

ARE BRANDS FOLLOWING BROADCASTERS? > THE BRANDED CONTENT REVOLUTION



A WHITE LABEL PRESENTATION FOR BBC ADVERTISING > SPIKES 2012

ACTIVATIVE

# *'12 Trends For London 2012'*

## Sports Events & Future Facing Media Trends



**1 Great Outdoors**

**2 Longer Lasting**

**3 Low Latency**

**4 Cyber Physical**

**5 Rise Of Machines**

**6 Usefulness & Utility**

**7 Fun & Games**

**8 Ambush/Guerrilla**

**9 Cause/Movements**

**10 Virals & Webfilms**

**11 Positive Patriotism**

**12 Backlash Planning**





2.4m unique users visited BBC  
website during the Olympic Fortnight



8.5m unique users visited BBC  
website in the first Olympic week



LOCOG estimates 1bn visits to its  
websites during London 2012 games



Behaviour has changed since Beijing

Fans wants to be part of what's happening

Not passive viewing, but active engagement

Be part of the action & interact with stars

To have a voice

To be rewarded for their passion

# 1 The Great Outdoors

Go big outdoors! The BBC's rights to screen the Olympics mean fewer opportunities for TV advertising. Plus, the organisers want more of a street party environment across the capital. So outdoor work looks set to play a key role for 2012



Visa & LOCOG > Countdown/Ticket > London 2012 > Real Time Outdoor













Adidas, Coca-Cola & Bike > World Cup 2010 > Big Outdoor



Nike > Rooney > Warrior / St George Cross > World Cup 2006 > A Single Execution



NMUFC > Tevez > Welcome To Manchester > 2009 > A Single Execution





Cricket Australia > Don't Forget To Pack The Urn > Ashes 2011 > Ambush Projection

## 2 Longer Lasting

As rights costs increase, it's crucial to maximise value by planning longer lasting activation (particularly via new media) that lives both before, during and after the event itself.



*Click image to play*

VW > The Force > NFL Super Bowl 2011 > Pre-Event Online Release




# UNLOCK THE SPOT

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

**Hyke Ames** 3:06 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

**Hyke 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




# 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!



Click image to play



# ONE EPIC CONTEST

presented by the Kia **OPTIMA**

Login

[forgot password](#)

[enter](#)

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 1<sup>st</sup> and 6<sup>th</sup> (excluding February 5<sup>th</sup>) five challenging questions will be revealed on this site.
- The final question will be revealed here on February 6<sup>th</sup> 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](#)



[click to explore](#)

\*Optima Turbo SX shown

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: \$25,449. 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](#)

Click image to play

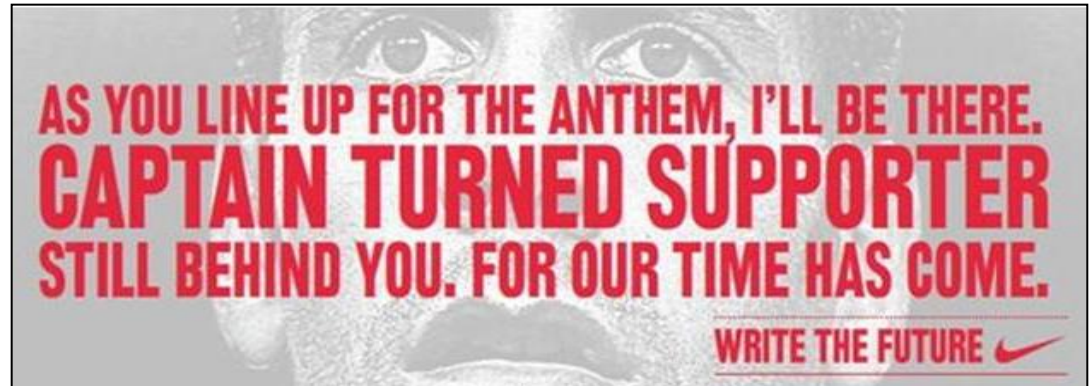




*Click image to play*

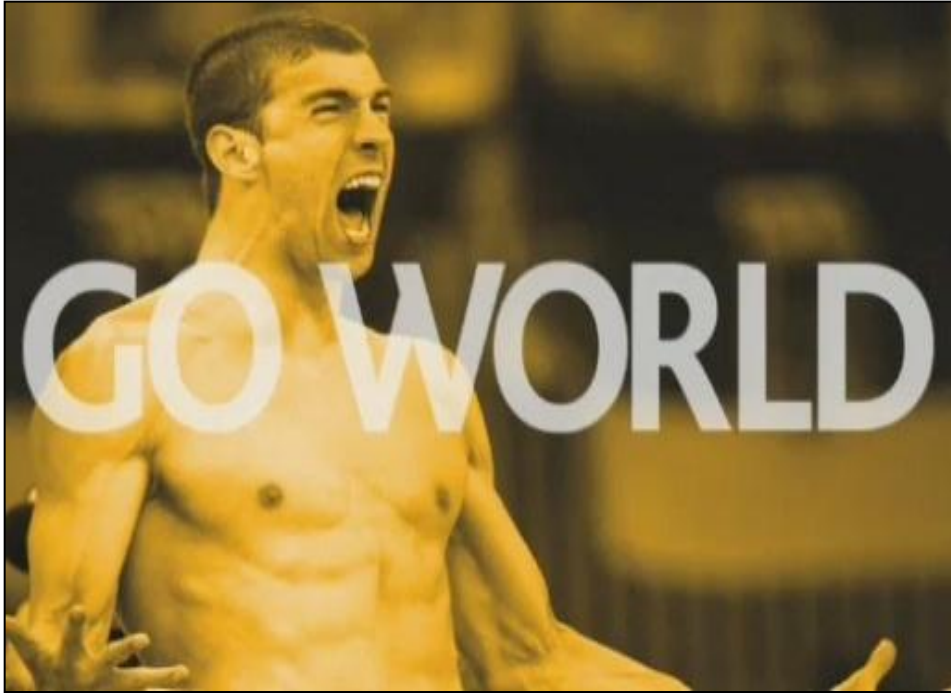
## 3 Low Latency & Real Time

Technology enables timelier conversations/instant engagements so brands can be more relevant by activating rights, responding to events and promoting products in real time.



