



SPONSOR ACTIVATION, AMBUSH & ADS > STRATEGY, TACTICS, TRENDS & INSIGHTS

ACTIVATIVE

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Learnings > Activative's World Cup report is rich with activation analysis, strategic insights and creative trends, but the real value lies in what sponsorship professionals (brand marketers, rights owners and agencies) can learn from Brazil 2014. This section presents our top 14 actionable and directional tournament takeaways.

Trends > As the world's greatest partnership property, the World Cup is both a shop window for the best in contemporary activation and also a platform for truly innovative creative. Activative explores 14 stand out trends from Brazil 2014 - drawn from notable work across the property owner, partner/sponsor and ambusher spectrum.

FIFA - Property Owner Campaigns > In the past, property owners have largely restricted themselves to low key activations in order to avoid crowding the very space they are offering to sponsors. But increasingly, powerful owners (such as FIFA and the NFL) are running bolder campaigns to establish new platforms and to own new spaces.

FIFA Partners - Tier One > Top tier FIFA partners are amongst the biggest beasts in the sponsorship space. These six global giants are rumoured to have spent around \$730m in collective global rights fees for all FIFA events. Little surprise they invested similarly staggering sums on parallel global/local, multi-channel World Cup activation.

World Cup Sponsors - Tier Two > With a total spend of \$500m for World/Confederations Cup rights, this group of nine are a mixed bunch: from international sponsorship heavyweights (McDonald's and Budweiser), to more 'unlikely' World Cup sponsors (Moy Park and Yingli). At Brazil 2014 they ran very different strategies and activations.

National Supporters - Tier Three > This group splits into three subsets (host country consumer brands, tournament-related service providers and cause-led organisations) and therefore their objectives and activations also largely split three ways: from classic consumer ad work, to B2B relationship initiatives and participatory programmes..

Ambush & Guerrilla - A Snapshot > It seems everyone leverages the World Cup these days, so it is impossible to track and analyse all the ambush activity from Brazil 2014. So this section showcases some of the biggest blockbusters, the cleverest campaigns, cutting edge creative and work from direct competitors of official FIFA sponsors.

FIFA's World Cup is the planet's biggest property, its biggest party (and maybe its biggest protest platform). Even the most conservative statistics show Brazil 2014 reached one billion plus people.

It tops all the other major annual sponsorship properties, from the Super Bowl to the Champions League, and most measurements place it well ahead of the Olympic Games in terms of total TV audience.

It is marketing's biggest event and the space for the goliath's of the world's sponsorship industry and the most ambitious ambushers to showcase their finest work, to launch cutting edge and cunning creative and to roll out the most innovative and original work.

For every sponsorship professional, and for most marketers too, it acts as an industry benchmark, offering unique strategic and tactical learnings, as well as contemporary insights into the industry's future.

Activative's report analyses official activation, scrutinises ambush work, identifies trends, champions bravery and highlights innovation. It explores the use of cutting edge technologies and new platforms.

It takes both a macro and a micro perspective: from exploring the parallel global/local multi-brand strategies of FIFA partners like AB InBev, Hyundai/Kia and Visa, comparing the ultra competitive campaigns from fierce rivals such as sponsors Adidas, Coca-Cola and Sony and ambushers Nike, Pepsi and Samsung, to the cinematic epics from ambushers like BeatsByDre and the subversive guerrilla work from rebel and jester brands such as Paddy Power and Specsavers.

It provides our readers and our clients with a rich source of creative inspiration, idea generation, competitor and sector analysis, key insights and actionable learnings from the planet's top sponsorship property.

LEARNINGS

Activative's review of Brazil 2014's wonderful World Cup is rich with FIFA sponsor strategies and partner statistics, it is packed with activation and advertising analysis and full of football marketing facts, but what really counts about this assessment and audit of the tournament is what marketers can actually learn.

After all, as the world's top partnership property it is the sponsorship industry's biggest learning opportunity.

Brazil 2014, the earth's most watched event, seen by at least 66% of the planet's population, is a great shop window for much of sponsorship's biggest and best work.

It broke media records left, right and centre: it was the biggest TV viewing event of all time, it generated the most live streams in history, it drove a record number of tweets per minute, it was the topic of the most Facebook interactions on record and racked up more YouTube views than any previous event. The list goes on and on...

In fact, with record statistics across so many channels,

the World Cup is no longer a marketing platform simply for sponsors, or even just for brand activation. All types of bodies and organisations now leverage it too. As well as official partners and commercial ambushers, 2014 saw everyone from governments and religions, armies and police forces, charities, not-for-profits, celebrities and citizens engage and communicate around the event.

While some focused on emotional storytelling, others worked on making dreams come true, peacemakers used it to try and disarm guerrillas, activists to start civil unrest, celebrities to court popularity and fans to support, share, boast or just be heard.

Some stuck to classic strategies, old schools tactics and advertising, many more were innovative, fresh and brave.

