during the Champions Festival May 2011:

Venue: Hyde Park, London  
Nearest tube: Marble Arch

Running times:  
Sat 21 - Sun 22: 12.00 - 22.30  
Mon 23 - Thu 26: 12.00 - 20.00  
Fri 27: 12.00 - 22.30  
Sat 28: 09.00 - 17.00

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Chelsea Sack Carlo Ancelotti  
Where is Aguerro going?  
FIFA Ethics Committee Inquiry  
The 2011/12 Football Kits Thread - Index in F...  
The 2011/12 Football Kits Thread - Index in F...  
Kolo Toure Banned Until September 2011 After...  
QPR Ticket price rise

**PES Rankings** More

Manchester Tournament	3500	04/06/11
Manc' Evening Event	3500	09/06/11
London Rivalry Cup	3500	31/05/11
PESRankings.com Daily Event 2011-05-31	3500	31/05/11
Manchester Rivalry Cup	3500	01/06/11
British Cup	3500	01/06/11
Portuguese Challenge Cup	3500	02/06/11
Magnificat Rules	3500	05/06/11
Win "A Shadow's Tale" for Wii	3500	28/06/11
Win "Karaoke Rev Glee" for Wii	3500	29/06/11

CHAMPIONS LEAGUE

PlayStation. PRESENTS

**PES 2011**

PRO EVOLUTION SOCCER

UEFA CHAMPIONS FESTIVAL TOURNAMENT

WEMBLEY

LONDON FINAL 2011

**WIN!!**

Enter to win tickets to the Champions League Final at Wembley in May!





## Campaign Summary

Primarily the new sponsor continues to use its status to improve its awareness and brand reputation in a set of tightly targeted Eastern and Central European countries – which matches UEFA’s own strategy to focusing on this region.

This is done partly through the bank brand’s backing of the Champions League Trophy Tour through key brand-chosen countries

Also used sponsorship as core focus of its ‘Make A Kid Smile’ CSR scheme

### Category

Sport - Football

### Event > Property

Champions League 2011

### Rights Owner > Body

UEFA

### Rights Holder > Brand

Unicredit

### Sponsorship Level

Headline Sponsor

### Campaign > Initiative

Be Part Of It

Make A Kid Smile





## Overview

- > UniCredit Group is an official sponsor of the UEFA Champions League from season 2009/10 until season 2011/12
- > “UniCredit’s sponsorship of the UEFA Champions League represents a major step in developing our brand all across Europe”, said Paolo Fiorentino, Deputy CEO of UniCredit. “The UEFA Champions League, with its global impact, provides us with a premium platform for a sustainable and long term growth of our brand awareness”
- > UniCredit Group aims to link the sponsorship to its banks in Europe and to provide them with the opportunity to support their brand- and sales-oriented activities
- > A key aim, which makes UniCredit a valuable partner for UEFA, is the shared objective to make the Central and Eastern European countries more involved in the pan-European competition
- > The central brand message - “One European bank with strong local roots” – will run through Champions League communication
- > The sponsorship core idea - “Be part of it” - serves as a strategic framework for all UEFA Champions League related communication and sales oriented activities

## Overview

- > A relatively recent addition to the sponsor portfolio, UniCredit's UEFA Champions League sponsorship aims to act as a key driver to strengthen its position as a leading European bank
- > The objective is to build brand awareness and increase brand equity
- > Alessandro Profumo (CEO UniCredit Group) said: "We believe it is this unequalled geographic presence in Europe, particularly in the emerging markets of Eastern Europe that sets us apart in the European banking landscape".
- > David Taylor (UEFA General Secretary) said: "UniCredit is a leading bank in Europe and its presence and strength in Europe, particularly in Eastern Europe, will help further establish the UEFA Champions League brand in these markets"
- > With its sponsorship, Unicredit became the third major European bank to make a long term sponsorship investment in football – after BBVA (which sponsors the Spanish Liga) and Barclays (which partners the English Premier League)
- > By backing the Trophy Tour the banking brand aims to build a strong European marketing platform that allows fans direct access to the cup, the brand and its products and services.



unicredit champions league 2011

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## Spot Unicredit UEFA Champions League

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22 PAESI. UNA BANCA VERAMENTE EUROPEA.