Nike > Captain Turned Supporter > World Cup 2010 > 24 Hour Turnaround

Nike > Love Sport Even When It Breaks Your Heart > Liu Xiang > Olympics Beijing 2008 > 24 Hour Turnaround



Visa > Go World > Phelps > Olympics Beijing 2008 > Pre-recorded

Carling > Mates > World Cup 2010 > Multiple Pre-recorded



*Click images to play*



*Click images to play*



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Join the biggest wave...  
Biggest wave for the ICC World Cup

**CHOOSE A FACE:**

ADD YOUR PIC

ADD YOUR PIC

ADD YOUR PIC

**Choose your body**

Join Pepsi Mega Wave

Fun Apps created by **DIGIVAAS**

[Terms & Conditions of use](#) | [Privacy Policy](#)

© 2010 PepsiCo Inc Powered by zapak

THE OFFICIAL GLOBAL PARTNER OF THE ICC CRICKET WORLD CUP 2011

Hi Abhishek!  Facebook Logout

**Pepsi Mega Wave**  
Abhishek Gupta



**Invite your friends to this wave** ➡ **Watch/Join your friend's wave** ➡ **Check out your wave** ➡

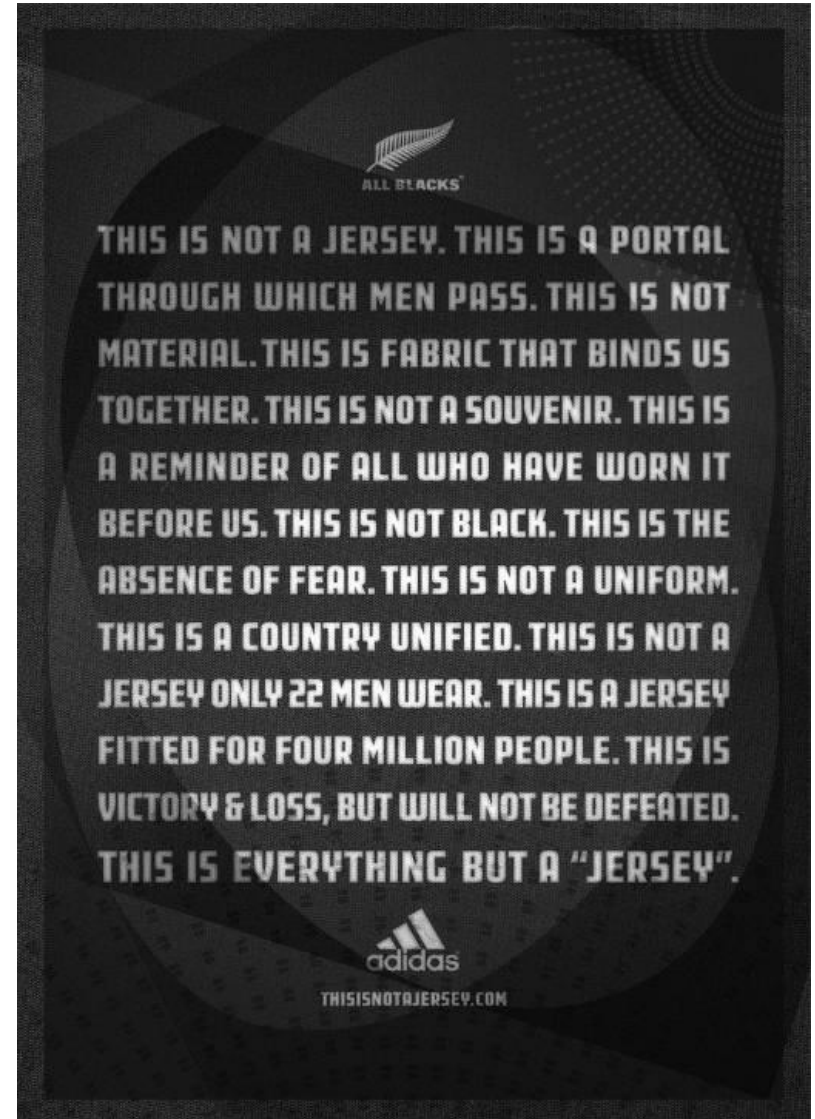
 Share

|| Play Wave

## 4 Cyber Physical

Isolated web work is rarely successful so sponsors are linking digital and physical elements to bring live events to life online and enhance real world experiences with digital tools.





*Click image to play*





[Click image to play](#)





*Click image to play*



*Click image to play*

## 5 Rise Of The Machines

Specially created and often digitally connected technical marvels, built as a core part of sponsorship activation, have become a noticeable trend in recent months.





**IT'S ABOUT  
USING THE ROAD  
AS A CANVAS.**

**—NIKE CHALKBOT TEAM**

*Click image to play*

Nike> LiveStrong > Tour De France > 2010 > Participatory Machines > Digital To Physical




[Click image to play](#)

Castrol > Castrol Ichi-Go > FIFA World Cup 2010 > Connect Brand To Event

## 6 Usefulness & Utility

Simple sponsor sales messages are rejected so providing something helpful, useful, useable/re-useable that can improve/enhance consumers' lives can create a connection.






impossible is nothing

## Runner search results

**Found runner 1010!**

**emma l amos, hemel hempstead**  
 Start time: 09:54:41  
 Current stage: 42km (26.1 miles) (Finish)  
 Stage start time: 05:16:32  
 Last stage average speed: 8.5km/hr (5.3 miles/hr)  
 Estimated location (based on average speed): 42 km (26.1 miles)

[View emma l amos's race history >](#)




