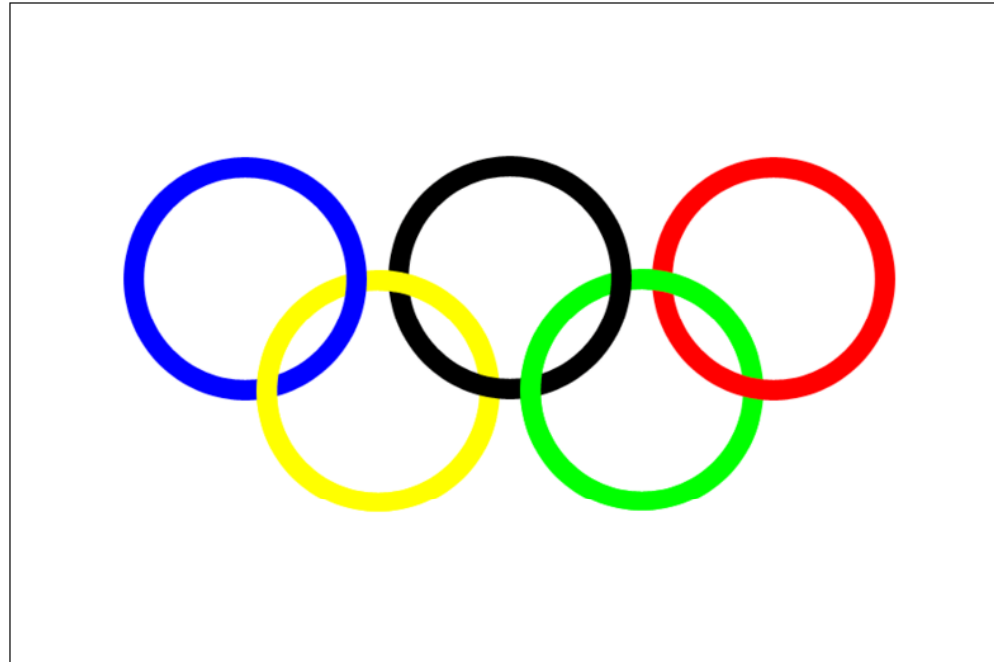

NFL INTERNATIONAL PARTNER SUMMIT 03/05/12



ACTIVATIVE







“Today our partners are always pushing the envelope in terms of defining, redefining and reinventing what a sponsor actually is. They have to. The industry is changing – fast. There is a big picture shift from ‘awareness’ to ‘engagement’. Today, sponsors must now ‘add value’ to peoples’ lives through activation in order to even have a relationship.”

Timo Lumme, International Olympic Committee, Head Of Marketing, Partnerships & TV



Experiment

“Today change just keeps on coming; if you wait to be pushed rather than leaping into the flood of change, you'll find yourself face down in the mud.”

Charles Arthur, Media and Technology Editor, The Guardian Newspaper

“You can't just ask customers what they want and then give it to them. By the time you build it they'll want something new. You can't design products by focus groups. A lot of times, people don't know what they want until you show it to them.”

Steve Jobs, Co-Founder, Apple Inc

“I have missed more than 9,000 shots in my career and I've lost almost 300 games. I have been trusted to take the game winning shot and missed no less than 26 times. I have failed over and over and over again in my life. And that is why I succeed.”

