

---

WHITE GOODS CLIENT > FOOTBALL CLUB SPONSORSHIP

---



---

TACTICAL ACTIVATION IDEAS

---

ACTIVATIVE

---



BBC

1 > BAKE OFF

GREAT BRITISH  
BAKE OFF





## > Idea Snapshot

A baking competition between four team players and judged by manager and the club chef. Using a talent show style format, each player bakes one of his own favourite foods or tries a favourite family recipe. The competition takes place in a kitchen filled with sponsor products (eg cookers, ovens, microwaves, extractor fans, fridges, freezers etc) which all get prominent product placement during the competition and in the ad.

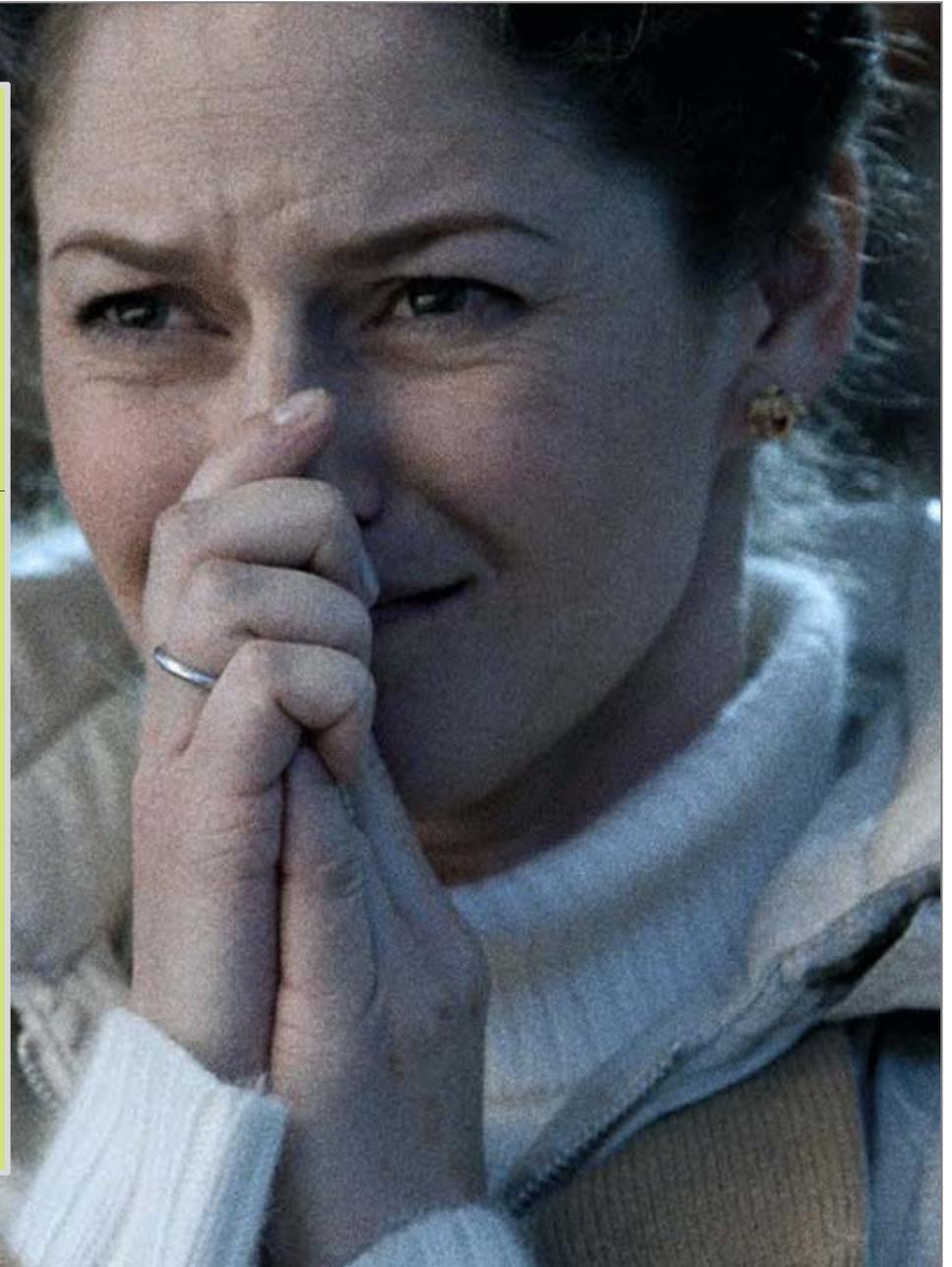
## > Background

Leverage the current nationwide 'baking' trend which has seen a 30% rise in home baking in the last two years. This has been led by the 'Great British Bake Off' - the BBC's current hit show: a blockbuster reality series breaking all BBC 2 viewing records. The final episode of the last series drew 9.1m viewers (a 34% share) and saw 187,455 tweets during the show.

## > Media & Support

An online film series posted on the team and the sponsor's own digital/social channels and seeded across relevant web platforms. Supported by a digital 'Club Recipe Book' consisting of player recipes (favourites and family) and club chef recipes (pre-match, post match dishes etc).

2 > #CHEERSMUM







## "Thank you, mom"

Visit [P&G on](#)  

Say 'Thank you, Mum' to win family tickets to London 2012



Our mums dedicate their lives to supporting us. Through countless sacrifices, our mums are not only nurturers, selfless prodders and motivators, but also alarm-clock setters, chauffeurs, doers of laundry and dishes and makers of breakfasts, lunches and dinners.

To help celebrate and recognise your mum this Mother's Day, we're giving you the chance to give her the gift of a lifetime. Simply by saying, 'Thank you, Mum,' you'll have the chance to win one of hundreds of tickets to the London 2012 Olympic and Paralympic Games.

The lucky winners will receive four incredible tickets for the family to enjoy exciting events like the Opening Ceremony, Closing Ceremony, and even the 100m Final.

[Enter Now](#)

[View Entries](#)