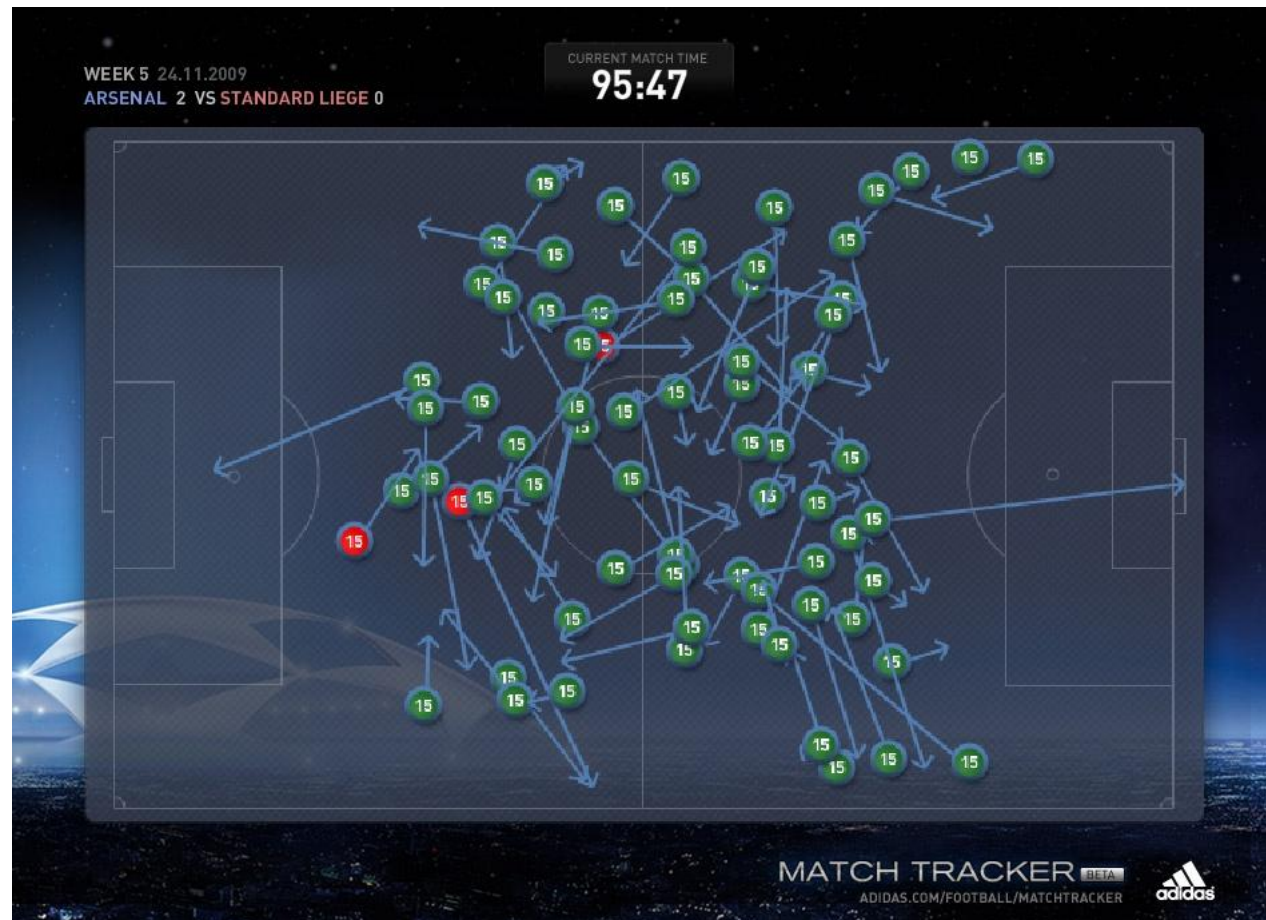
[Add emma l amos to favourites >](#)  
[SMS alerts for emma l amos >](#)

**Find a runner, enter their number:**

[Find](#)

[Home >](#)  
[London Marathon course >](#)  
[Useful info >](#)  
[Send to a friend >](#)  
[Opt-in for more from adidas >](#)  
[Terms and conditions >](#)



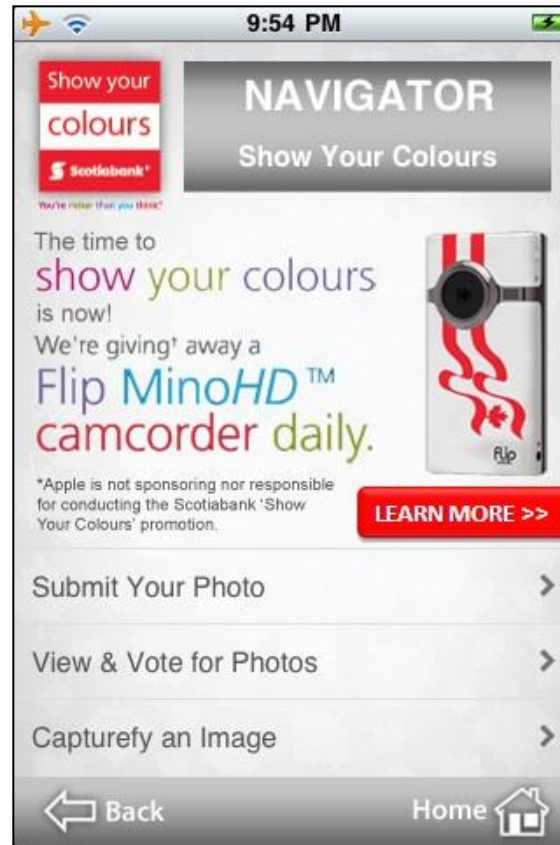


adidas > Match Tracker > UEFA Champions League 2010 > Enhance Experience

adidas > WapTracker > London Marathon 2010 > Connect Spectator To Participant



*Click image to play*







*Click image to play*

Air New Zealand > All Blacks Safety Video > IRB Rugby World Cup 2011 > Useful & Fun