Michael Jordan, Nike Brand Ambassador

1 Category Crossover

2 Socialisation

3 Opportunistic Stunts

4 Dual Screening

5 Augmented Reality

6 Tagging & Tracking

7 Fanpaigns

8 Enhance Experiences

9 Be Entertaining, Be Good, Be Useful

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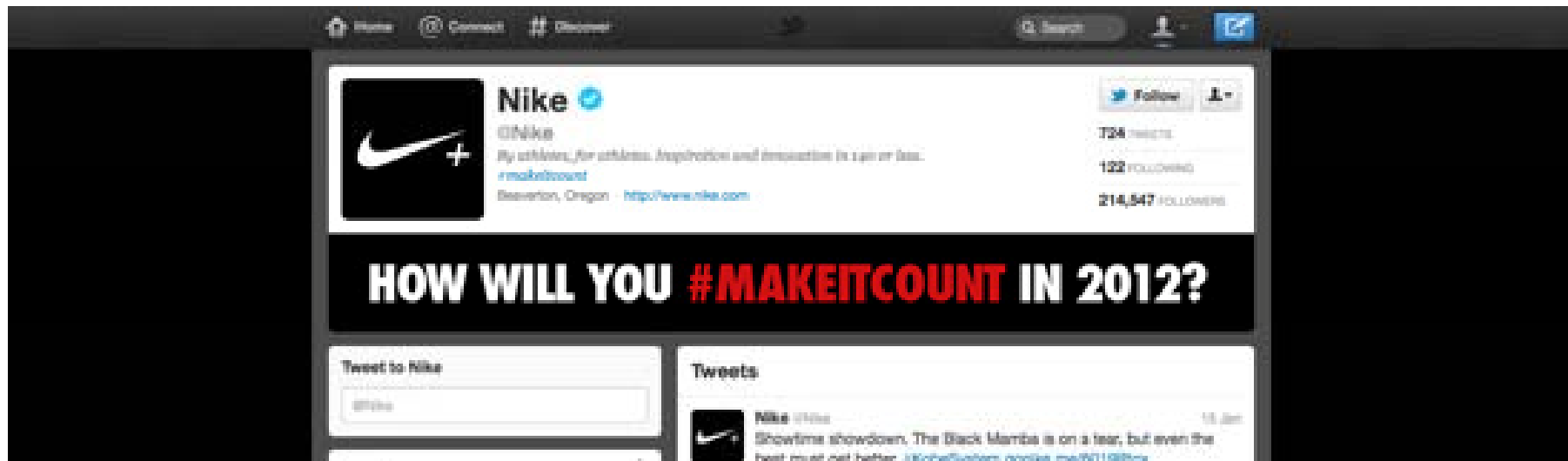
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kevbosaurus
Rookie • 3 Caps

You got 0 for 0 comment this week

I just joined this party, what's everyone talking about?
#PepsiSoundOff

[Refresh Comments](#)

NEXT LEVEL

Pledge

PEPSI VIP
GEORGE SMITH JR

Give this a thumbs up if you came here from Mashable!

IN THE SPOTLIGHT
TOP USERS THIS WEEK

106
 83
 78
 76

MY FRIENDS (0) [Invite Friends](#)

You don't have any friends connected to Pepsi Sound Off yet.

[VIEW LEADERBOARDS](#)

WOW

Pepsi creates the new culture of the world

CURATOR

0 REPLIES 0

Chuck Ryant
Curator 0 this week

2 minutes ago
[Flag as inappropriate](#)

HONCHO

Yeah, I'm a Honcho. NBD.

2 REPLIES 4

Kevin Eder
Honcho 9 this week

47 minutes ago
[Flag as inappropriate](#)

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**DOWNLOAD THE APP NOW
ON IPHONE AND ANDROID**