While old and new approaches can both bring success, everyone leveraging Brazil 2014 had to work harder than ever before to stand out from the crowd and to cut through the overwhelming noise of the world's biggest event.

LEARNINGS

For some, the tournament proved sponsorship remains the most effective way to leverage the power of football.

These were mostly brands with event synergies who successfully identified credible, ownable World Cup areas and used their rights to enhance fan experiences of that space (linked to its existing umbrella marketing work).

The pay-off such brands, once measured in classic reach and frequency metrics, is now more often judged by building closer emotional proximity to/loyalty from fans.

Those who got it wrong not only wasted much of their rights investment, but found themselves more vulnerable than ever to ambushes by guerrilla brands making the most of economical, easy-to-access channels which are as tough to legislative protect as consumer headspace itself).

So how did the successful sponsors do it and what are the lessons sponsorship marketers can take away and use to shape the future of partnership strategy and activation?

Here are Activative's **14 Learnings From Brazil 2014**:

- > **1: As Real-Time Matures, Always Be Timely & Relevant**
- > **2: Be Gracious Leveraging Loss & With Winning Work**
- > **3: Think Content Creation Not Advertising Campaigns**
- > **4: Be Thoroughly Prepared And Plan Well Ahead**
- > **5: Be Flexible With Plans To Allow For Spontaneity**
- > **6: Consider 'Newsrooms' Not 'War Rooms'**
- > **7: Run Continuous, Always-On, 4-Year Activation Cycles**
- > **8: Multiple Stars Maximise Reach/Minimise Meltdown**
- > **9: Controversy Spikes Interest, But Erodes Values: Unless..**
- > **10: Beyond-Event Brand Experiences Blend Genres**
- > **11: Paid, Earned, Owned Not Distinct But Intergrated/Linked**
- > **12: Global Emotional Stories Boosted By Local Authenticity**
- > **13: Everyone Leverages World Cup, Not Just Marketers**
- > **14: Focus On Own Metrics Not 3rd Party Measurement**

LEARNINGS

1: As Real-Time Matures You Must Be Relevant & Timely >

The maturing of always-on channels saw real-time marketing truly come of age during Brazil 2014.

Sponsors and ambushers of all types ran live and low latency work reacting to on-pitch action, tournament stories (plus search and trending data) to gain 'quick wins'.

Relevancy is vital and synergy (eg product or market) is key. Don't just talk for the sake of it. Disconnected, irrelevant brands interrupt consumer conversation rather than add to it.

Timing is crucial - big event stories now move so fast.

The classic winning approach is humour-led connected copy and visuals.

The right #hashtag can be the difference between a real-time splash and getting lost in cyber clutter. Clever marketers keep hashtags simple (for ease of use) and limited in number per campaign (to avoid confusion and overkill).

It is also vital to track hashtag-related social sentiment. <

McDonald's Uruguay [@McDonalds_Uy](#) Follow

Hola [@luis16suarez](#), si te quedaste con hambre vení a darle un mordisco a una BigMac ;)

Translated from Spanish by [bing](#)

Hello [@luis16suarez](#), if you are hungry come to give you a bite of a big Mac ;)

Reply Retweet Favorite More

RETWEETS 61,726 FAVORITES 22,757

SNICKERS Follow

Next time you're hungry just grab a Snickers. #WorldCup -- mit Tiesh Shandar und 8 weiteren Personen.

Hey [@luis16suarez](#). Next time you're hungry just grab a Snickers. #worldcup #luisuarez #EatASNICKERS

MORE SATISFYING THAN ITALIAN.

SNICKERS

#LUISSUAREZ

4,074 Personen gefällt das 1,200 gefällt Ihnen

45,390 18,989

LEARNINGS

2: Be Gracious When Leveraging Loss & With Winning Work >

Two crucial real-time activation events are defeats and victories. These are becoming essential to tournament engagement - not least because they act as book-ends for engaging the rawest of consumer emotions.

But whether you win or lose, be gracious! Or suffer the consequences of consumer backlash. While marketers often focus locally/nationally, social media is international.

Consider the backlash to KLM's boastful, dismissive airport departure sign 'Adios Amigos!' tweet after The Dutch beat Mexico. After widespread criticism from Mexico and beyond, the Dutch airline issued an apology. While Aeromexico's proud, dignified response saw 1000s of retweets.

Learn from Brussels Airlines classy offer of free chocolates along with a 'thanks for the match of a lifetime' note to passengers on US flights after Belgium's win over USA.