## > Idea Snapshot

Retool P&G's Olympic sponsorship '#ThankYouMom' approach into a club-focused #CheersMum campaign ('Cheers' being London slang for 'Thanks') focusing on the players' mothers role in their journeys to professional players. The concept revolves around the support, dedication and commitment of the players' mothers. These stories are told with a focus on Indesit-relevant acts of love and support – such as cooking/eating the right foods, drinking healthy drinks, washing their muddy football kit etc.

## > Background

Most football sponsorship focuses on the star players, this campaign focuses on their mothers: thus creating a point of differentiation to cut through the crowded football marketing clutter and connecting to a client-relevant target market and to the functional roles and benefits of client products.

## > Media & Support

Led by an emotional online film of interviews with four club players and their mums: talking about the support/dedication their mothers provided during school matches, amateur training etc. Supported by an online client-relevant mums' tip exchange on kit stain removal, healthy cooking etc (see Vanish)

The image shows a screenshot of the Vanish website. At the top left is the Vanish logo with a rainbow arc. A navigation bar contains links for Products, Stain Solutions, Partnerships, News & Articles, Buy online, and FAQs. Social media icons for Facebook (77k likes) and Twitter are visible. The main headline reads "TRUST PINK. FORGET STAINS." Below this is a large video player titled "THE TIP EXCHANGE" with a play button icon. To the left of the video, text says "WHERE THERE'S A STAIN THERE'S A WAY" and "Visit our online community to post questions and share tips on removing stains." A blue button labeled "FIND OUT MORE" is below. A Facebook link says "Find us on Facebook". At the bottom, it says "Upload a video and WIN £100 in M&S vouchers." On the right, a "STAIN SOLVER" section has a numbered list: "1 How did you get your stain". Below are five categories: "FOOD & DRINKS", "OUTDOORS AND DIY", "COSMETICS", "OTHER", and "CARPET DIRT AND STAINS", each with a small icon.

3 > SHIRT WASH STUNT





## > Idea Snapshot

A stunt takeover of a local (club-area) laundrette (in the area around the stadium) in which the washing machines are swapped for tricked-out client machines, so that when a customer comes in with washing that includes a rival team's shirt, that shirt is secretly replaced by a new sponsor club shirt during the wash cycle. So when the customer takes out his/her washing he is stunned by the secret shirt swap. Hidden cameras film the stunt and focus on the look of shock and surprise on the customer's face.