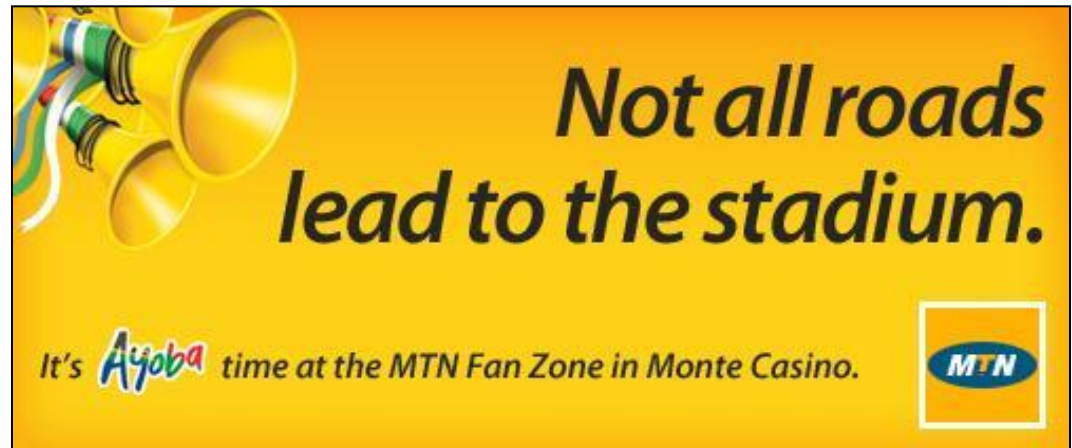
## 7 Fun & Games

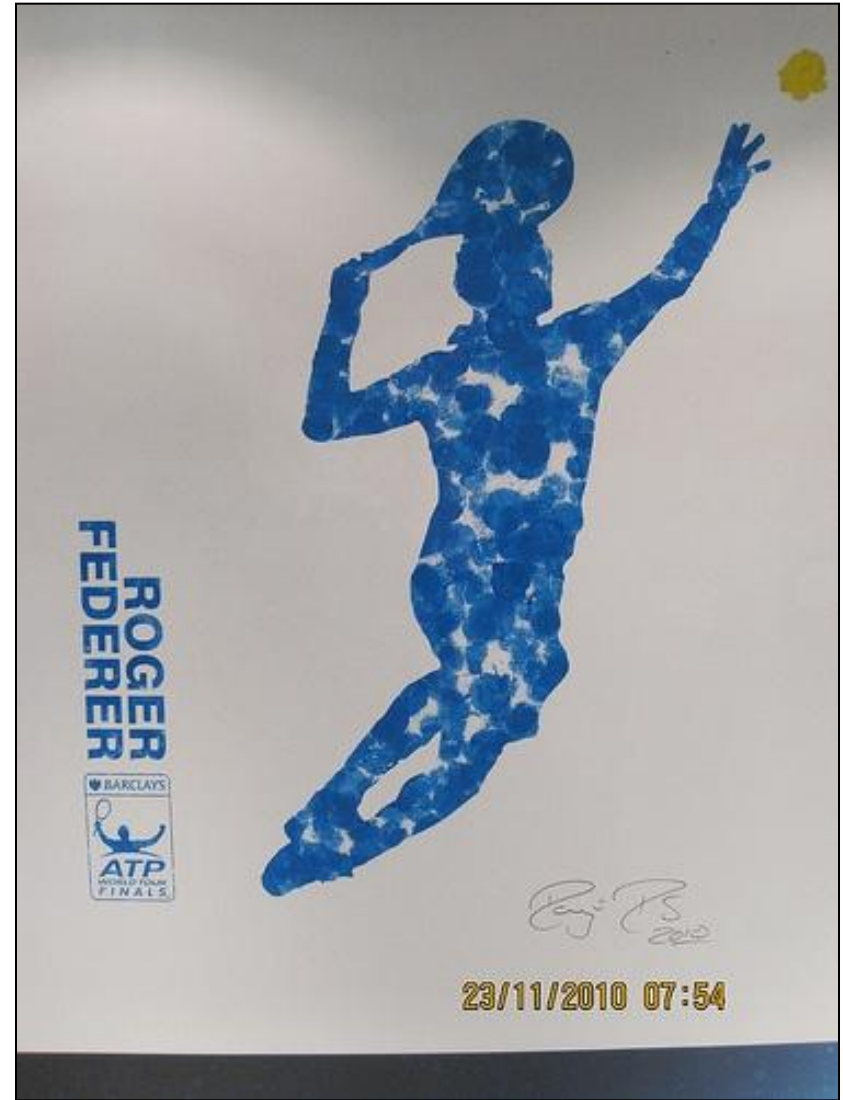
Increasingly, fun and games come first and sales come second as marketers commit more funds to branded entertainment in order to enhance the experience via activation play.



Bell > Ice Cube > IOC Winter Olympics 2010 > Standard Entertainment Spaces







[Click image to play](#)





Click image to play

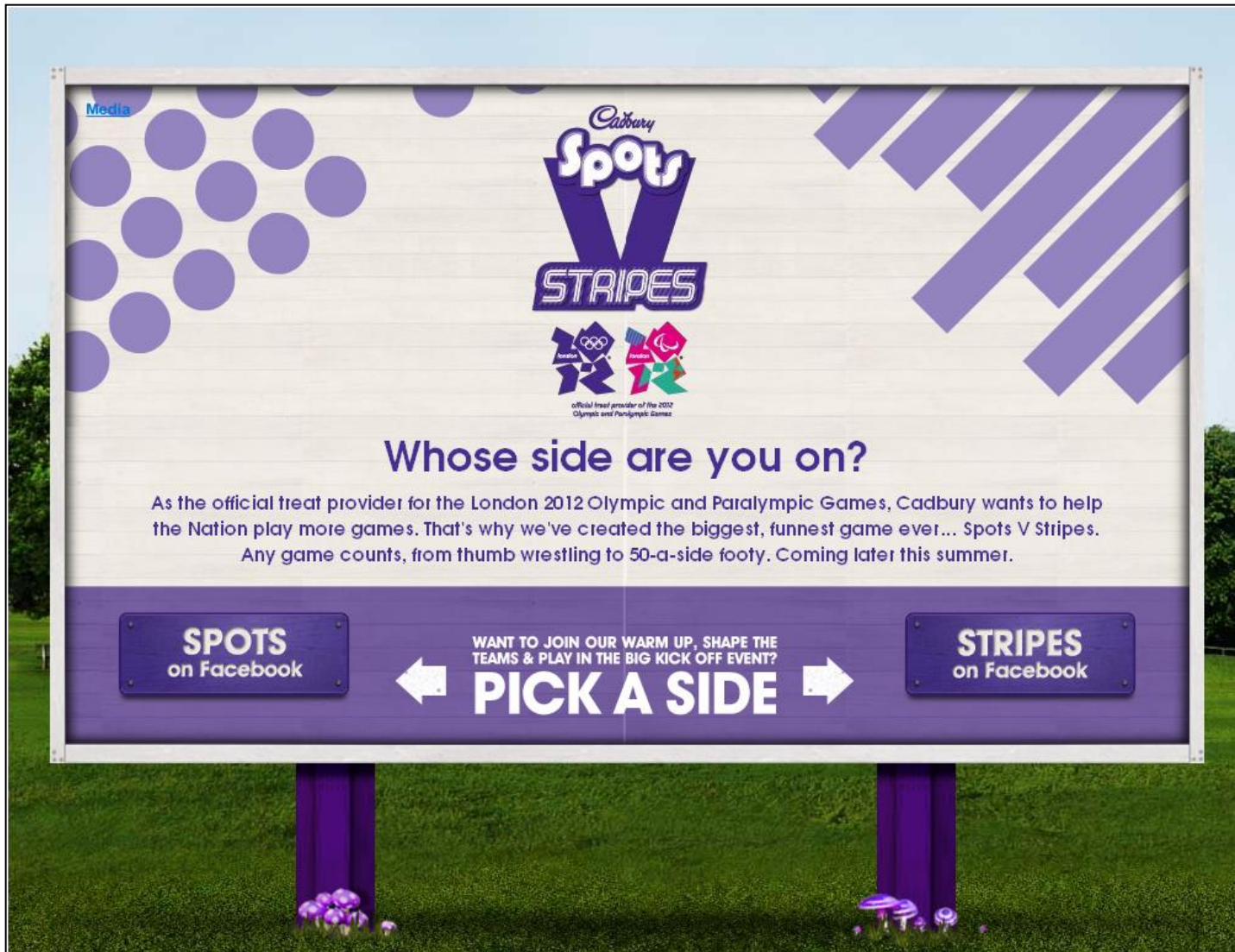
Budweiser > BudHouse > FIFA World Cup 2010 > Reality TV