drinkaware.co.uk
for the facts

DRINKAWARE.CO.UK FOR THE FACTS ABOUT ALCOHOL PLEASE DRINK RESPONSIBLY. OVER 18* ONLY. 2011 INBEV UK LIMITED



0:35 / 0:41







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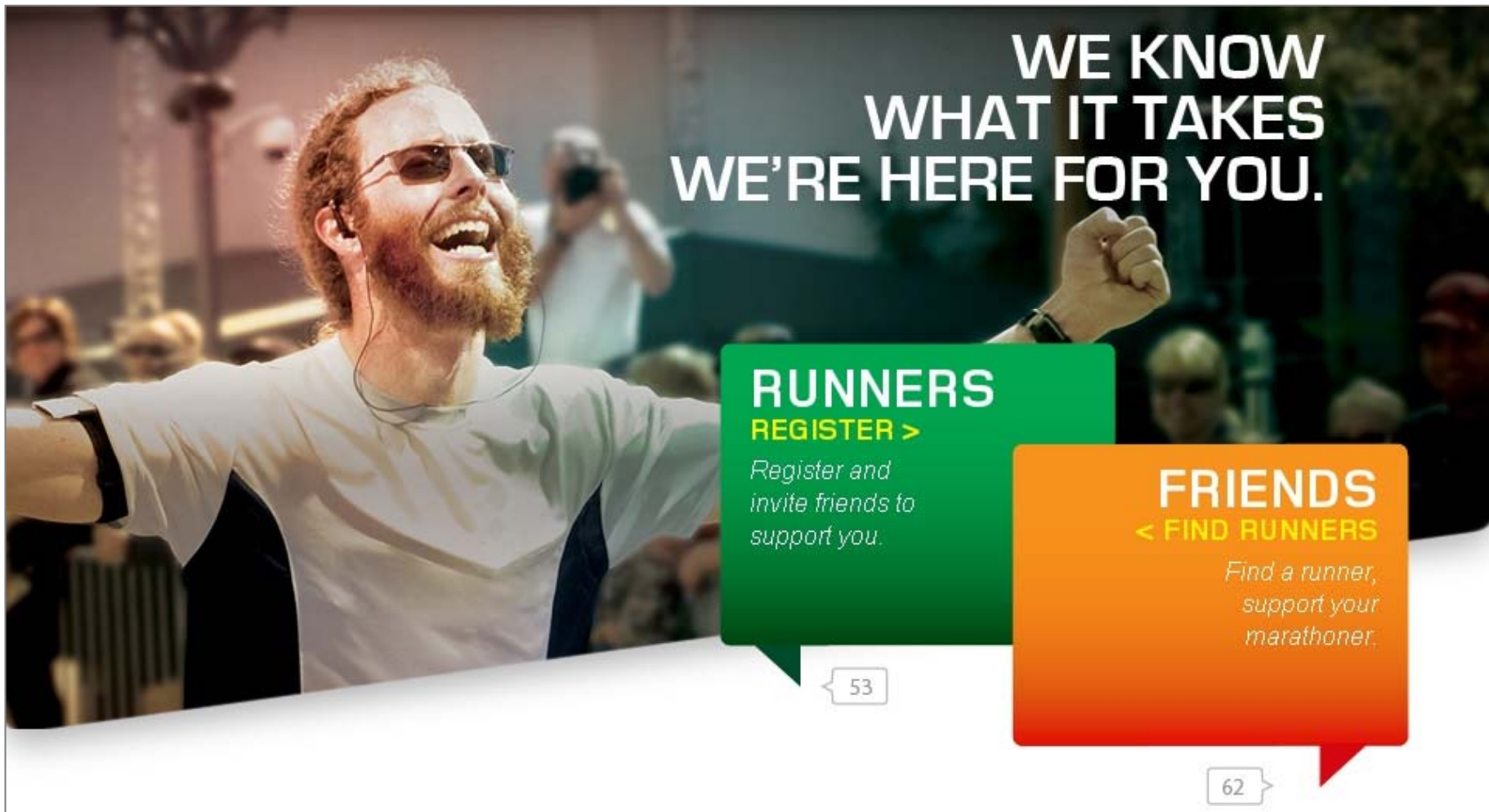
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**WE KNOW
WHAT IT TAKES
WE'RE HERE FOR YOU.**

RUNNERS
REGISTER >
*Register and
invite friends to
support you.*

FRIENDS
< FIND RUNNERS
*Find a runner,
support your
marathoner.*

53

62



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EXTRAS

THE NEW LOOK OF THE HIGH LIFE.

GET SPONSORED BY THE HIGH LIFE.

THE OFFICIAL BEER YOU

MILLER HIGH LIFE WANTS TO BE THE OFFICIAL BEER OF YOU.

It's a world gone mad when it takes billions of dollars to be the official sponsor of some big-time sports star or celebrity. That's a ridiculous amount of money to pay to people who don't need more ridiculous amounts of money. Miller High Life believes in sponsoring those folks out there who really deserve it-YOU. You're out there every day, doing what you do-unabashedly living the High Life, and we believe you deserve to be rewarded for it. [Read More...](#)

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GIANT REAL RIDERS JOIN OUR COMMUNITY

WHAT IS THE REAL RIDERS COMMUNITY YOU ASK?

Well, in a nutshell it's a site that helps riders get more out of cycling. Any kind of rider, any age, any skill level.

THE REAL RIDERS COMMUNITY WILL LET YOU:

- form clubs with your mates and organise rides
- motivate and chat to each other to achieve your personal or club goals
- be the first to be invited along to demo days or workshops with pro riders
- suggest ideas on how we can help improve cycling for everyone
- get the latest Giant news and first look at special offers

SIGN UP NOW >

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WHAT'S BEAUTIFUL

A competition to redefine the female athlete.

DECLARE A GOAL. DOCUMENT YOUR JOURNEY. RISE TO THE TOP.

We're going to show the world what beautiful really is. Are you in? The three women who push it the hardest and farthest will become the new faces of Under Armour Women and have their lives sponsored for a year with greatness, glory and gear. Step up. Declare your goal.