Sponsor ufficiale della UEFA Champions League



0:08 / 0:10

360p

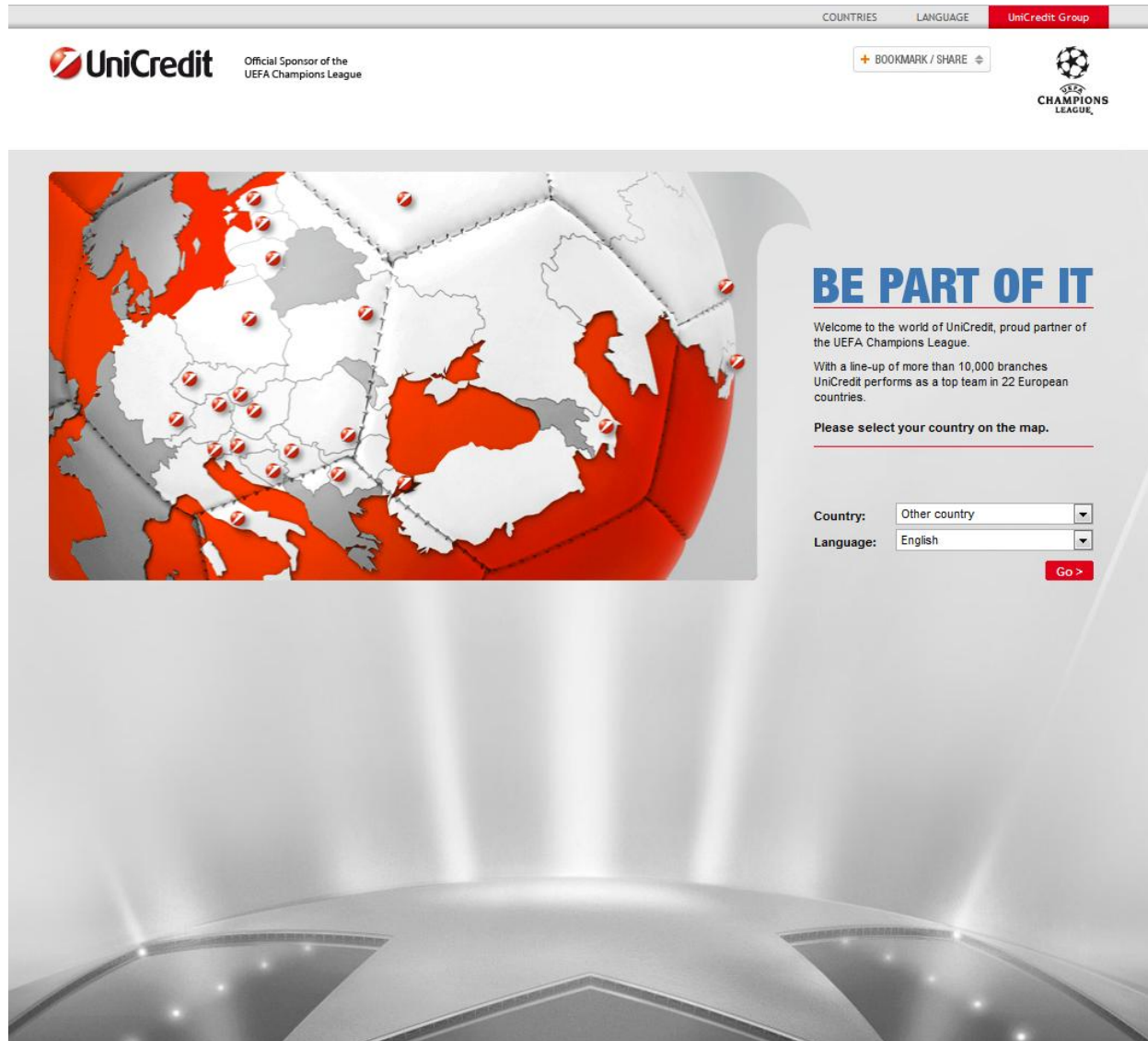


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## Website & Campaigns

- > Launched an official Champions League sponsor website last year
- > Offers UEFA Champions League related content in three main sections:
  - UniCredit & UEFA Champions League: Background information about the Champions League sponsorship as well as downloads for your desktop.
  - UEFA Champions League Trophy Tour: Everything about the tour including an overview of the route, the exhibition area and the event schedule.
  - News & Results: the latest news about UEFA Champions League.
- > See [www.unicredit.eu/champions](http://www.unicredit.eu/champions)
- > Campaigns aim to communicate, experience and share the enthusiasm and emotions of Europe's most renowned football tournaments
- > In all campaign messaging , imagery, promotions and related products UniCredit aims to underline its commitment to the football community globally as well as on local level and to achieve common goals with the UEFA Champions League

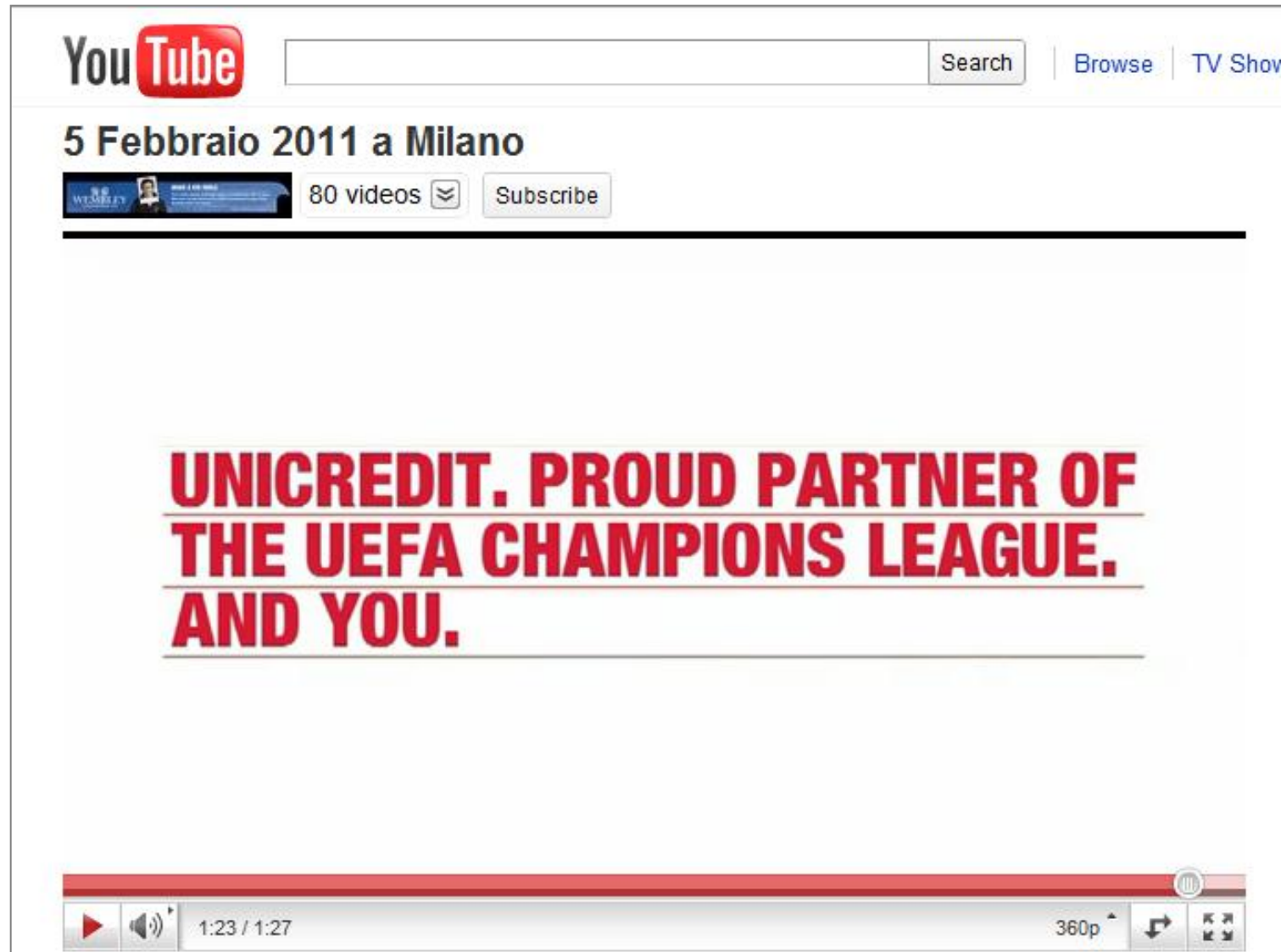




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Unicredit > Outdoor > Wembley Way



