

SPONSORSHIP & GAMING
THINK SPONSORSHIP! CONFERENCE > 11/11/11

NV

CALL OF DUTY
MW3

ACTIVATIVE

Entertaining > Use~~ful~~ > Good

Click



Play

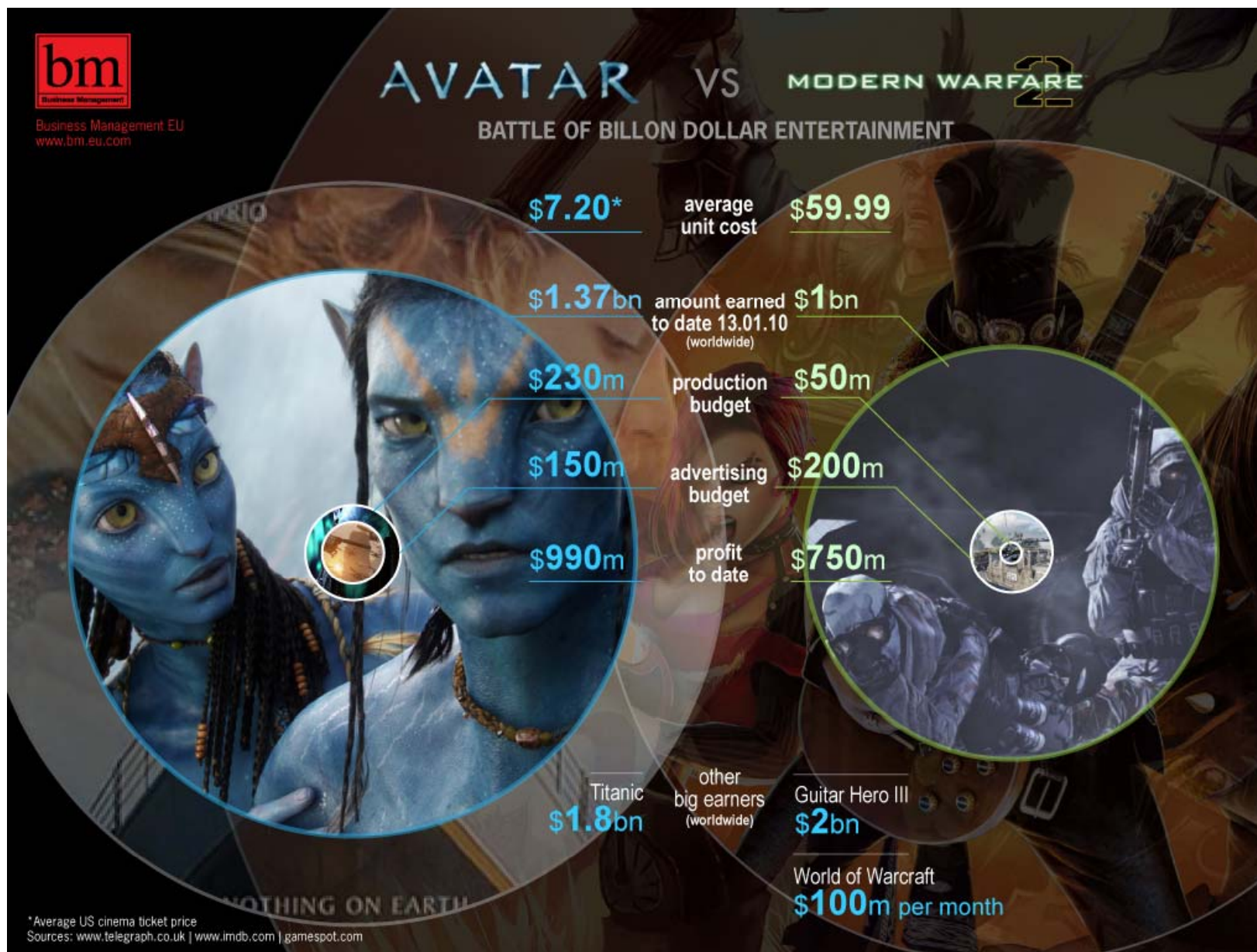


official treat provider of the 2012
Olympic and Paralympic Games

Let's play our way to London 2012

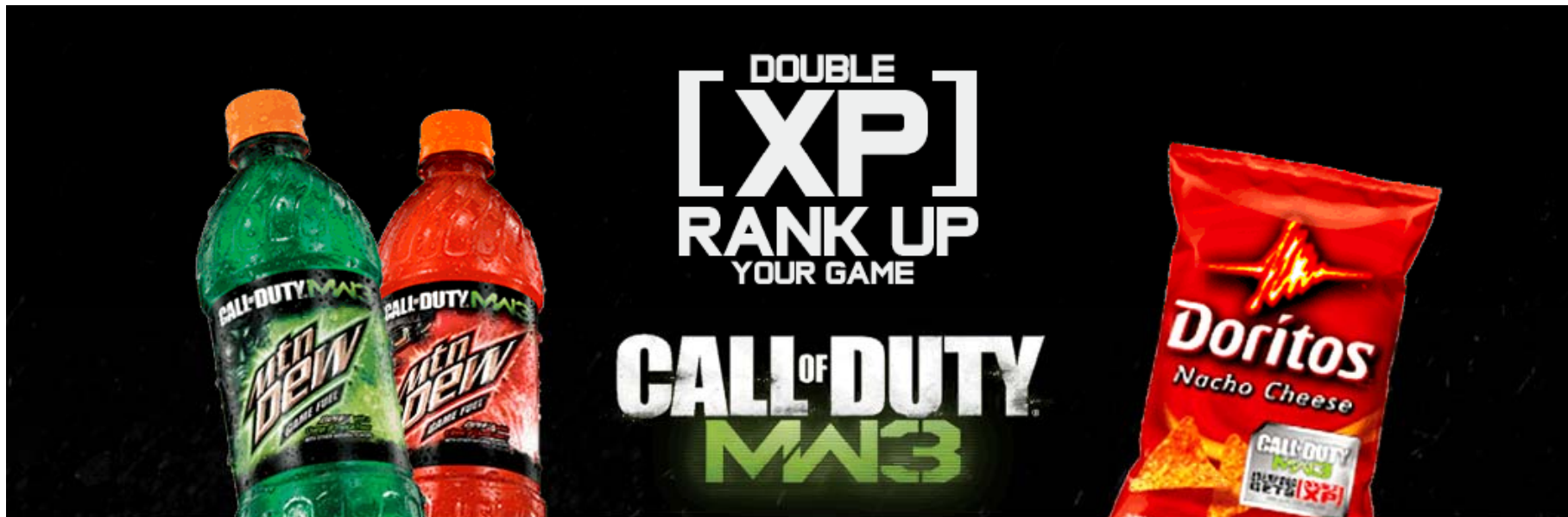
Join in the fun







MTN DEW PACKAGE SIZES	20 oz.	12-Packs	Wal-Mart 20-packs (Mega XP)	32 oz./44 oz. Fountain Cups
AMOUNT OF XP VALUE PER CODE	15 min.	45 min.	90 min	15 min
ANY MTN DEW PLUS DORITOS				
COMBO BONUS*	15 Min			
COMBAT CARD BONUS**	One Set of Combat Cards		All Three Sets of Combat Cards	
	15 min		90 min	



1 Participation

2 Personalisation

3 Socialisation

4 Mobilisation

5 Localisation

6 Integration

7 Product Integration

*Consumer
Advocacy*

Sendable

Shareable

Spreadable

Viral


*M
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1 Participation

Click


>>

Play




Take the challenge...Be Above all

Prove your might at the Karizma ZMR cricket championship and get to run the victory lap at the ICC Cricket World Cup 2011 final match*



Congratulations to the Kricket Ka Karizma contest winners selected on the basis of valid entries -

Rating	Name	Score
1	Aliasger Burhanpurwala	4755
2	Manish Pathak	2969
3	Rajat Kumar	2095
4	Parveen Singla	1947
5	Rahul	1938
6	Bhaves	1659
7	Gagan Agarwal	1555
8	Shashank	1515
9	Ravi	1452
10	Rajinder Singh	1437
11	Bharat kumar	1437



PLAY

LEADERBOARD

INVITE FRIENDS

CITY RANKS

Rank	Name	Score
------	------	-------



Click



Play

ARE YOU READY TO STEP INSIDE THE CIRCUIT?