## > Background

A hit viral from the World Cup was a stunt by German retailer (and national team sponsor) Media Markt which saw it secretly take over an Italian laundry. When a consumer who's dirty clothes included a football shirt came in to do laundry, that shirt was secretly swapped for a new German national team shirt during the washing cycle so that when he/she took their clean clothes out of the machine they found their shirt had been changed for a German one. This viral racked up 1.5m YouTube views in its first two weeks.

## > Media & Support

The aim is to create a viral hit: with the film shared virally by club fans.

4 > LAUNDRY CAM

mcfcofficial





## > Idea Snapshot

A set of silly, eclectic, Indesit product-mounted cameras – such as LaundryCam, FridgeCam, ExtractorCam, CookerCam – provides a humorous fresh perspective on what it takes to be an top club player and offers never-before-seen perspectives on life at the club. An anthropomorphic, tongue-in-cheek approach sees each camera given a human/character persona.

## > Background

Leveraging new technologies, this campaign uses a humour-led approach to exploit the current trend for using unusually positioned cameras to offer fans unique insights into the goings-on at their favourite teams. Last season Manchester City introduced 'TunnelCam' to provide fans with footage from the players tunnel. This year the NFL introduces compulsory 'Locker Room Cam' to offer streaming footage from the locker rooms during the breaks between quarters and at half time. While the MLS has experimented with GoogleGlass to provide a referee's perspective on the game via 'RefCam'.

## > Media & Support

Cameras provide video streams and jokey Twitter feeds from the team's kit room, the training ground canteen, the training pitch drinks fridge etc

5 > LEVI'S SPOOF





## > Idea Snapshot

Recreate a set of spoof versions of the classic Levi's 1980s Levi's commercials: one for each of the client's product silos (ie a laundrette with washing machines, an ice bath in a client chest freezer etc) and each starring an club player undressing down to their boxers/underwear with a focus on the female gaze/athletic player physique. A highly stylised creative approach mimicking the style of shoot seen in fashion/underwear/aftershave ads.

## > Background

The classic Levi's spots not only won many advertising industry awards and sparked a revival of 50 music with their soundtracks, but are also famous for being amongst the first ads that turned the traditional 'male gaze' on its head by focusing on men's' bodies and the 'female consumer gaze'. Thus using footballers to engage with the client's core target demographic.

## > Media & Support

Four webfilms posted on client-club channels and spread virally by fans. Supported by a calendar created from 'sexy' pictures/photos from the ad shoot - which aims to appeal to the client target market and can be hung on UK kitchen walls or stuck to kitchen fridges in team supporter houses.

# 6 > TUNNEL TAKEOVER





## > Idea Snapshot

An in-stadium, outdoor construction across the players tunnel – client builds a giant washing machine around the tunnel (the entrance is the washing machine drum door). This is then copied at the mouths of other local tunnels in and around the team's stadium area (eg using transport infrasture tunnels such as road, paths, tube/train stations etc).

## > Background

In 2012 in South Africa, LG leveraged its sponsorship of South African Super Rugby with an outdoor tunnel installation to demonstrate washing machine capacity with an oversized washing machine and placed them in front of players' tunnels. Players run out of the washer clean, run in dirty at half-time and then run out for the second half clean again. The idea went viral.

## > Media & Support

Either a one-off in-stadium outdoor construction across the team's stadium players tunnel, or a series of such outdoor constrcutions at the mouths of local catchment/support area tunnels. The aim is to drive PR coverage, generate local interest and connect the local area to the team and the sponsor and perhaps even match TV footage?

7 > FAN FRIDGE

USTMENT







## > Idea Snapshot

A club branded, high-tech, bespoke client fridge placed in various public sites on the street and in parks around the team's stadium that only opens either to fans wearing a club shirt, or to people who can present a club season ticket, or to supporters who can sing one of the team's classic songs from the terrace (eg 'Oooh To Be A Goona', 'Glory, Glory Man Utd', 'You'll Never Walk Alone' etc). The fridge then opens to offer fans drinks (perhaps from the club's official drinks/beer/soft drinks partner).