## Champions League Trophy Tour

- > UniCredit was the first sponsor of the Champions League Trophy Tour and has played the role for two years now
- > Focused on key central and east European target countries – including Austria, Czech Republic, Germany, Poland, Russia, Serbia, Slovakia and Ukraine
- > Key cities on the tour include Munich, Prague, Warsaw, Bratislava, Vienna, St Petersburg, Moscow, Kiev, Donetsk and Belgrade
- > Appointed ambassador Luis Figo to raise hype and appeal around the tour. Unicredit will be touring the Champions League trophy for the upcoming 3 years.
- > Other former footballers such as Cafu, Giovane Elber and Vladimír Smicer, all joined the trip at some point as UEFA Trophy Tour Ambassadors.
- > Fans could pose for pictures with the trophy in an unforgettable experience.
- > In the last two years, 10 countries and 49 cities were visited, resulting in a high number of news in non-financial media and attracting 228,500 visitors (an average return on investment of 374,5% per Trophy Tour)
- > NB Coca-Cola backs a similar scheme that enables it market around its position as the sponsor of the World Cup Tour

## **Make A Kid Smile**

- > In April, UniCredit launched Champions League Final initiative ‘Make A Kid Smile’
- > Objective was to provide its Champions League sponsorship with a social meaning by dedicating this year’s Final-related initiatives to a good cause
- > An online campaign and an internal initiative – a platform for UniCredit’s responsible engagement in football sponsorship
- > For every supporter of “Make a kid smile” UniCredit Foundation will donate 10 Euros for a social inclusion project that promotes fairness, team spirit and mutual respect among children, leveraging on football schools
- > Aims were to encourage employees and the wider public to support UniCredit and the UniCredit Foundation in taking care about local communities.
- > Offers help where help is needed in the countries where the Group is present
- > “Football is a game of great emotions, also full of ups and downs, just like real life. With a set of external and internal activities flanking the Final 2011, UniCredit underlines its commitment towards the football community that goes beyond the sponsorship of the UEFA Champions League and reaches social inclusion projects, with the aim to deliver a concrete benefit to local communities and to those in need”, says Maurizio Beretta, Head of Identity and Communications at UniCredit.



## Overview

- > For every supporter who sends a smiling picture to a dedicated website, UniCredit Foundation, the corporate philanthropy body of UniCredit, will contribute 10 Euros – up to a maximum amount of 200.000 EUR – to the “Open Fun Football Schools”
- > The project that promotes the values of fairness, team spirit and mutual respect among children living in divided societies.
- > The “Open Fun Football Schools” is a humanitarian initiative led by an international charity that targets boys and girls from 7 to 12 years old using joyful games and the pedagogical "Fun Football concept" as tools to stimulate peaceful co-existence, gender equality, tolerance and social cohesion in countries and communities affected by war and ethnic conflicts.
- > The campaign could be actively supported until 29 May 2011 by uploading a smiling picture on [www.make-a-kid-smile.eu](http://www.make-a-kid-smile.eu).
- > The “KIDSMILE-ME”-App converts the picture in a smiling face and after registration becomes part of a gallery, called the KidSmile Arena.
- > As the official UniCredit Ambassador for the brand’s UEFA Champions League sponsorship, Luis Figo strongly endorsed the campaign with a video, featuring on the executions and by providing himself a picture with a smile

COUNTRIES

LANGUAGE

UniCredit Group

Official Sponsor of the UEFA Champions League

+ BOOKMARK / SHARE

CHAMPIONS LEAGUE

UNICREDIT & UCL

NEWS & RESULTS

FINAL

TROPHY & TOUR

BLOG

THANK YOU!

THOUSANDS OF YOU HELPED UNICREDIT MAKE KIDS SMILE AT THE OPEN FUN FOOTBALL SCHOOLS.

FIND OUT MORE

NEWS

Monday, 30 May 2011

Final connects with Facebook and Twitter - FC Barcelona and Lionel Messi were the names on everyone's fingertips on Saturday night as the UEF...

TWO TEAMS. ONE DREAM.

Only the very best teams qualify for Europe's premier football club competition.

UniCredit is proud to be an Official Sponsor of the UEFA Champions League. To celebrate the excitement together with you we are bringing the Trophy to different European cities over the course of our partnership with the UEFA Champions League.

Find out more

CHAMPIONS LEAGUE

official sponsor

WEMBLEY

LONDON FINAL 2011

MAKE A KID SMILE

UEFA CHAMPIONS LEAGUE FINAL

WEMBLEY 2011 ON MAY 28

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## Campaign Summary

Official ball supplier and annual producer of a new final ball, adidas is a secondary sponsor and launched 2011's final ball with an event fronted by players from the 3 London clubs still in the competition in March and also with an unannounced visit to a local London inner city school

### Category

Sport - Football

### Event > Property

Champions League 2011

### Rights Owner > Body

UEFA

### Rights Holder > Brand

adidas

### Sponsorship Level

Secondary Sponsor

Partner/Supplier

### Campaign > Initiative

We,mbley StarBall Launch

Players in London school visit launch





## Official Ball & Unofficial Boots

- > Official match ball for the 2011 UEFA Champions League final launched by adidas with Samir Nasri, Salomon Kalou and Jermain Defoe
- > Representatives from the three London clubs still involved in the UEFA Champions League at the time of the launch in March – Arsenal FC’s Samir Nasri, Salomon Kalou of Chelsea FC and Jermain Defoe from Tottenham Hotspur FC – today helped UEFA and adidas unveil the official match ball
- > Tottenham’s Jermain Defoe kicked off the launch with an unannounced visit to a local school, handing out signed balls to delighted pupils. He also played football with the children, who revelled in having their photo taken with the England striker.
- > The Finale London is the 11th in the series of match balls supplied by adidas for the UEFA Champions League final – marking the latest milestone in the sports-apparel manufacturer’s partnership with UEFA – and will make its competitive debut in the conclusion to the European club season in the English capital
- > The red-and-white design of the Finale London reflects the cross of St George, the patron saint of England, while the ball also includes an orange top star and the final logo of two lions holding the UEFA Champions League trophy
- > The starball is positioned as an icon of the Champions League and a new one is produced each year