So 'act local, think global', or apply Churchill's advice: 'In War: Resolution, In Defeat: Defiance, In Victory: Magnanimity' <



LEARNINGS

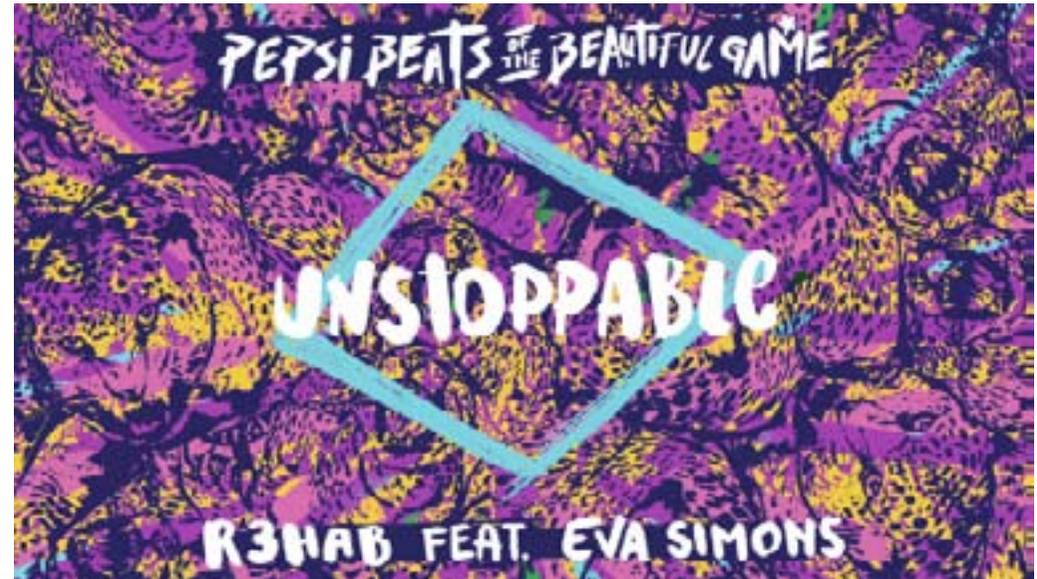
3: Think 'Content Creation' Not 'Advertising Campaigns' >

This truly was the 'Content World Cup': from advertiser-funded and brand-curated, to consumer-created and expert-authored, the best work definitely showed that exclusive, quality content drives engagement like little else.

Content champions who took creative chances drove sharing, participation, interaction and buzz, added to the conversation and successfully cut through the clutter.

From brand-created mini-movies like Nike's Pixar-esque 'The Last Game' (70m+ YTVs) and sci-fi series like Samsung's 'Galaxy 11' (total 100M+ YTVs), to brand-backed music like Activia's ad-funding of Shakira's 'La La La' (292m YTVs) and Ricky Martin's Sony Supersong consumer competition winner 'Vida' (30+m YTVs). Pepsi's 'Beats Of The Beautiful Game' even matched movies to music.

Brazil '14 proved 'Content+World Cup=Eyeballs'. But content marketers should also judge success on 'shares' and 'engagement time' as well as on simple 'views' and 'likes'. <



LEARNINGS

4: Be Prepared & Plan Ahead >

Germany's win emerged from a meticulously detailed decade-long plan devised by all the country's football authorities. Marketers must follow a similar strategy: it's a cliché, but it's true - 'if you fail to plan you are planning to fail'.

Determine where you are now and where you need to be, and then figure out a detailed plan for getting there.

How? Consider relevancy, establish objectives, develop a content and message strategy, with delivery timelines and performance measurement, then negotiate the rights you need at a price that works to achieve these aims. Easy!

Adidas ran a 'best in class' pre-tournament preparation programme. With agency We Are Social, it created a multi-media 'Brazil 2014 Content Bible' of 1000s of videos and images (inc. clips, interviews, snaps and quotes from its player ambassadors and partner teams) designed to be tweaked in real-time to fit the action and deployed on-the-fly as per its hour-by-hour, 32-day tournament calendar. <



5: Be Flexible With Planning To Allow For Spontaneity >

Good event planning now must include flexibility. Any framework must create a flexible environment for marketers to spontaneously leverage unfolding events with creative innovation and relevancy. Marketers must adapt to both specific actions and to the wider property narrative.

Don't miss miss spontaneous tactical opportunities.

Think of Easyjet's rapid response to make the most of the public web meme comparing BBC analyst Rio Ferdinand's loud orange tie to the airline's staff uniform.

Consider adidas' flexibility in reacting to both positive on-pitch ambassador stories (eg top performances of James Rodriguez) and negative ones (eg the Suarez bite).

'Flexibility is the key,' says Carat's London-based managing director for Adidas Rob Seidu. 'We're creating a system and a framework versus the traditional media planning.'

It's not just a matter of having the tactically flexibility to comment on great performances, or to leverage web

memes, but also to ensure big picture strategic flexibility.

Aware of the Brazilian public's mood, as illustrated by the street protests during the Confederations Cup, Coca-Cola not only built its activation on the social benefits of soccer, but also had a set of contingency plans to 'soften the celebratory tone' of its World Cup activation in the event of further street protests to ensure its messaging better reflected the host nation's mood.