*Click image to play*

Heineken > App > UEFA Champions League 2011 > Live Gaming



*Click image to play*

## 8 Ambush & Guerrilla

Challenger brands and rebel marketers increasingly include lawyers in ambush/guerrilla planning as understanding risks/accepting consequences become part of campaign strategy.





Bavaria > Orange Lederhosen Stadium Ambush > FIFA World Cup 2006 > Old Style Ambush



*Click image to play*

Bavaria > Orange Dress Stadium Ambush > FIFA World Cup 2010 > Old Style Ambush



# UNOFFICIAL NATIONAL CARRIER OF THE 'YOU-KNOW-WHAT'

This year, it's a frenzy out there. Everyone's trying to make a quick buck. Well, we've come up with a simple yet ingenious plan. To keep prices down we've got more new, less thirsty planes, more seats and more flights to and from Lanseria than ever before. Because this year, we're officially the unofficial supporter of supporters and the not-really-supporter-ing-yet-but-really-hood-to-fly-people of Mzansi. Ayobol!

Fullly inclusive one way flights between these destinations:

R419	Jo'burg - Durbs
R419	Cape Town - PE
R419	Durbs - PE
R439	Durbs - Cape Town
R519	Jo'burg - George
R619	Jo'burg - Cape Town

First class seats only by taking our Gargantuan Breeze on our weekly

**kulula.com**

# WE'RE GIVING AFFORDABLE FLIGHTS TO EVERYBODY EXCEPT SEPP BLATTER. HE CAN FLY FOR FREE.

Finally it's here. And we're thrilled to be part of such an exciting event. To show our support, we're offering fully inclusive one way flights from R419. Unless your name is Sepp Blatter of course. So Sepp, if you need to be anywhere in the country in the most convenient way possible, email us at [ImSeppBlatter@kulula.com](mailto:ImSeppBlatter@kulula.com) and we'll fly you for free. This offer is valid for the duration of that thing that is happening right now.

**kulula.com**

\*Valid from 11 June - 13 July 2010 and limited to one free flight per person. The offer is valid for Sepp Blatter and his family.





*Click image to play*





Lulemon > Cool Sporting Event That Takes Place In British Columbia > IOC Winter Olympics 2010 > Direct Challenge Product





*Click image to play*

## 9 Causes & Movements

Despite the recession there's a steady rise in CSR/eco/ethical brand-owned initiatives, particularly activation that rewards/drives participation and provides action and utility.





*Click image to play*






*Click image to play*

Nike > Lace Up, Save Lives > FIFA World Cup 2010 > Health Partnership

## Share a virtual Coke and help Boys & Girls Clubs of America.

For each gift you send to your friends, Coca-Cola will donate \$1 to Boys & Girls Clubs of America.\*




**BOYS & GIRLS CLUBS OF AMERICA**

\*up to a total contribution of \$250,000

Help us reach our goal by giving a gift and spreading the word

### Step 1: Send a Gift


(Start typing a friend's name)



**Send Gift**

### Step 2: Get a Sneak Peek

Be one of the first to see a preview of our new Big Game commercial.




### Our Commitment

For over 64 years, Coca-Cola has partnered with Boys & Girls Clubs of America. Help support kids by giving them a positive place to learn and grow. **Every child has the potential to BE GREAT.**

Help us reach our goal

**\$250,000**



## facebook


Sign Up Coca-Cola is on Facebook  
Sign up for Facebook to connect with Coca-Cola.

Coca-Cola

Wall Info Coca-Cola Feeds Photos Live Positively >>

## Share a virtual Coke and help Boys & Girls Clubs of America.

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**BOYS & GIRLS CLUBS OF AMERICA**


\*up to a total contribution of \$250,000

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(Start typing a friend's name)


You don't have any friends yet. Please Sign Up!