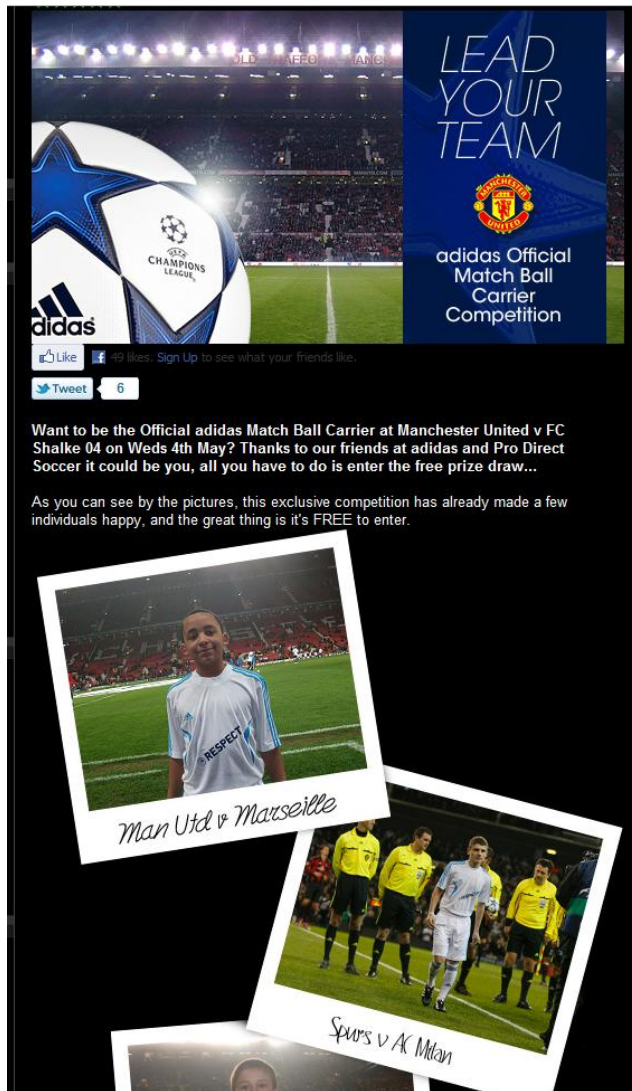




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**LEAD YOUR TEAM**

adidas Official Match Ball Carrier Competition

Want to be the Official adidas Match Ball Carrier at Manchester United v FC Schalke 04 on Weds 4th May? Thanks to our friends at adidas and Pro Direct Soccer it could be you, all you have to do is enter the free prize draw...

As you can see by the pictures, this exclusive competition has already made a few individuals happy, and the great thing is it's FREE to enter.

*Man Utd v Marseille*

*Spurs v AC Milan*



**YOUR TEAM LEAD**

SIGN UP TO BE AN OFFICIAL UEFA CHAMPIONS LEAGUE MATCH BALL CARRIER

adidas UCL products at Pro-Direct Soccer

- Junior Boot Room
- Junior Trainers
- adidas Clothing
- adidas Footballs
- Junior Baselayer
- adidas Shinpads

**ENTER NOW FOR THE PRIZE OF A LIFETIME...**  
**YOUR CHANCE TO BE AN ADIDAS OFFICIAL MATCHBALL CARRIER**

This competition is open to all adidas and Pro-Direct fans aged 10-14 in the UK. Enter now for FREE!

**Trip package includes \***

- ★ The opportunity for the winner to be an adidas Official Match Ball Carrier.
- ★ Roundtrip via coach-class transportation for two to a city located near the UEFA Champions League Match
- ★ Two days and 1 night accommodation at a hotel
- ★ Two tickets to a UEFA Champions League Match

\* Package activities may vary subject to availability.

**Please include your Date of Birth and telephone number in your email for your chance to win below...**



## Boots

- > Anodized Purple / Electricity / Infrared adidas F50 adiZero and Prime football boots debuted by Barcelona stars in the final
- > adidas sponsored star players included David Villa, Lionel Messi and Dani Alves
- > Boots had interesting customisation a for the Champions League Final
- > With players' names, numbers, flags and the final logo itself embroidered on





**Category**  
Sport - Football

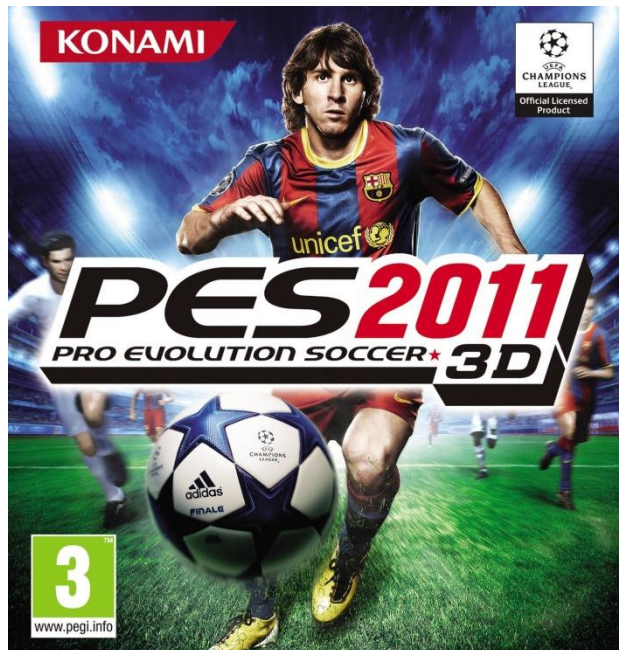
**Event > Property**  
Champions League 2011

**Rights Owner > Body**  
UEFA

**Rights Holder > Brand**  
Konami Pro Evolution Soccer

**Sponsorship Level**  
Secondary Sponsor  
Partner/Supplier

**Campaign > Initiative**  
Blah



## Campaign Summary

Little above-the-line, non-in-game activity monitored

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PRO EVOLUTION SOCCER 2011 - KONAMI INTRODUCTION

ProEvolutionSoccer3D

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**PES2011**

PRO EVOLUTION SOCCER

0:57 / 1:05

360p

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+ Add to

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1,950

Uploaded by ProEvolutionSoccer3D on 11 Sep 2010

PES 2011

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MACHINIMASPORTS.COM

2:11 / 2:21 360p

**Suggestions**

- Pro Evolution Soccer: Champion League Quarter F...** by MachinimaSports 2,963 views Featured Video
- The Anton vs Freddie Show Episode 3: How to play...** by MachinimaSports 1,319 views
- WWE ALL STARS Demo: Tips and Trcks to use Rev ...** by MachinimaSports 7,679 views
- Pro Evolution Soccer 2011 E3 2010 Gameplay Trai...** by MachinimaSports 1,423,365 views
- Top 10 Pes 11** by tanwebd