I Will... **LET'S GO**

On the way to reaching your goal, you'll be completing challenges in three categories. [Roll over to learn more.](#)

DRIVE CHALLENGES

COMPETE CHALLENGES

INFLUENCE CHALLENGES

Need to know more? [WATCH A DEMO HERE.](#)

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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



DOUBLE
[XP]
RANK UP
YOUR GAME

CALL OF DUTY
MW3

Doritos
Nacho Cheese

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	

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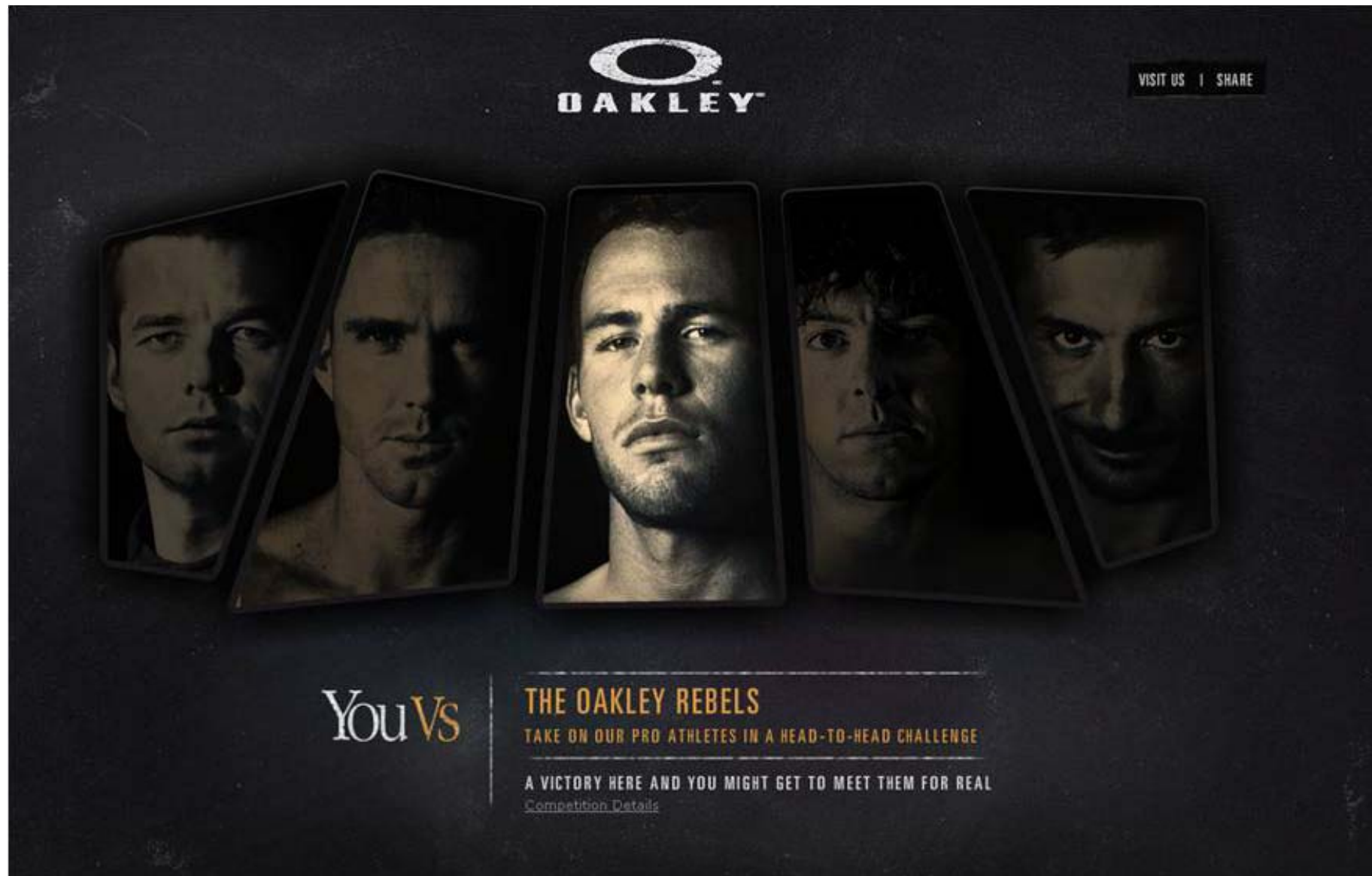
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The advertisement features a dark, textured background. At the top center is the Oakley logo, consisting of a stylized 'O' and the word 'OAKLEY'. In the top right corner, there is a small black box with the text 'VISIT US | SHARE'. Below the logo, five portraits of male athletes are arranged in a row, each framed by a dark, irregular border. The athletes are looking directly at the camera with serious expressions. At the bottom left, the text 'You Vs' is displayed in a white serif font. To the right of this, the text 'THE OAKLEY REBELS' is written in a bold, orange sans-serif font. Below this, in a smaller orange sans-serif font, is 'TAKE ON OUR PRO ATHLETES IN A HEAD-TO-HEAD CHALLENGE'. At the bottom, in a white sans-serif font, is 'A VICTORY HERE AND YOU MIGHT GET TO MEET THEM FOR REAL'. Below this line of text is a small, underlined link that says 'Competition Details'.