But remain true to your values and objectives. Don't get pulled from pillar to post in multiple random directions. <

"The World Cup spotlight can act as an opportunity to tell a story of happiness but it can also tell a story of grievances and concerns about the direction of the country. You have to prepare for any contingency. The world is full of disruption, chaos and change. If you are not prepared to respond, then you aren't going to survive. The worst thing a sponsor can do is be complicit by silence."

Coca-Cola Chief Marketing Officer Joseph Tripodi

6: Consider 'Newsrooms' Not 'War Rooms' >

Like the Olympics, Oscars and Super Bowl, Brazil 2014's 24/7 social frenzy saw big brands set-up marketing war rooms to follow events and create relevant, timely responses. For example, Adidas, Nike, Budweiser and Coca-Cola all built war rooms to shape consistent experiences.

These are typically tricked-out tech-led media spaces manned by both brand and agency social community managers, real-time marketers, PR and production professionals (plus executive-level gatekeepers and lawyers).

War rooms are costly, so when the trophy is won, most are dismantled. Their teams disbanded. But could sponsors consider scaled-down, always-on, ever-evolving permanent versions rather than temporary battle stations?

Now marketers act more like media companies than advertisers, should 'war rooms' become 'newsrooms'?

After all, the Finals may only last two months every four years, but the World Cup is a continuous four-year cycle. <

7: Consider Continuous, Always-On, 4-Year Activation Cycles >

The World Cup never stops, so brands should think beyond a quick, two-month, in-tournament activation burst.

FIFA time keeper Hublot launched its activation in 2013 with a one-year host city 'clock countdown' campaign.

Official bank Itau kicked-off its work with powerful advertising built around the draw in late 2013.

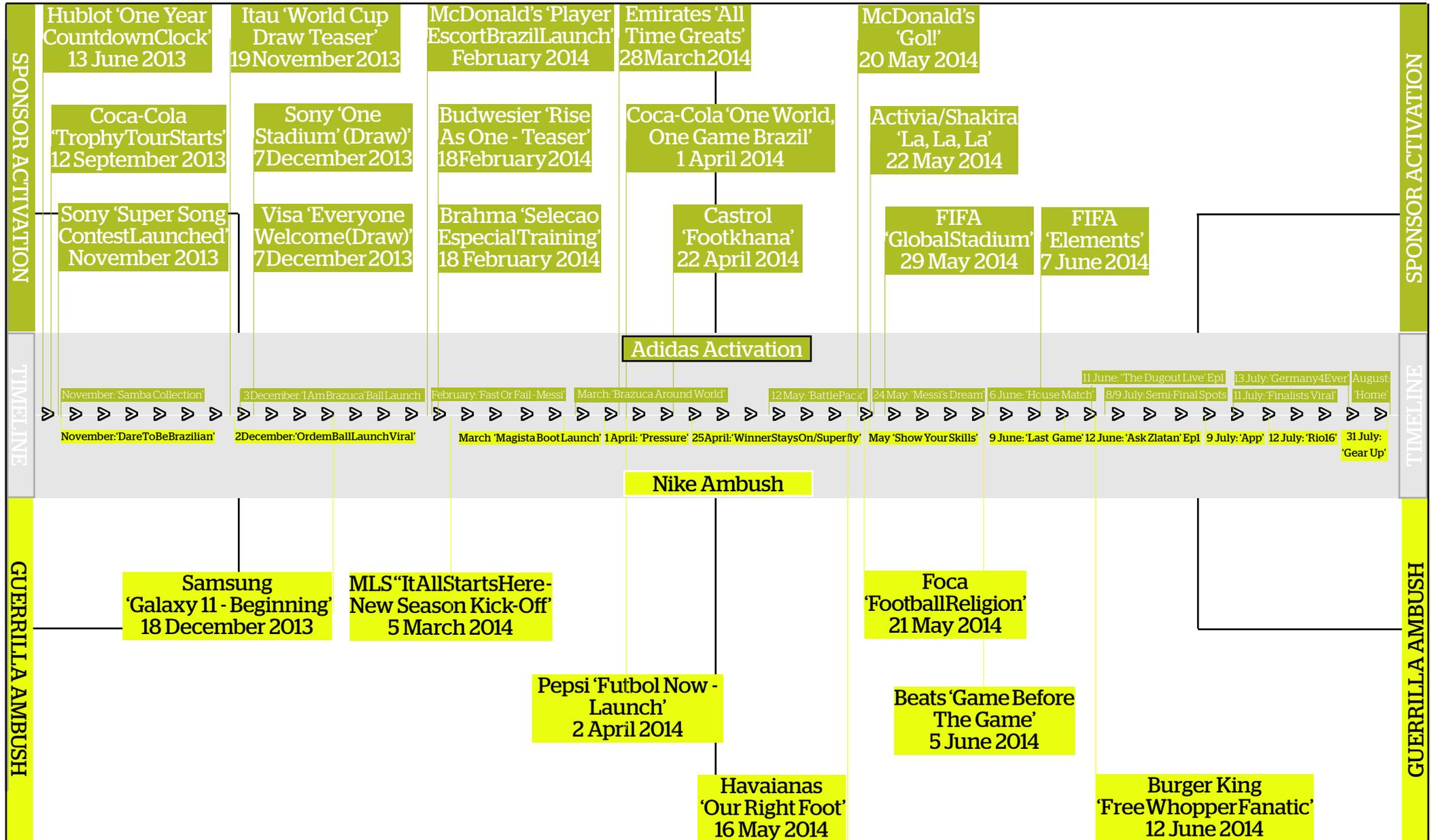
Broadcasters are thinking ahead too. In early 2014, ESPN began airing a multi-part '30 For 30' Team USA TV series.