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**Pro Evolution Soccer 2011** Like

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**Basic Information**

**Founded** October 2001

**About** Official Site: [http://www.konami-pes2011.com/Official/PES\\_League\\_Site](http://www.konami-pes2011.com/Official/PES_League_Site) Site: <http://www.pesleague.com> Follow us on Twitter: [http://www.twitter.com/DanMurphy\\_PESPEGL](http://www.twitter.com/DanMurphy_PESPEGL) +36598 Rating: E (Everyone)

**Company Overview**

Dear PES fans -- welcome to Konami's official Pro Evolution Soccer 2011 Fan Page!

If you are a fan of PES, this is the place where you will find exclusive features and all the latest info on PES 2011, with insights and comments from the people working on the game, and we need your feedback to help make the series even better.

This page is a key part of the PES community, so join the discussion and make your opinions known!

**Mission**

Important information for contributors:

This site is designed to allow Konami Digital Entertainment GmbH ("we/us") and its fans to communicate with each other. By using this site, you agree to the following:

1. You agree not to post or transmit to or from this site any material:
  - (a) that is threatening, offensive defamatory, obscene, pornographic, in breach of confidence or privacy or which may cause annoyance or inconvenience;
  - (b) which is not your own or in respect of which you have not obtained the copyright owner's permission to post or transmit;
  - (c) which may otherwise infringe the intellectual property rights or publicity rights of a third party;
  - (d) which constitutes or encourages conduct that would be considered a criminal offence, or give rise to civil liability; or
  - (e) which is contrary to any law or regulation in any part of the world.

Nevertheless, we reserve the right to edit or remove any material submitted to this site for any other reason at any time without notifying you.

**866,261** people like this

**Likes**

**Konami**

**Pro Evolution Soccer**

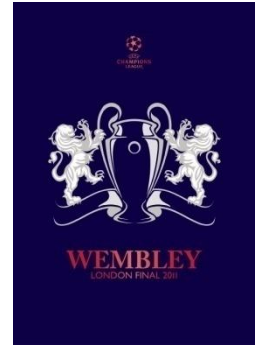
Create a Page Report Page Share



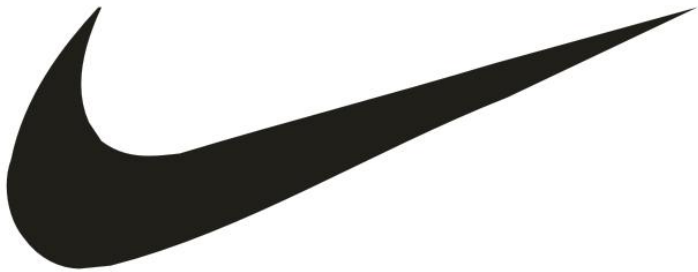
## **The 2011 Game Edition**

- > Pro Evolution Soccer 2011 3D features exclusive use of the UEFA Champions League - the game's greatest club competition
- > Digital Entertainment's Pro Evolution Soccer 2011 3D is designed specifically for 3D-enabled devices to immerse the player in the heart of the game, adding another level of realism to every pass, through ball-and-shot
- > Konami's Pro Evolution Soccer 2011 3D uses a unique 'Player' camera, shadowing the player's every movement, right in the middle of the unfolding match
- > By utilizing the 3D capabilities of the Nintendo 3DS to visually ascertain how far away a teammate is, players can make more instinctive long passes and dynamic movement as they watch their teammates make runs and moves into open space
- > In StreetPass mode, the hardware senses when another Master League team is in the vicinity, and will compare the strength of each side, their respective strategies, stats, and will then award a win to the stronger side. Users who are not familiar with controller buttons can enjoy playing the game in this way.
- > Those with a strong win rate on StreetPass will be promoted to an upper StreetPass standing until they reach the ultimate ranking – the UEFA Champions League

# Team Sponsors & Ambush Activity



# Team Sponsors/Ambush/Guerrilla



**TURKISH AIRLINES**

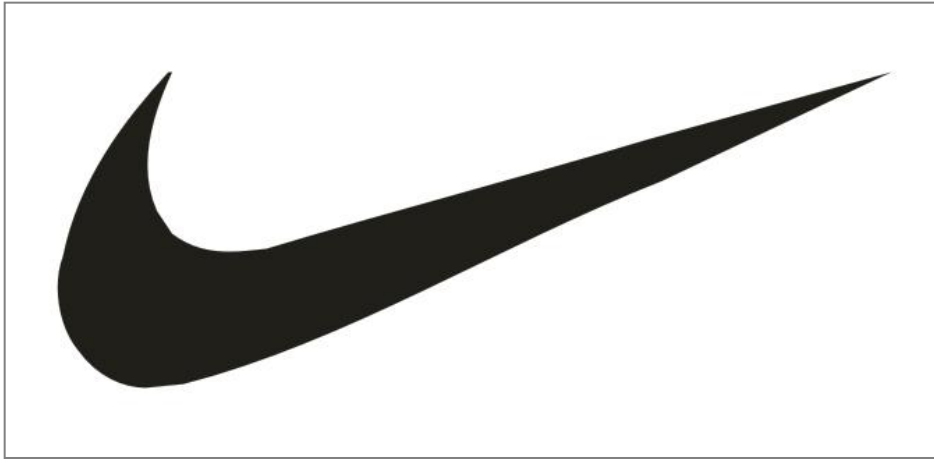


A STAR ALLIANCE MEMBER 

**paddypower.com**  
poker • casino • betting • games

**WEMBLEY**

inspiring • memories



## Campaign Summary

Ambushed official sponsor and rival adidas by leveraging the fact the two teams in the final were Nike kit/shirt supplied clubs

The 'Glory is ours' initiative actiavted around the final, featuring Man Utd and Barcelona players across both traditional media, experiential and in-store work as well as future facing platforms