Ever wondered how Lewis and Jenson
feel before they step inside their
Vodafone McLaren Mercedes F1™ car?
Watch our personalised video now and
experience it for yourself.

START PERSONALISED VIDEO >



2 Personalisation







RUGBY FEVER

PLAY

Play the game for a CHANCE
to WIN these prizes!

Please login facebook to play the game.



TOP 3 PLAYERS
WITH THE FASTEST RUNS GET 2
HONG KONG SEVENS 2011 TICKETS EACH



NEXT 7 RUNNERS UP
GET CARLSBERG X KUKRI RUGBY JERSEYS

Official Beer of the Hong Kong Sevens 


Click

>>

Play

OAKLEY

VISIT US | SHARE




You Vs

THE OAKLEY REBELS

TAKE ON OUR PRO ATHLETES IN A HEAD-TO-HEAD CHALLENGE

A VICTORY HERE AND YOU MIGHT GET TO MEET THEM FOR REAL

[Competition Details](#)



VISIT US | SHARE


You beat Cavendish!

YOU BEAT MARK CAVENDISH SO YOU CAN ENTER OUR COMPETITION TO RACE HIM FOR REAL

"NICE ONE. I DON'T KNOW WHAT HAPPENED OUT THERE BUT IT WON'T HAPPEN AGAIN. YOU GOT LUCKY TODAY "


MARK CAVENDISH

ENTER COMPETITION
INVITE FRIENDS
TWEET RESULT



Oakley Jawbone

Custom build in other frame colours and lens tints

 Customise Now

3 Socialisation



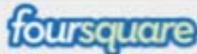


4 Mobilisation






5 Localisation


[Sign up](#) | [Apps](#) | [Help](#) | [Log in](#)


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
mobile devices


TIPS POPULAR RECENT




Sony Ericsson Football Hotspot
Check-in here tonight and unlock the exclusive Xperia Football Fan Badge!
✓ 113 | December 7, 2010 | Manchester, GB: 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!
✓ 48 | December 8, 2010 | Tottenham, GB: London



Sony Ericsson Football Hotspot
Check-in here before midnight tonight and unlock the exclusive Xperia Football Fan 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

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
SonyEricsson.com

Followers



1 / 6



5 / 6

6 Integration

BUD LIGHT

UNLOCK THE SPOT

BACK TO BUD LIGHT

HERE WE GO.

Check out the exclusive still images taken from our never-before-seen "Big Game" commercials below and guess what each spot is about. Once all three spots have been correctly called out, we'll unlock our new commercial, the sequel to the hilarious *Swear Jar* and *Clothing Drive*.

Once you've made your guesses, check out **Bud Light Hotel** – home of the biggest party at this year's "Big Game!"

GUESS THE PLOTS, UNLOCK THE SPOT!



Logged in as Erica Swallow

Add a comment...

☒ Post comment to my Facebook profile

Post

Sedrick Pevahouse 3:49 pm

beer time

Message - Report

Stephanie Jokich 3:16 pm

Will Americans get healthcare?

Message - Report

Myke Ames 3:08 pm

extreme makeover, beer edition

Message - Report

Kathy Shields 3:06 pm

they just found out he wasnt related to them.

Message - Report

Logged in as Erica Swallow

Add a comment...

☒ Post comment to my Facebook profile

Post

Sedrick Pevahouse 3:49 pm

beer time

Message - Report

Stephanie Jokich 3:17 pm

Bud light=zero pet odor.

Message - Report

Myke Ames 3:07 pm

pet sitter

Message - Report

Kathy Shields 3:07 pm

mans best freind

Message - Report

Logged in as Erica Swallow

Add a comment...