But should brands think even beyond the usual milestones like the 100-day and 1-year countdowns and the draw? Beyond even the two-year qualification process?

After all, FIFA's World Cup host bidding process can last a decade. Remember too that legacy is now a crucial factor for hosts and partners. The World Cup is 'always on'!

Understanding it's a 24/7/365 property running in continuous four-year cycles is crucial for planning and negotiating rights and could be the key to cutting through too. <

TIMELINE



LEARNINGS

8: Multiple Ambassadors Maximise Reach/Minimise Risk >

Fragmentation, customisation and cheap, easy-to-use tools is boosting both 'fan control' and 'player power'. Players are increasingly important to the mix. Fans want player interaction, content and perspectives. Brands want awareness/values benefits, expertise and insider access.

At Brazil 2014 there was an (expensive) trend for huge player ambassador teams - to maximise global and local reach and mitigate any individual player negativity. Think how Samsung's 'Galaxy 11' squad and Beats' ambassador team offer joint global pull and local market connectivity).

The tactic also enabled adidas to adapt to misbehaviour by switching its Suarez focus to Alves - thus avoiding Tiger Woods, Lance Armstrong, Oscar Pistorious style disaster.

The tournament also saw imaginative repurposing of absent ambassadors: such as Nike's daily animated series fronted by Zlatan (who's Sweden failed to qualify) and EA's use of Landon Donovan (who wasn't picked for the USA). <



LEARNINGS

9: Controversy Spikes Interest But Erodes Values, Unless... >

Painstaking preparation can unravel in a moment of controversy. For Neymar, Brazil and his sponsors, a Zeniga foul led to a fractured vertebra and the exit of the host's talisman. For Suarez, Uruguay and his sponsors, it was a shocking bite attack on Chiellini. In Neymar's case, whilst one sponsor backed the Brazilian public's thirst for retribution on the Colombian, most mirrored Nike's emotional expressions of sympathy. For Suarez, whilst 888Poker terminated its deal, adidas' damage control cut him from its World Cup work, publicly rebuked him, reminded him of his ambassador 'responsibilities' - but not axe him totally.

While there's a trend towards sponsors taking a moral stance against their ambassadors to protect their own reputation, many still stop short of terminating deal entirely. While brands in industry's under scrutiny (eg alcohol and gambling) tend take a tougher line, those with closer synergies and both jester and rebel brands are more lenient. <



10: Beyond Event Brand Experiences Blend Entertainment Genres >

Whilst old school exclusive VIP hospitality and mass participation fan fests can still work for supporters, sponsors and rights holders, major event experiences offerings now typically span far beyond the properties themselves.

It used to be about ticket sweepstakes, fan competitions and guest hospitality - all based on narrowly-defined, property-related experiences. But Brazil's immersive, participatory brand experiences stretched beyond rights owners' football, and beyond brand-owned football initiatives too.

In branded houses and hotels, castles and clubs across Brazil (and in local markets too), ambitious sponsors created original added-value experiences from across the entertainment world: from music to movies and from art to dance. Brand experiences in Brazil saw sponsors offer fans concerts and samba shows, appearances by actors, artists, models and photographers.

All seamlessly integrated into the ads and activation. <

11: Paid, Earned, Owned Not Seperate, But Integrated & Linked >

Brazil 2014 showed now there is rarely one without the other. The walls separating media silos have gone. All-platform integration is vital for most mainstream brands.

Furthermore, despite the rise of branded content and real-time own-channel social, for big consumer brands there no real substitute for paid (traditional/digital) media.

Tactics and creative needs to be channel appropriate (and optimised). The mix, weight, order and emphasis depends on brand, product, consumer target and objective. But most initiatives now link across channels and silos.

Whether teased on YouTube, launched on TV, hubbed on the web, created on digital tools, responded to socially in real-time, connected to packaging via apps, experienced in-person, or endorsed by ambassadors - everything is now knitted together by a consistent big idea, an umbrella concept and a linked hashtag.

It should all link to ongoing, non-event marketing too. <

LEARNINGS

12: Global Emotional Stories Boosted By Local Authenticity >

Successful sponsors often engage individuals emotionally, but companies able to afford World Cup prices are often (faceless) international giants who's global campaigns can use banal universal themes (and hard to relate to celebrities) and thus often struggle to achieve authentic excitement, empathy and sentiment.