## > Background

A club version of Molsen's 'Beer Fridge' idea – which celebrated 'Canada Day' (Canada's national day) by offering something just to Canadians who could demonstrate their patriotism. The two Molsen webfilms generated 2m and 3m YouTube views respectively. This would provide a similar reward to the team's fans who could demonstrate their support for and commitment to the club.

## > Media Support

An ambient initiative with bespoke client 'club fridge' placed on the streets around the stadium: fan fridge interactions are filmed to create an online ad.

8 > DELIVERY MEN





## > Idea Snapshot

A comedy delivery stunt initiative which sees four undercover club players disguised as client white goods delivery men. The disguised players join a normal delivery/installation team delivering client products to homes in the club's local area. The players adopt a 'Laurel and Hardy' style approach to the job - incompetently dropping the machines and getting things wrong - surprising/annoying the customers. Eventually they take off their disguises to reveal their true selves to the surprise and delight of the customers. The whole scenario is filmed by a camera crew (either secretly, or telling their customers they are making an internal ad or something).

## > Background

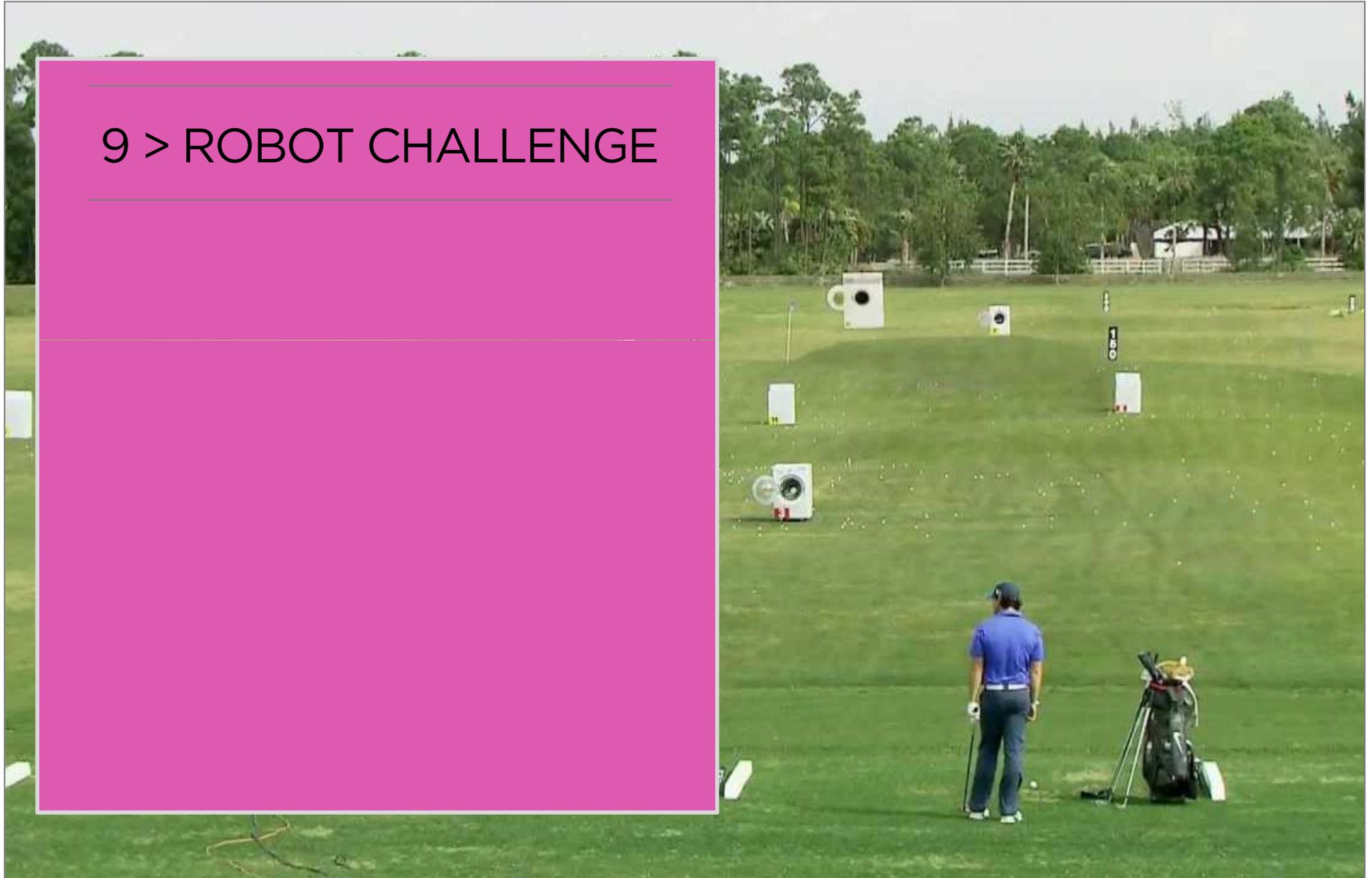
To promote its national team sponsorship, Movistar sent five Spanish soccer stars undercover in everyday jobs for a World Cup ad stunt. The ad, in which they undergo makeovers before going to work in a kitchen, garden, classroom and a retirement home, has gained nearly 2m YouTube views.