☒ Post comment to my Facebook profile

Post

Sedrick Pevahouse 3:48 pm

beer time

Message - Report

Karen Allen-Goodwin 3:45 pm

Open up and say "argggghh..."

Message - Report

Kathy Shields 3:44 pm

BL better than gold

Message - Report

Stephanie Jokich 3:16 pm

Pirate heavy metal fueled by south seas wake up juice.

Message - Report

BUD LIGHT

UNLOCK THE SPOT

HERE WE GO.

THE SPOT IS UNLOCKED!

Check out **Severance Package**, the sequel to **Swear Jar** and **Clothing Drive**, and all of Bud Light's "Big Game" commercials right here!



ONE EPIC CONTEST

presented by the Kia **OPTIMA**

Welcome to an epic adventure where five great champions may be destined to win one of five all-new 2011 Kia Optimas.

- Each day, between February 1st and 6th (excluding February 5th) five challenging questions will be revealed on this site.
- The final question will be revealed here on February 6th during the first quarter of the big game. You must correctly answer each of the five questions to unlock the final challenging puzzle.
- The first five contestants to complete the final puzzle before the contest ends will qualify to win one of five 2011 Optimas.
- [Click here](#) for complete **Official Rules**.

[register](#)

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. Void where prohibited. All disputes will be resolved solely by binding arbitration. Online entry only and Internet access required. Open only to legal residents of the 50 U.S. or D.C., 18 years of age or older. Valid driver's license and car insurance required to claim prize. Contest begins 12:01 a.m. ET on 2/1/11; ends 11:59 p.m. ET on 2/7/11. ARV of each Kia Optima grand prize: \$25,440. Sponsor: Kia Motors America, Inc., 111 Peters Canyon Rd., Irvine, CA 92606. Subject to [Official Rules](#)

[Learn more about the **OPTIMA**](#) [become a fan](#) [contest rules](#) | [privacy policy](#)

Login

email

password

[forgot password](#)

[enter](#)

[click to explore](#)