A solution was to feature credible, local elements with strong, authentic personal stories in the global campaigns.

Coca-Cola's 'One World, One Game - Brazil' directly addressed and amplified real and relevant issues (eg host nation social equality, racism in sport and even alleged corruption in the game) - and making stories out of them.

Similarly, Powerade's 'PowerThrough' ambush was officially led by Spain's Andres Iniesta, but its real star and its powerful story was that of Nicolai 'Nico' Calabria - who was born with one leg yet still become a quality footballer using a crutch and raw, inspirational willpower. <



LEARNINGS

13: Everyone Leverages The World Cup Now, Not Just Marketers >

Major events are no longer just properties for commercial brand marketers and property-relevant product and service advertisers to consider leveraging.

Today they are for marketers, PRs and agents representing pretty much every type of organisation and institution imaginable.

Brazil 2014 was leveraged by everyone from the US President to the Pope. This World Cup showed that it is now an event to be used by government departments, local authorities, public bodies, not-for-profits, causes and communities and by famous faces and individual fans.

Brazil 2014 inspired leverage initiatives from an astonishing array of diverse organisations ranging from the White House's West Wing and the Colombian Defence Department, to the UK's regional police forces and Singapore's anti-gambling charity.

Everyone is a potential ambusher now. <



14: Sponsors Should Focus On Own Metrics Not 3rd Party Data >

Every time there's a major event, the media uses third party statistics to judge and rank sponsor success (and invariably to ask whether sponsorship is worth it at all). Sponsors should ignore them and editors should wise-up!

Not only is the data usually contradictory, but the analysis and conclusions always ignore a sponsor's objectives.

The traditional article about consumer awareness research showing the public associating ambushers with major events as often as official sponsors is an easy headline, but a misleading and irrelevant one. After all, sponsorship strategies are often not about 'awareness' at all.

There is contradictory World Cup data everywhere!

For example, YouGov's Brand Index (which tracks consumer perceptions towards brands across a variety of events), shows Sony, Coca-Cola and (ambusher) Pepsi ran the most successful World Cup campaigns as they received the most positive social media chatter and McDon-

alds as the big loser ranking bottom of the 'buzz score'.

Yet Hootsuite's uberUV data says McDonald's was a big winner as it topped the rankings as the most talked about brand during the World Cup with 2.8m mentions. Indeed, Hootsuite stats say Hyundai and MoyPark were the most positively received brands during the World Cup in terms of social brand mentions with positive sentiment.

Twitter said adidas won as #AllIn was the most mentioned commercial brand hashtag (1.1m mentions) during the tournament, while YouTube data showed Nike won by racking up more tournament views, likes and subscribes.

These out of context, mis-matched stats are about as relevant as which brand's boots scored the most goals (Nike) and which brand's teams contested the final (adidas).

Instead, sponsors should judge their success/failure on the metrics they put in place in their activation planning programme. After all, they will be the basis on which procurement and finance departments will judge them. <

STAT SNAP

> Property Owner

\$4bn
FIFA World Cup revenue
1bn fans
& 47bn impressions on FIFA 'Global Stadium'
451m Facebook & 16m Twitter
FIFA Likes & Followers & 21m FIFA app downloads
**FIFA*

> Partners

2.1m mentions
Adidas & Sony equal most tweeted about
17% of Hyundai
mentions had positive sentiment (most positive)
100K Adidas mentions 27/06
most active day of all partner brands (Suarez ad)
**Hootsuite*

> Sponsors

2.8m mentions
McDonald's most tweeted about
31% of Moy Park
mentions had positive sentiment (most positive)
169K McDonald's mentions 24/06
most active day of all partner brands (Eng v Italy)
**Hootsuite*

> Ambushers

6bn impressions
over all channels for Nike's #RiskEverything
23.5m
YouTube views of Beats 'Game Before The Game'
6,500 twitter mentions
of Snickers during the World Cup (post Suarez bite)
**VisibleMeasures / Blah*

FIFA Sponsor
Rights Revenue
\$1.4bn

**Forbes*

FIFA Broadcast
Rights Revenue
\$2.6bn

**Forbes*

WC Total
Marketing Spend
\$5.7bn

**Forbes*

WC Global
Audience
3.6bn

**FIFA*

WC Facebook
Interactions
1bn

**Facebook*

WC Total Live
Attendance
3.4m

**FIFA*

WC Total Tweets
Per Day
350,000

**Twitter*

94% of viewers

still watched matches on live broadcast TV

74% / 64% / 49% / 41%

on news websites / press / radio / mobile livestream

1.7m viewers

on the WatchESPN website & app for USA v Ger

**Omnicom Media Group Snapshots / ESPN*

> Broadcasters

1 > Cristiano Ronaldo > 351.8m Views

7 campaigns (inc Emirates, Nike & Samsung)

2 > Wayne Rooney > 343.8m Views

5 campaigns (inc Nike & Samsung)