**Send Gift**

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**\$250,000**

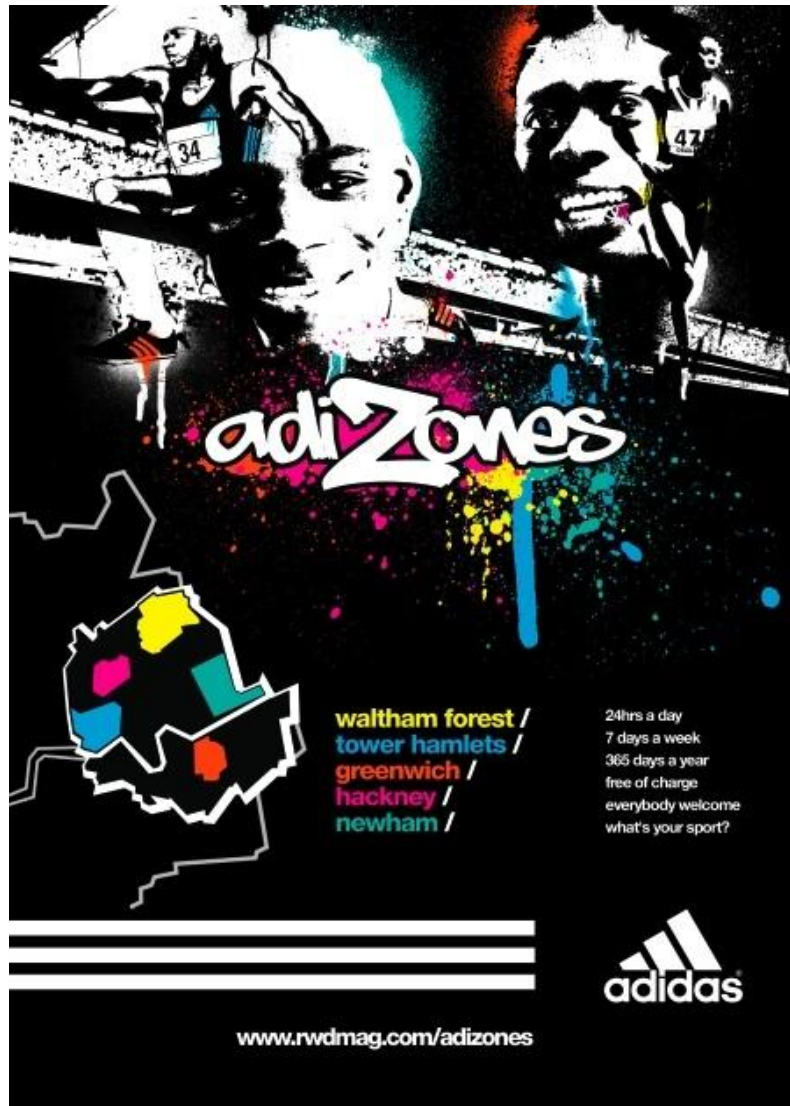






*Click image to play*





**adiZones**

waltham forest /  
tower hamlets /  
greenwich /  
hackney /  
newham /

24hrs a day  
7 days a week  
365 days a year  
free of charge  
everybody welcome  
what's your sport?

**adidas**

[www.rwdmag.com/adizones](http://www.rwdmag.com/adizones)



Celebrating both the launch of the adidas adiZones and Kano's 140 Grime Street (out 29/09/08), we're giving away

**2,000 FREE** tickets to an **exclusive** event to be held on:  
**30th September @ A Secret Location**

Appearing on the night will be:

**KANO** featuring  
**wiley // skepta // ghetto**  
supported by tinchy stryder // the thirst // neon hitch  
hosted by shortee blitz with dj's logan sama and manny norte

**adidas** **BASE** **RWD** **FUSION** **myspace.com**

[www.rwdmag.com/adizones](http://www.rwdmag.com/adizones)

**KANO**  
140 GRIME STREET  
Album out  
29/09/08



*Click image to play*

## 10 Virals & Webfilms

Online webfilm, shared via email or social media, isn't new but is reaching strategic maturity as sponsors now use it as a serious activation platform that can see stunning success





*Click image to play*



*Click image to play*

Puma > Love > Helicopter Ride > FIFA World Cup 2010 > Ambush/Guerrilla





Nike > Write The Future > FIFA World Cup 2010 > Ambush/Guerrilla

*Click image to play*



## 11 Constructive Patriotism

International sports events often heighten people's patriotic feelings and emotions and many brand leverage this to connect to a target market. But old fashioned flag waving is no longer enough, fans today want to be part of an event











[Click image to play](#)

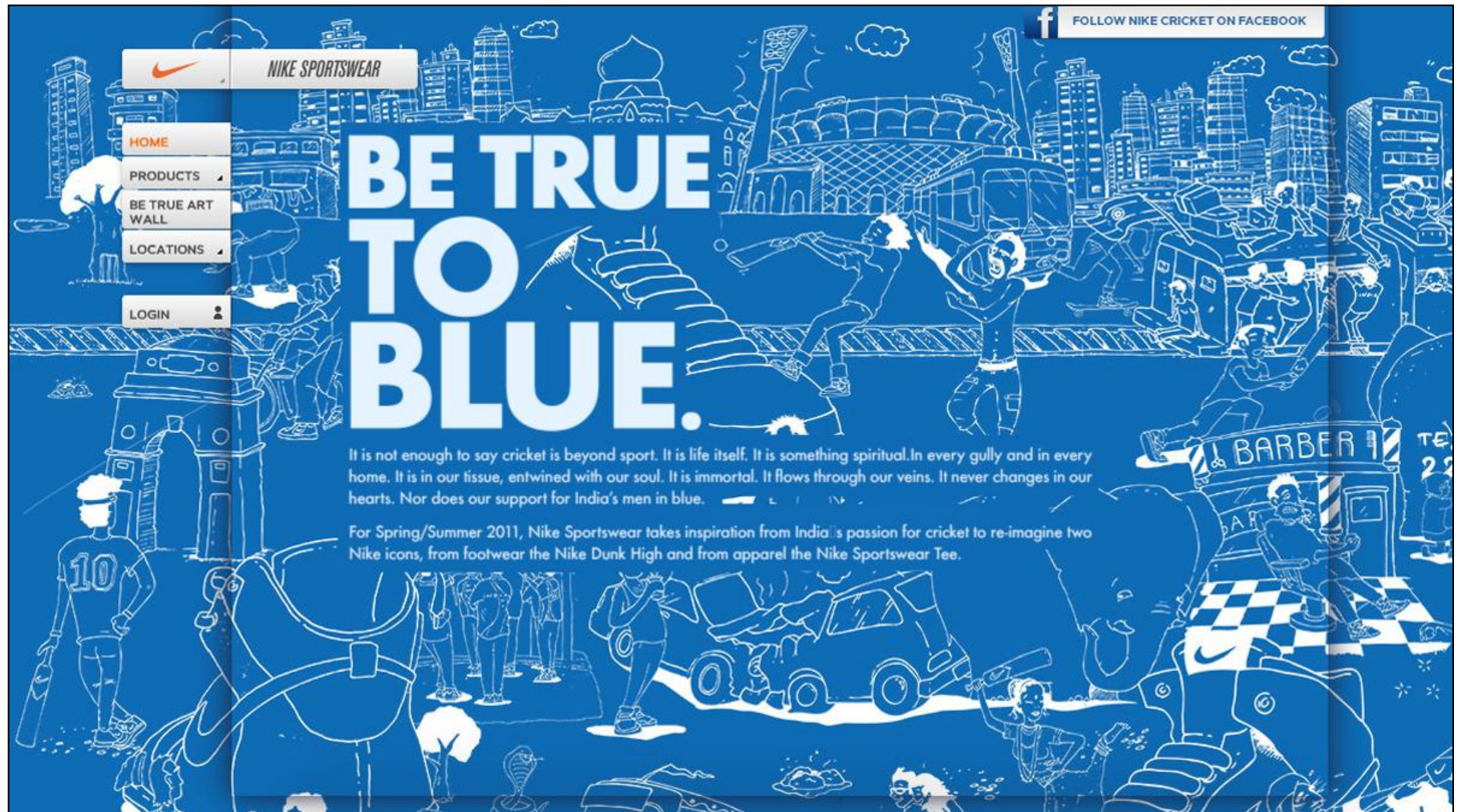
Nike > Bleed Blue > Cricket World Cup 2011 > Patriotic Pledge