*Optima Turbo SX shown

Click image to play

7 Product Integration



1 Participation

2 Personalisation

3 Socialisation

4 Mobilisation

5 Localisation

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7 Product Integration

*Consumer
Advocacy*

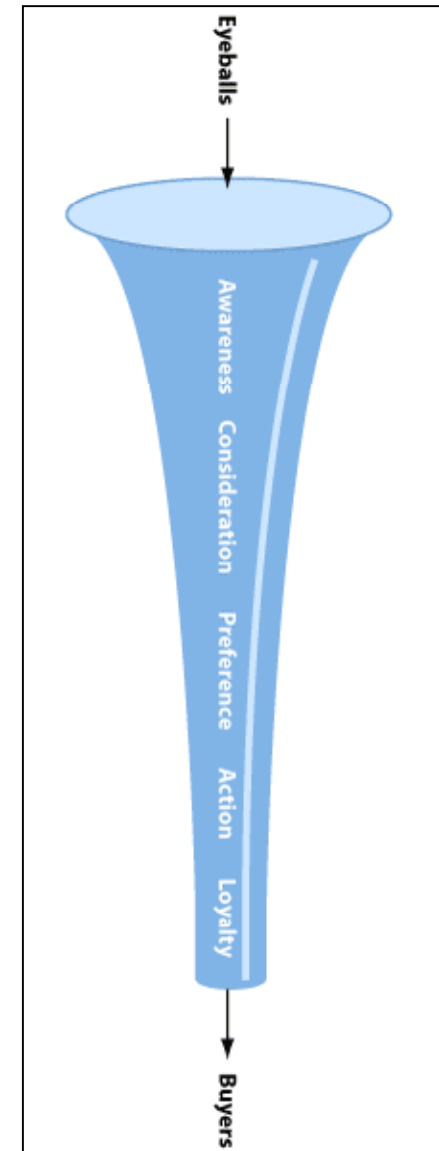
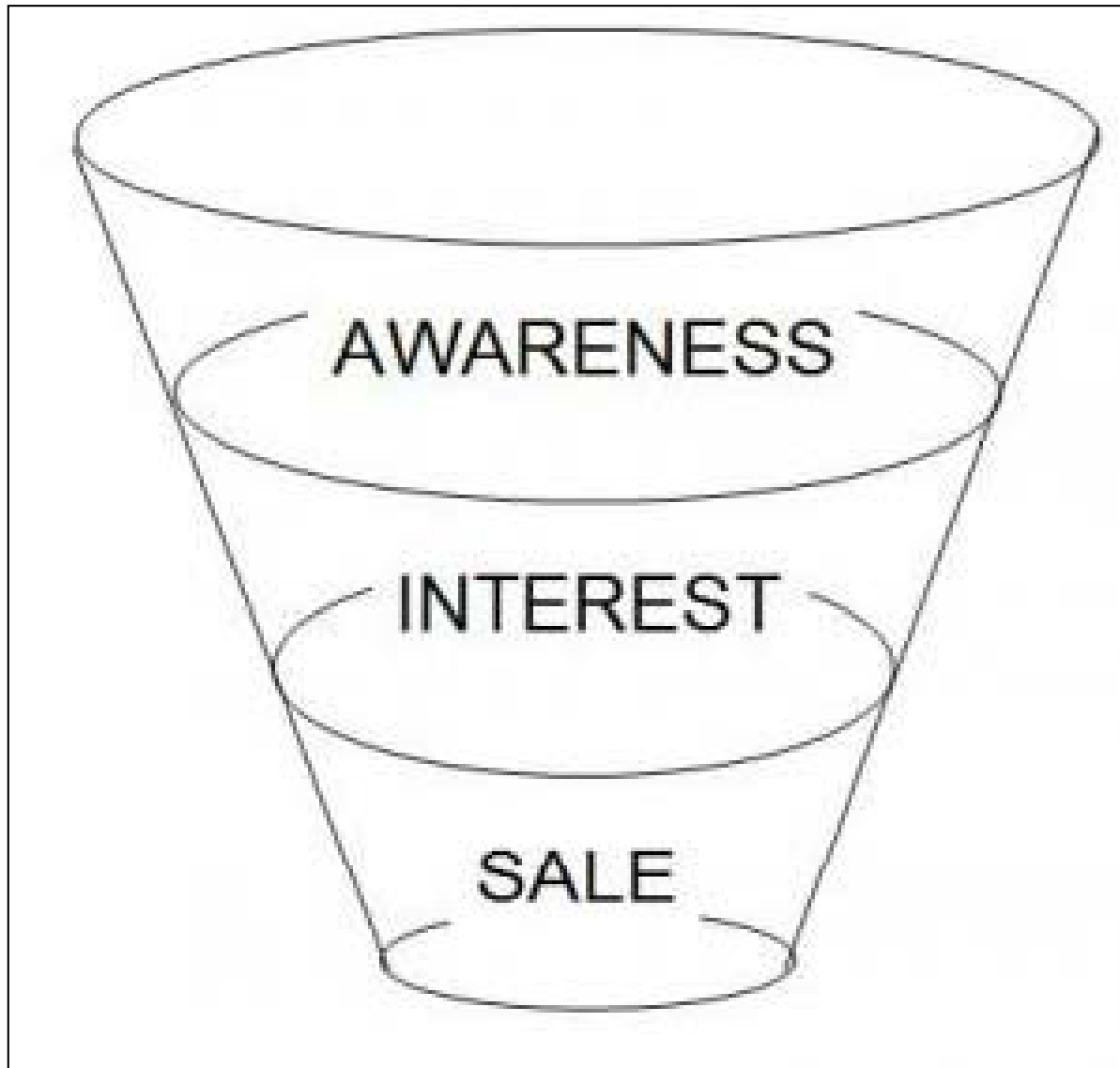
Sendable

Shareable

Spreadable

Viral

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“We pay a truckload for this sponsorship so we need to make it work harder

Traditional media works for awareness, but our Euro awareness is already high

Being present isn't enough, we need more. Our target is if we pulled the sponsorship people would be at our office wanting it back”