3 > Neymar Jr > 271.1m Views

7 campaigns (inc Beats, Castrol & Nike)

4 > Lionel Messi > 210.4m Views

11 campaigns (inc Adidas, Pepsi & Samsung)

5 > Landon Donovan > 127.4m Views

5 campaigns (inc EA Sports, Gatorade, Samsung)

**Visible Measures (YouTube)*

> Players 'True Reach'

1 > 292m > Shakira/Activia 'La La La'

2 > 91m > Nike 'Winner Stays On'

3 > 68m > Nike 'The Last Game'

4 > 55m > Samsung 'Gal. 11 Training'

5 > 50m > Adidas 'Messi's Dream'

**YouTube*

> YouTube 'Views'

671m #WorldCup

most mentioned tournament related hashtag

64% vs 36%

sponsor (1.5m) vs ambusher (873k) tracked hashtags

1.1m #AllIn (261k #RiskEverything)

most mentioned sponsor campaign hashtag

**Omnicom Media Group Snapshots*

> Hashtag 'Mentions'

Most Frequently Used Hashflags (**Sysomos*)

1 > 13.3m #arg 2 > 13.2m #ger 3 > 11.8m #bra 4 > 10.1m #usa 5 > 7.2m #ned

Most Frequently Mentioned Players On (**Twitter Data*)

1 > @neymarjr 2 > Lionel Messi 3 > @luis16suarez 4 > @Cristiano 5 > Arjen Robben

14 Brazil 2014 Trends > Top 5s

In recent months 'trendicles' and 'listicles' themselves have become fashionable, so in true BuzzFeed style we look at 14 stand-out trends from Brazil 2014 and showcase each of them via our Top 5 case studies from each trend. Of course, the trends themselves aren't the endpoint, but it the opportunities they highlight that are key. This section offers one way to get a handle on the World Cup marketing onslaught and provides a framework to help understand the huge shift in the sponsorship landscape that occurred around Brazil 2014. These 14 trends not only reflect cultural change and temporary fads, but also provide an insight into contemporary consumer attitudes, supporter expectations and fan behaviours.

- > 2014's 'Must Have' Marketing Trends
- > CSR & Cause Cup Campaigns
- > Exit Strategies & Leveraging Loss
- > Manager Marketing Reaches Maturity
- > Broadcaster Promos & Media Messaging
- > Newsjacking Web Memes
- > Branded Spaces As Entertainment Destinations
- > Player Power Promotions & Soccer Star Spots
- > Team Tactics & Country Campaigns
- > Must Try Harder
- > Brazil's Biggest YouTube Blockbusters
- > What Brands Can Learn From Fans
- > Winning Work



2014's 'Must Have' Marketing Trends

Every year has its ubiquitous trends - from flashy fads to retro revivals - and only brave sponsors resist the urge to jump on the bandwagon. After all, which marketers didn't slot a 'selfie' mechanic somewhere into their World Cup activation? Unsurprisingly, many of 2014's 'must have' trends leveraged 'technologies of connection': mobile image sharing and web memes, real-time vines and social conversation are all an inescapable part of today's cultural landscape. Some trends simply seemed everywhere at Brazil 2014: from the latest must have wearable gadget, via a revival of our flight fantasies (think drones and spaceships), to our age-old love of cute cats.

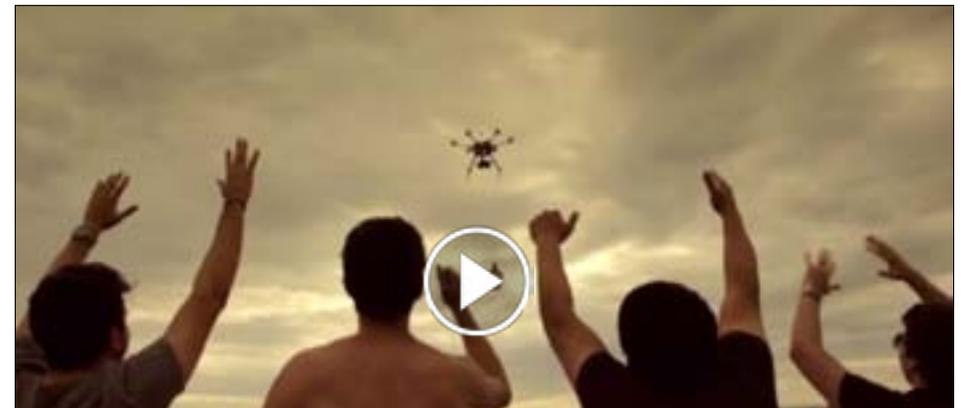




2014 was trumpeted as the year of the world's first commercial space flights, and, while we have yet to see paying passengers blast off, that didn't stop Dutch aerospace entrepreneurs SXC grabbing some free publicity by offering the Netherlands squad free space trip tickets if they won the World Cup. NASA also got in on the act too via a live feed of US and German astronauts supporting their sides during World Cup games live from the Space Station.