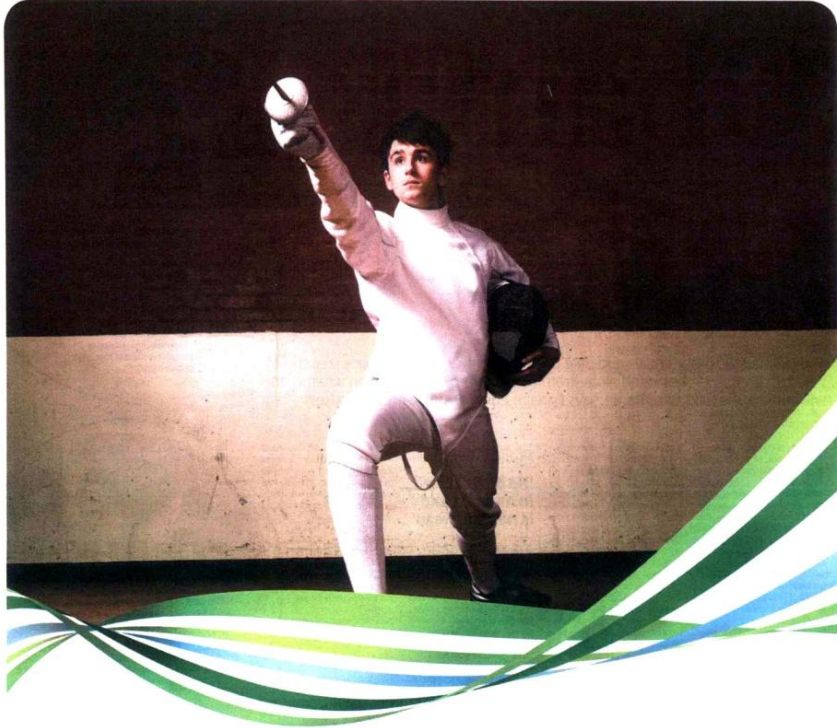
Click image to play







Thomas Allen, Southampton. One of 250 Lloyds TSB Local Heroes.  
Find out more at [lloydstsb.com/localheroes](http://lloydstsb.com/localheroes)

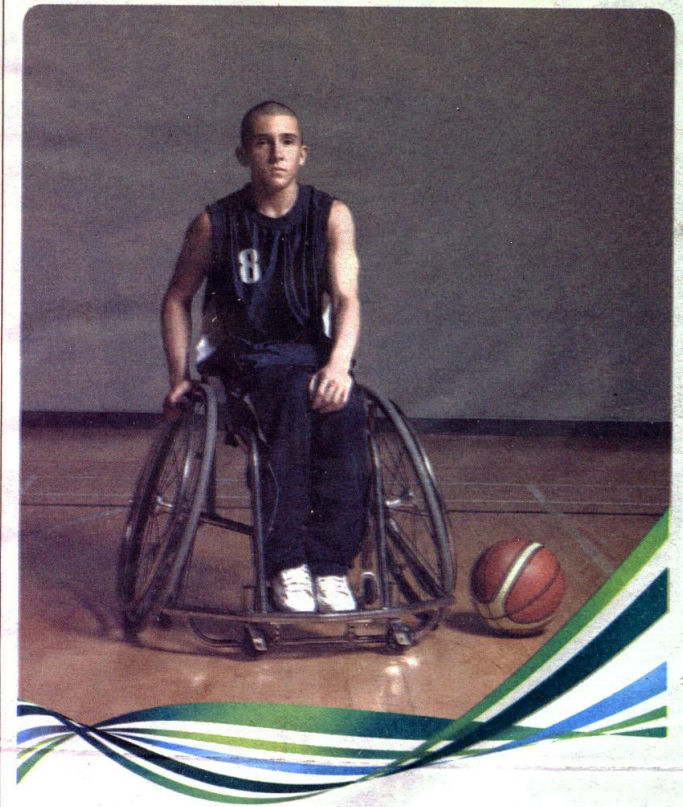


The first time I fell in love with fencing I was watching a Zorro film.  
The first gold I won was four years ago and I want more.  
The first piece of advice I'd give is, make sure you keep enjoying it all.  
I hope my first Olympic Games will be London 2012.



Lloyds TSB.  
First partner on the journey to London 2012.