## > Media Support

The stunt is filmed and turned into an online viral, or a web film series. It could be twinned with a club ticket giveaway programme too.



# 9 > ROBOT CHALLENGE





## > Idea Snapshot

Four club players are challenged to a free-kick/penalty 'target practice' competition against a mechanised kicking machine or robot. The aim is to kick the ball into various client products – washing machines, tumble dryers, cookers, oven etc – placed at various distances down the pitch. A test of accuracy and a competition between man and machine.

## > Background

Golf property owner The European Tour achieved huge success (and 4m YouTube views) with its funny 'Rory vs The Robot' online short film promoting the start of the 2013 golf season. While other football brands, such as Castrol and Nike, have played with various forms of impressive target practice and accuracy shooting stunts featuring star players sometimes challenging free-kick machines and/or penalty taking robots.

## > Media Support

Shot either on a golf driving range, or on a football pitch, or at the club's home stadium, the stunt is spearheaded by a short online film which could then be further supported by a mobile/online game in which consumers play a digital version of the target practice challenge.



# 10 > STEAM ROOM STUNT





## > Idea Snapshot

A steam room stunt in which club players visit local gyms/health clubs around the stadium (ie those likely to be used by fans) and surprising supporters. The steam is artificially cranked really high so there is little/no visibility inside and the team's players, wearing towles, sit normally in the room but are hidden by the steam. The users of the gyms then go into the steam room not knowing who else is in there. Then the steam is slowly sucked out of the room (with Indesit extractors?) so that they gradually realise who it is they are sat with. The suprise and shock on their faces is the stunt's true pay-off. Could shoot verisons in both male/female steams rooms

## > Background

By way of illustration, the appraoch could be similar to the Specsavers UK TV ad (with chef Gordon Ramsay) showing a man walking into what he thinks is a sauna, but when the steam clears he finds it is the hotel kitchen.

## > Media Support

The stunt becomes an online film. It could be linked to or even supported by some form of club-recommended (client/sponsor-branded) training/fitness regime framework which could be distributed in local gyms.

# 11 > CLUBHOUSE MAKEOVER





## > Idea Snapshot

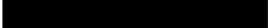
A CSR makeover stunt which sees Indesit refits the tired/drab clubhouses and changing rooms of local amateur teams and junior sides with brand new decor and facilities (including client/sponsor products and club/team kit). The refit is pre-planned, but actually takes place in real time during the second half of a football match to maximise the surprise and delight on the faces of the amateur players and young footballers. And a star player is present to welcome the team to their new changing room/clubhouse.

## > Background

The NBA is one of the sports world's most sophisticated and successful leagues when it comes to web and social platforms and one of the most viewed YouTube films in the last year, with nearly 2m views, was Gatorade's 'LockerRoom Makeover Stunt' fronted by Miami Heat star Dwayne Wade.

## > Media Support

The makeover is filmed and posted on digital/social channels. There could be a nomination process in which parents or volunteers nominate their kids teams for the makeover. The chosen teams are picked because their brand values reflect those of client/sponsor and the team.



MW

ACTIVATIVE