### Category

Sport - Football

### Event > Property

Champions League 2011

### Rights Owner > Body

Manchester United & Barcelona

### Rights Holder > Brand

Nike

### Sponsorship Level

Shirt Supplier/Partner

### Campaign > Initiative

Glory Is Ours

## **Overview > Glory Is Ours**

- > Leveraged its status as kit/shirt supplier of both Champions League finalists
- > Created a pre-final campaign celebrating the shared footballing values of man Utd & Barcelona as they prepare for the final showdown
- > 'Glory is Ours' celebrates both sides as worthy for victory, while also fuelling their rivalry and the debate among football fans about who will win
- > The TV spot features players from both sides talking direct to the camera, demonstrating their determination to claim victory, edited together
- > Their words could be true of either team. As the dialogue builds so does the intensity, ending on a clear statement of intent, setting up the battle ahead
- > Supported by a core microsite, outdoor work, press and online executions
- > Digital billboards and projections on to London landmarks such as Marble Arch built excitement and awareness on the days leading up to the Wembley final
- > In-store activity included kits and creative in windows of flagship stores in London and Barcelona, as well as other major cities
- > Also in-store, mini pitches and player look-a-likes showcasing skills and challenging fans





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The screenshot shows the Nike Football website interface. On the left is a vertical navigation menu with links: SEARCH, SHOP, NIKEID, BOOTROOM, THE CHANCE, TEAMS, PLAYERS, ACADEMY, VIDEO, (NIKE)RED, TRAINING, NIKE FOOTBALL+, LATEST NEWS, FOLLOW NIKE, and LOGIN. The main content area features a large video player with a background image of a player's face split vertically by the colors of the Spanish flag (red and blue). The video player has a title bar that reads "Barcelona v Manchester United: Glory is ours -00:30" with five stars below it. Below the video player, the text "Barcelona v Manchester United: Glory is ours." is displayed in a large, white font. Underneath this, there is a line of text: "27 MAY 2011 tags: abidal, barcelona, busquets, champions league, evra, ... more". At the bottom, there is a paragraph of text: "2 teams. 1 final. Manchester United. Barcelona. Both champions of their homeland. Both hungry for more. Which team will step up and truly claim Glory is Ours."

















Nike> Glory Is Ours > Outdoor



## Boots

- > Like rival adidas, Nike produced a set of one-off, personalised football boots for a selection of Barcelona and Manchester United players in the final
- > A PR campaign and pre-release images were distributed in the days leading up to the match
- > Players included Manchester United forward Wayne Rooney, alongside Barcelona's Andres Iniesta, Carles Puyol, Gerard Pique and Pedro









## Campaign Summary

### **Category**

Sport - Football

### **Event > Property**

Champions League 2011

### **Rights Owner > Body**

Manchester United & Barcelona

### **Rights Holder > Brand**

Turkish Airlines

### **Sponsorship Level**

Official Sponsor/Partner

### **Campaign > Initiative**

Maybe / Definitely  
Bespoke Aircraft Livery  
Safety Videos

## Overview

- > Recently signed a number of key international sports sponsorships/agreements
- > Objective is to enhance the brand's global prestige and improve international brand awareness
- > The move looks to have been a clever one as its two major club deals were with the two 2011 Champions League finalists
- > The airline company signed a three-year contract with Barcelona at the start of 2010 for which the brand pays the club (US)\$4m annually
- > It signed its three and a half-year contract with Manchester United in May 2010 and paid the club €10m euros for the deal
- > Barcelona flew to the final on board a specially liveried Turkish Airlines aircraft
- > The brand also ran a print and online campaign highlighting the achievement of its twin sponsors under the slogan 'Maybe / Definitely'
- > In the days following the final, the airline also introduced new on board safety videos (following in the footsteps of Air New Zealand's All Blacks sponsorship) starring Man Utd players (it also runs TV ads starring Barca's Lionel Messi)
- > NB The airline also sponsors Euroleague Basketball

Maybe FC Barcelona.  
Maybe Manchester United.  
But definitely  
Turkish Airlines.



**TURKISH  
AIRLINES**



OFFICIAL PARTNER OF MANCHESTER UNITED



**FC BARCELONA**  
*més que un club*

**TURKISH  
AIRLINES**



OFFICIAL SPONSOR OF FC BARCELONA

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# BARCELONA FC TURKISH AIRLINES PLANE FOR UEFA CHAMPIONS LEAGUE FINAL 2011

1 video

0:08 / 1:56

360p

Like
 Add to

216 views

Uploaded by [lwnthtv](#) on 25 May 2011

BARCELONA FC TURKISH AIRLINES PLANE FOR UEFA CHAMPIONS

1 likes, 0 dislikes

### Suggestions

**Making of Turkish Airlines Barca Commercial (+c...**  
 by RonaldoMedia  
 45,889 views

**Turkish Airlines - FC Barcelona commercial 2010**  
 by 007elite007  
 19,681 views

**FC Barcelona -- Carles "Charly" Rexach: A jour...**  
 by TURKISHAIRLINES  
 17,461 views

**Turkish Airlines Manchester United Commercial**  
 by kerimberkdere  
 529,085 views

**Manchester United vs FC Barcelona - UEFA Champi...**  
 by systole123  
 554 views

**Turkish Airlines New Safety Video(English)**  
 by Turkishairlines28

[Click to view online](#)

## Manchester United players moonlight for Turkish Airlines



Star Manchester United players moonlight as air safety ambassadors for Turkish Airlines in this video.

[Click to view online](#)





Barcelona forward Lionel Messi flies Air Europa incognito.

[Click to view online](#)



Campaign Summary

**Category**  
Sport - Football

**Event > Property**  
Champions League 2011

**Rights Owner > Body**  
UEFA


**Rights Holder > Brand**  
Non Sponsor

**Sponsorship Level**  
Ambush

**Campaign > Initiative**  
Imogen Says Blow Me

## Overview


- > Bookmaker Paddy Power, known for its contentious ads, ran a controversial Champions League betting campaign
- > Leveraging the high profile news story about Big Brother contestant and model Imogen Thomas and Manchester United star Ryan Giggs
- > It ran a press and online campaign fronted by Imogen Thomas in a Man Utd shirt
- > The reality TV star was picked after claims she had an affair with Giggs
- > The Campaign ran under the controversial tagline 'Blow Me'
- > PR and buzz around the initiative built further when some newspapers refused to run the work primarily because of the sexually explicit wording
- > The bookmaker generated further publicity by releasing a video of the shoot online
- > Thomas is reported to have been paid a "high five figure" sum for the endorsement.