Floris Cobelens, Heineken Digital Head

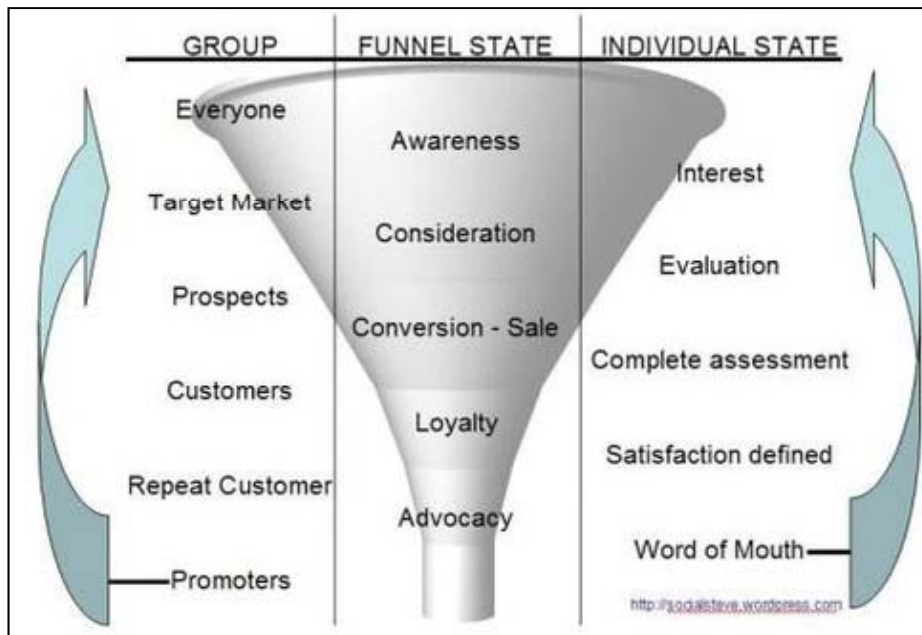
“Acquisition was a key objective.

*Almost doubled Twitter Feed followers -
from 35,991 to 70,198 in just a few days.*

*Got 320,000,000 Twitter impressions one
team became a trending topic on Twitter.*

40% rise in Facebook Likes post game.”