 **Lloyds TSB** | for the journey...



I am Daniel O'Connor, from Huyton,  
one of 250 Lloyds TSB Local Heroes.  
With their support, my journey to London 2012 starts now.  
Find out more at [lloydstsb.com/localheroes](http://lloydstsb.com/localheroes)



 **Lloyds TSB** | for the journey...




groud airline partner

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# HELPING ATHLETES BECOME CHAMPIONS

If you believe you have what it takes to be the next big name in the world of sports, Great Britons could help you on your quest for peak performance.

Are you the next Lewis Hamilton, Andy Murray or Rebecca Adlington? They may be sporting icons now, but they all launched their careers with little more than raw talent. This could be your starting block to become great too.

[→ APPLY NOW](#)

## FEATURED ENTRIES



[anita sampson](#)



[Gordon Muir](#)



[Melanie King](#)

*Click image to play*



## 12 Backlash Planning

Consider some backlash planning. Not everyone thinks the Olympics are a good thing. There is still some negativity from the commitment of public funds to the London-centric argument. Look at the initial negative reaction to logo launch



# 2009 FORUM AGAINST OLYMPIC OPPRESSION

**FREE**

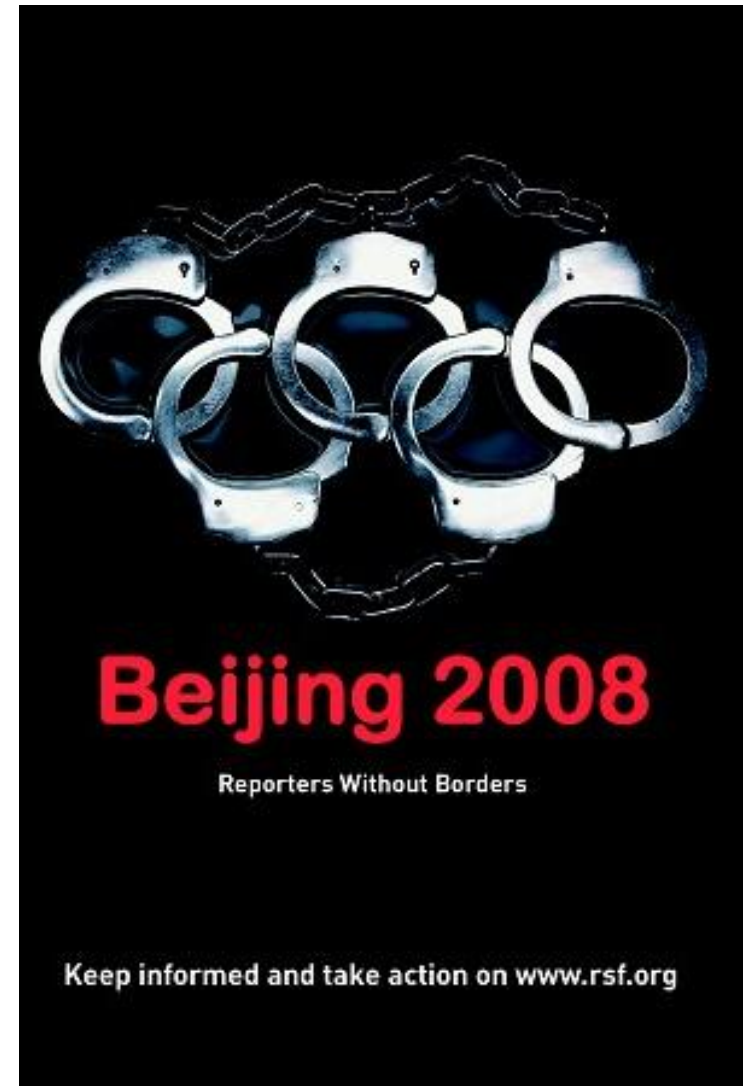
**CHRIS SHAW**  
AUTHOR OF FIVE  
RING CIRCUS

**WILLIE "JR"**  
CHICAGO  
INDEPENDENT  
HUMAN RIGHTS COUNCIL AND OLYMPIC  
HUMAN RIGHTS PROJECT AT CHICAGO

**ANNE ELIZABETH MOORE**  
AUTHOR OF UNMARKETABLE: BRANDALISM, COPYRIGHTING,  
MOCKETING, AND THE EROSION OF INTEGRITY

**6PM  
SUN.  
APRIL 5TH**

**IIT CAMPUS  
SIEGEL HALL  
3301 S.  
DEARBORN**



# Beijing 2008

Reporters Without Borders


Keep informed and take action on [www.rsf.org](http://www.rsf.org)



*Click image to play*


Nike > Tiger Woods > Earl & Tiger > Celebrity Scandal




stella mccartney

[See the Collection](#) | [Team GB in Motion](#) | [Find the Collection](#)

## The Ultimate Mix of Sport and Style




Watch video ▶


When adidas appointed leading fashion designer Stella McCartney as Creative Director for Team GB it was with the vision to produce an inspirational range of products that unites the nation. The collaboration brings together the sporting technology and innovation that only adidas can bring with the unique style and creative direction of Stella McCartney.

This limited edition lifestyle collection is inspired by Team GB athletes and by an array of Olympic Sports including Running, Sailing and Boxing. There is also a gold story running through the collection with foil print appearing across tanks, tees, hoodies and accessories.

Stella McCartney also continues to design her own women's performance range for adidas – adidas by Stella McCartney, a collaboration that started 5 years ago.


123

[Team GB in Motion ▶](#)



OFFICIAL SPORTSWEAR PARTNER

## See the Collection

[Click to explore the range ▼](#)

*Click image to play*

adidas > Stella McCartney > IOC Olympics London 2012 > Celebrity Synergy

Be ‘entertaining’, ‘useful’, or ‘good’

Be ‘flexible’, ‘responsive’ - prepare to ‘react’

Be ‘active & engaging’ not ‘passive & closed’

Be ‘customised’, ‘personalised & ‘social’

Have a ‘voice’ & offer consumers a ‘voice’

Be ‘prepared’ & have ‘genuine connections’

# Thank You

ACTIVATIVE

Sponsorship Intelligence >> Activation Insight

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> 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](#).

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.](#)

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. >>

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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 Journo Awards with @david\_conn grumbling about losing/gossiping about Iain Ross - welcome to Twitter  
2011/04/01 14:12

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