Search
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Upload

## Imogen Thomas Paddy Power Ad Champions League Final Ryan Giggs To See!


[dneiltona](#) 250 videos Subscribe




0:01 / 0:49
360p
Full Screen


Like
Add to
Share
34,761


### Suggestions


1:23


1:11


0:10


3:12


1:36

[Click to view online](#)



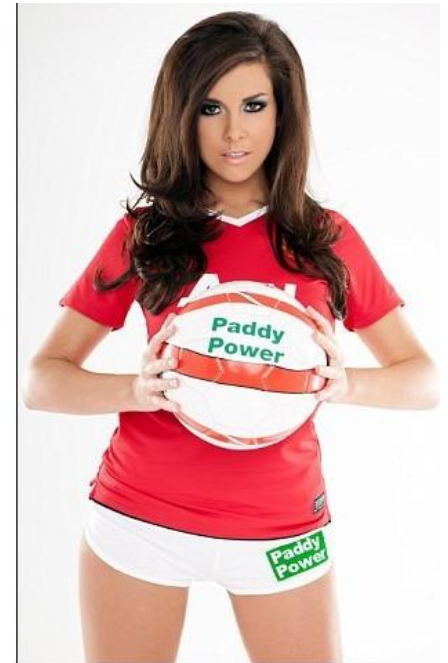
**BLOW ME!**

**MONEY-BACK IF BARCA WIN!**  
If Barcelona beat Man Utd in 90 mins  
Paddy Power will refund  
losing bets on...

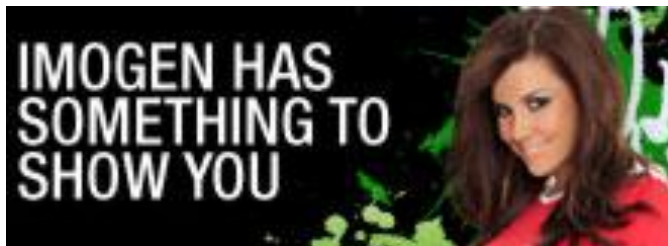
- First Goalscorer
- Last Goalscorer
- Correct Score
- Scorecast

**paddypower.com**  
poker • casino • betting • games  
FREEPHONE 08000 565 265

Available on the App Store









## Campaign Summary

Campaign launched to leverage Champions League Final hosting status and associated PR and aims to raise its status as a live event venue

### Category

Sport - Football

### Event > Property

Champions League 2011

### Rights Owner > Body

UEFA

### Rights Holder > Brand

Non Sponsor

### Sponsorship Level

Ambush

### Campaign > Initiative

Inspiring Memories / Greatest Events

## Overview

- > In May Wembley Stadium launched its biggest ad campaign since 2007 opening
- > The aim was to raise its status as a live-entertainment venue and activity timed to coincide with high-profile matches - Champions League final
- > According to Adrian Wells, head of marketing for The FA, the push marks a 'key step' in the development of Wembley into a 'globally iconic brand', and follows the introduction of the strapline 'Inspiring memories'.
- > The campaign created by Dare, M&C Saatchi and The FA, centres on Wembley's ability to host a range of sports and music events, as well as football
- > Ads attempt to tap into the public's nostalgic view of the stadium, dwelling on memorable concerts and sporting occasions hosted there over the years.
- > The campaign involves a partnership with talkSPORT and begins with radio and online activity, including interviews with Rolling Stone Ronnie Wood, ex-footballer Stuart Pearce and former rugby league star Martin Offiah
- > The FA aims to drive traffic to Wembley website where consumers can visit [Wembleystadium.com/greatestevent](http://Wembleystadium.com/greatestevent) and vote for 'Wembley's Greatest Event'. Voters can win a Club Wembley box for 20 at England v Holland on 10 August
- > The FA is also looking for sponsors for Wembley, following Microsoft's decision to end its £5m-a-year deal with the stadium.

# Ambush/Guerrilla/Other



VOTE FOR WEMBLEY'S GREATEST EVENT

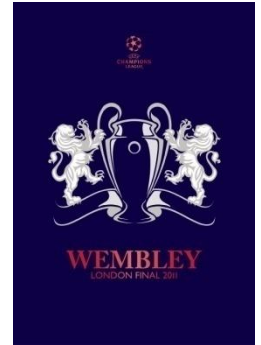




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# Notable TV Ad Debuts In Final



## A Day in the life of an Audi Driver

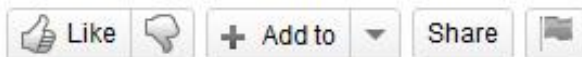
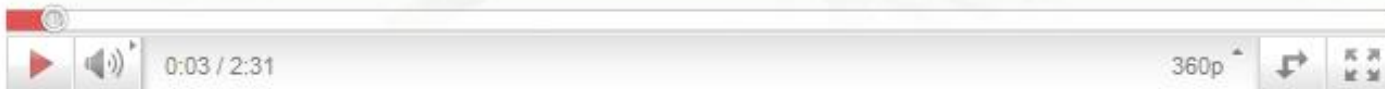
AudiChannel

128 videos

Subscribe

A DAY IN THE LIFE OF AN

# Audi Driver



46,700

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The image shows the Apple logo followed by the text "iPad 2" in a white, sans-serif font, centered on a black background.

Content from iTunes.

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## Dear Hollie - Google Chrome TV advert

asseenontheTV

69 videos



Subscribe



0:01 / 1:31

360p



[Click to view online](#)

Google > Chrome Browser > Dear Hollie > First Ever UK TV Add Runs During Champions League Final

## Lynx Dry Full Control advert - Premature Perspiration (UK; June 2011)

NNomad

129 videos



Subscribe



[Click to view online](#)

Lynx > Dry Full Control > Debut Apperance In Champions League



[Click to view online](#)