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](#)



FREE SPECTATOR CARBON OFFSET

Help set a world record for the most individual carbon offsets to a single event

Got tickets? Sign up and BP will offset the carbon footprint from your travel to the Games.

Every sign-up counts towards the London 2012 world record attempt.

SIGN UP FOR FREE >

Step into carbon action with Target Neutral

ESTIMATED SPECTATOR TRAVEL FOOTPRINT TO AND FROM LONDON 2012 GAMES

The travel carbon footprint of London 2012 spectators travelling to and from the Games is estimated to be about 400,000 tonnes* of carbon dioxide. So just how much carbon is that?

Let's put it into perspective:

         **85,743**
cars off the road
for a year**

    **34,925**
return flights from London to
Sydney, Australia†

Enough carbon dioxide
gas to fill a sphere

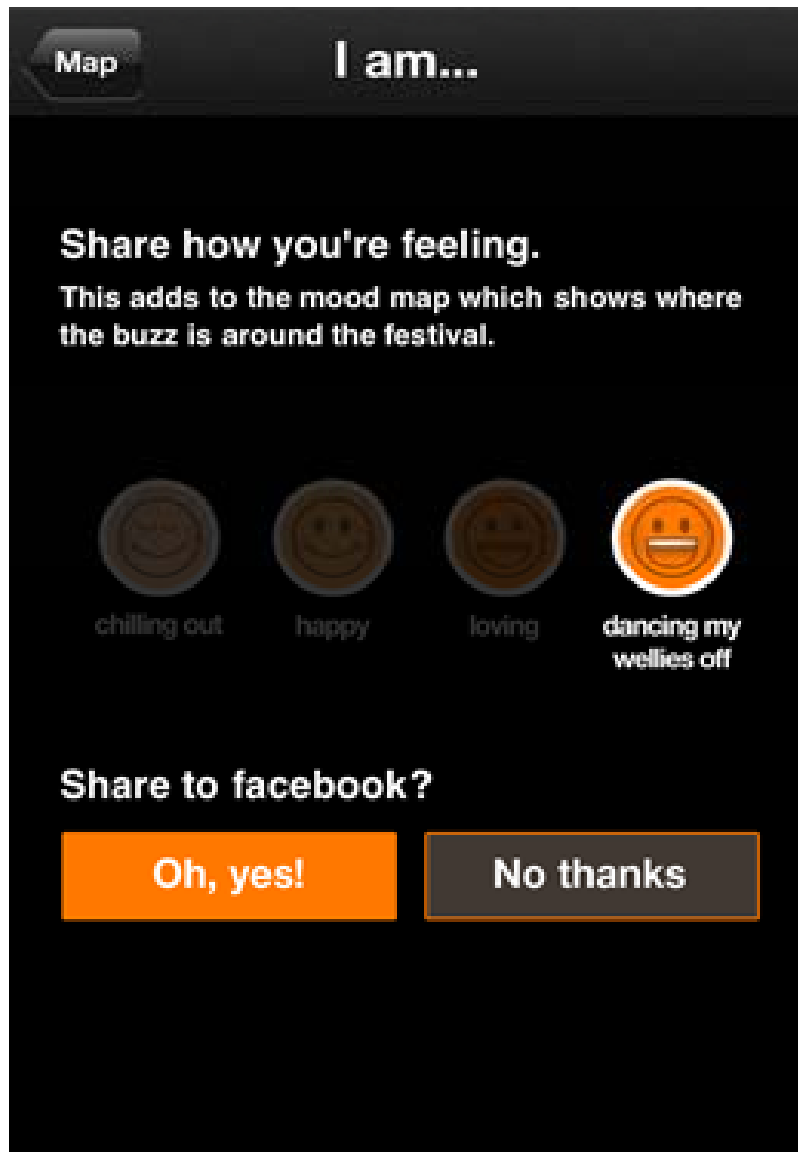
742
metres in diameter



* LOCOG London 2012: Carbon footprint study – Methodology & reference footprint, March 2010 London

** Emissions calculated using Defra emissions factors

† Emissions calculated using a Radiative Forcing Index (RFI) of 1.9









Thank You

ACTIVATIVE

Sponsorship Intelligence >> Activation Insight

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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.

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.
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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.](#)

ACTIVE 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. >>

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contact@active.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 Journo Awards with @david_conn grumbling about losing/gossiping about Iain Ross - welcome to Twitter
2011/04/01 14:12

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