Mercedes-Benz, Tweet Race Press Release



CONSUMER HOURGLASS INSTEAD OF PURCHASE FUNNEL



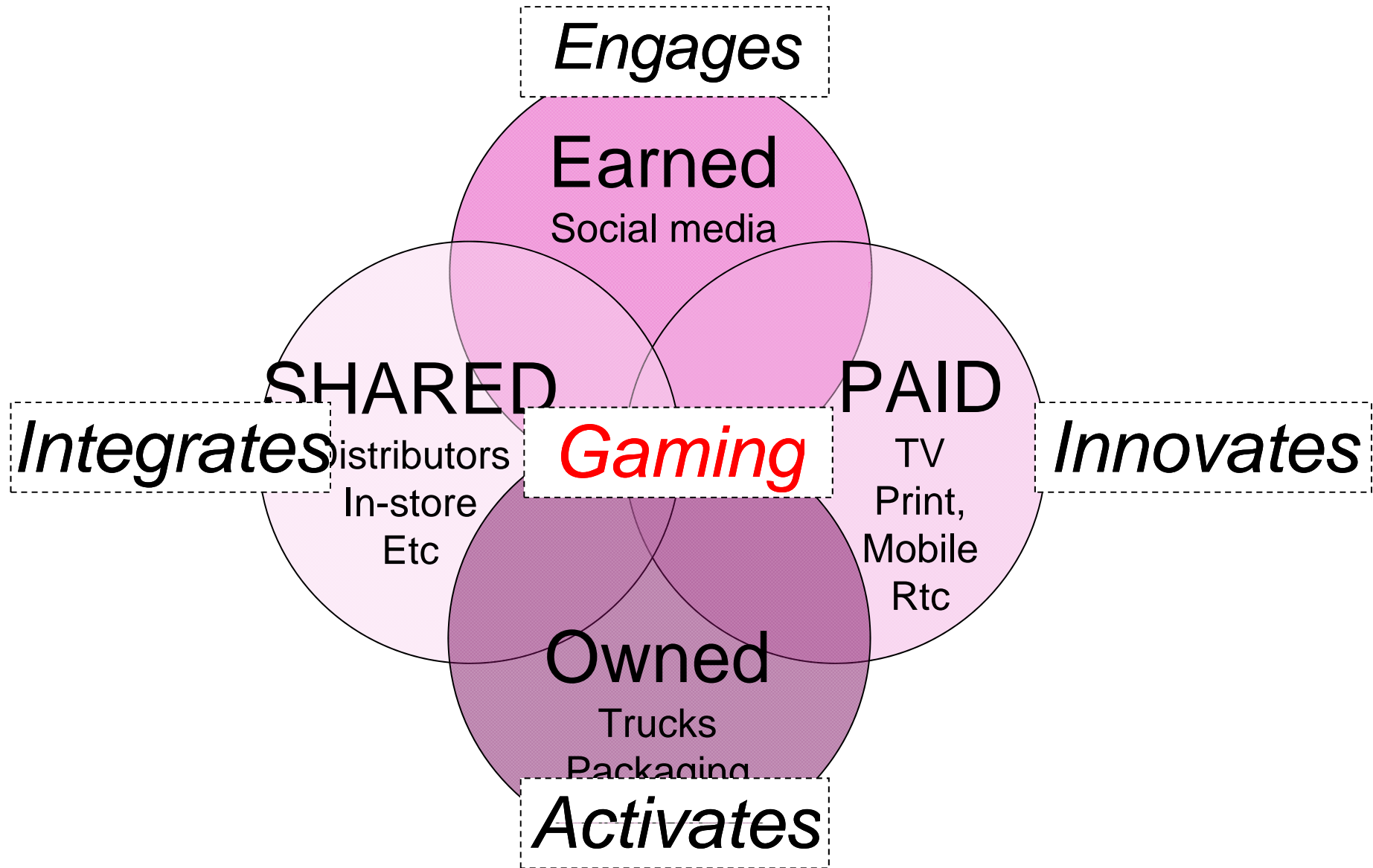
10m actively involved consumers

177,000 campaign sign ups

700,000 games played

5% rise in brand preference

13m + Challenge Bars sold



Flat, one-way communication is long gone

A multi-dimensional connected world now

Is Coca-Cola's 2020 vision 'Liquid & Linked' strategy a good gaming guide?

Liquid – everything connects flexibly
(content, ideas, apps, games, experiences)

Linked – stay true to the brand & property
(values/benefits/strategy/idea/story)

Thank You

Activative Ltd.
 jeremy.edwards@activative.co.uk
 tel: +44 208 144 5345
www.activative.co.uk

ACTIVATIVE

Sponsorship Intelligence >> Activation Insight

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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

ACTIVATIVE ANNUAL 2011



Click image to download report

SUBMIT YOUR WORK

We are always looking out for innovative campaigns to feature so click here to send us your best sponsorship work. >>

NEWSLETTER SIGN-UP

Email Address

»

CONTACT US

New Hibernia House
 Winchester Walk
 London SE1 9AG
 Tel: +44 (0)20 8144 5345
 Mob: +44 (0)7818 416 572
contact@activative.co.uk
[Location map](#)

TWITTER



Speaking about Olympic marcoms trends at Event's 'The Guide Live' on the 26th May - see you there at the O2
<http://tinyurl.com/3h22gp5>
 2011/05/12 15:52

Once sat in back row at Industrial Soc. Jouno Awards with @david_conn grumbling about losing/gossiping about Iain Ross - welcome to Twitter
 2011/04/01 14:12

Follow us on Twitter >>

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.

FEATURED



Apr 19, 2011

ICC CRICKET WORLD CUP SPONSOR HIGHLIGHTS

Review of sponsor creative including Pepsi's 'Change the game', Hero Honda's 'Kricket 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.

[Download sample pdf.](#)