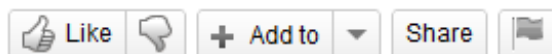
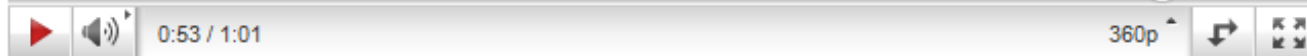
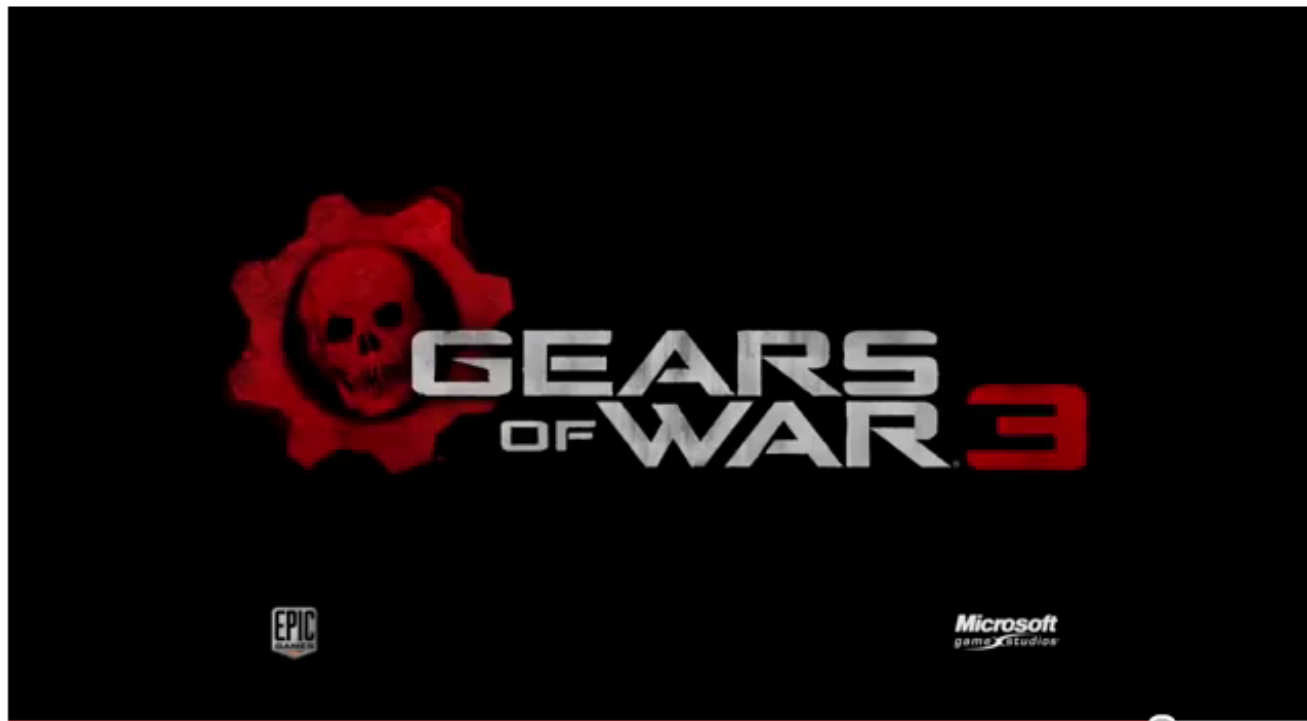
## Gears of War 3 - Champions League Campaign Trailer



3,979 videos



Subscribe



7,855

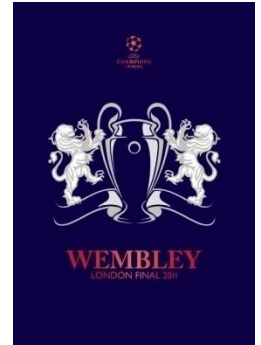
Uploaded by [GamerSpawn](#) on 28 May 2011

Name: Gears of War 3

205 likes, 5 dislikes

[Click to view online](#)

# Conclusions > Summary

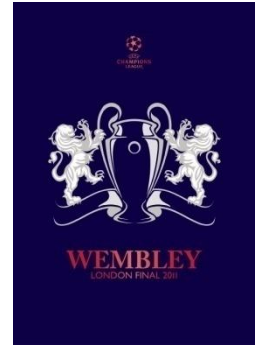




## Concluding Comments/Final Thoughts

- > Sponsors link final to world via social media
- > Mobile location based work in final build up
- > Apps leverage rising dual screen usage trend
- > Low latency & real time reaction pays off
- > Stars/refs/skills all enhance fan experience
- > Stats/news/data bring fans closer to game
- > Unique is key: match ball/pitchside/training
- > UEFA itself expanding experiential platforms
- > Doing good/CSR being built in to activation
- > Original/new tech ticket comps create buzz
- > Ambush options expand, eg games, projection

# Credits > Contacts



## Project Leader > Jeremy Edwards

ACTIVATIVE

Sponsorship Intelligence >> Activation Insight

Profile | Logout


HOME

ABOUT US

MAGAZINE

MONITORING

CONSULTING



Apr 19, 2011 VISA'S 'TRAINING DAY' SPOT LINKS TO TICKET SALES

Apr 19, 2011 GREATEST SHOW ON EARTH > 2012 TICKET SALE

Apr 19, 2011 ADIDAS' 'ALL IN' TVC LINKS TO 2012 TICKET SALE

SPONSORS & LOCOG ACTIVATE AS 2012 TICKET SALE KICKS OFF

As London 2012 bosses fire the starting pistol on the six week sale of 6.6 million Olympic tickets under the campaign tagline 'The Greatest Show On Earth', several key sponsors launch their own parallel campaigns to drive brand affinity and raise ticket sale awareness – see [www.tickets.london2012.com](http://www.tickets.london2012.com).

FEATURED



Apr 19, 2011

ICC CRICKET WORLD CUP SPONSOR HIGHLIGHTS

Review of sponsor creative including Pepsi's 'Change the game', Hero Honda's 'Kriket Ka Karizma' and Reliance's 'Boundaries For Books'.

[Download sample pdf.](#)




Apr 19, 2011

LITERARY FESTIVALS > SPONSORSHIP SHOWCASE

From Sky Arts at Hay-On-Wye, to Emirates in Dubai and Sony at World Book Day, we showcase imaginative festival activation.

[Download sample pdf.](#)



Apr 19, 2011

11 ACTIVATION TRENDS FOR 2011

Interactive presentation on contemporary trends focused on imaginative creative, original thinking and new media.

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ACTIVATIVE ANNUAL 2011



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[Location map](#)

TWITTER

Man City Events Boss discusses club's future global expansion whilst maintaining current local/community values - tough challenge #guidelive 2011/05/26 13:51

Willi LOCOG's site get 1bn+ hits thru the Olympics - 1/3rd of N.1 Google's monthly total <http://tinyurl.com/3wvgoff> 2011/05/25 09:52

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