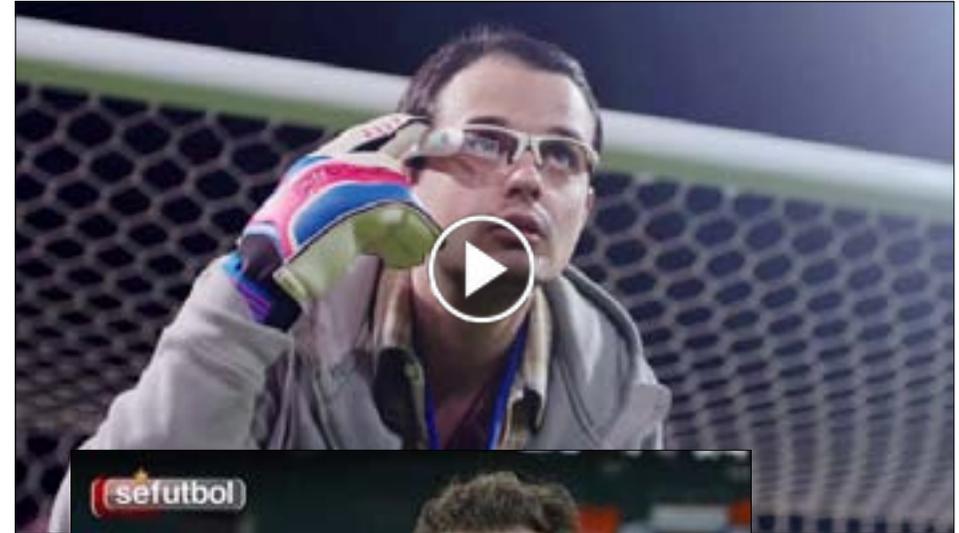


It's the year of the drone! While Sky Sports referenced the trend in its tongue-in-cheek 'crazy new tech' ad campaign which ran in the UK right through the tournament and the French team complained to FIFA about drones spying on its training, Brahma beer ensured football fans on Latin American beaches could order their beer by app and have it delivered by drone.





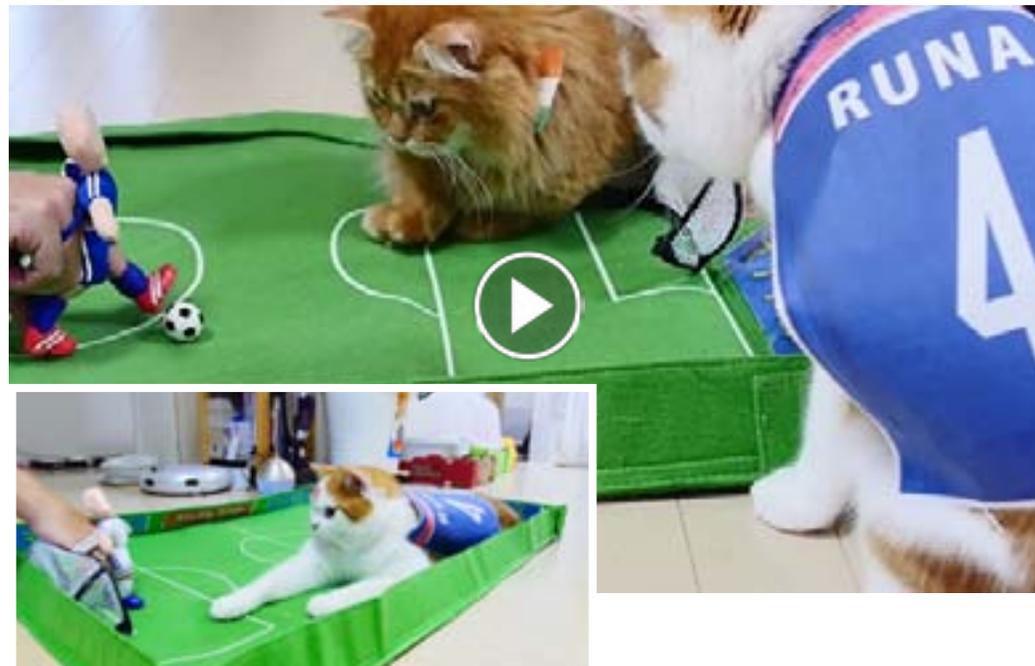
It's been 'The Year Of The Selfie' for two years now, yet most fans, players, sponsors and ambushers still referenced the trend or used it as a mechanic. But which Brazil 2014 'selfie' truly stands out? Our suggestion is Neymar's animated snap in Nike's The Last Game?



Google Glass still grabs headlines as it rolls out round the world - indeed its UK release coincided with Brazil 2014 - so it's no surprise several brands used it as an activation gimmick/channel/theme. Spanish team partner Setfutbol.com used them to offer player perspectives of penalties practice, while W+K's 'Last American Hero' spot for EA Sports' 'FIFA 14 World Cup Brazil' game took a more humorous approach to connected specs.



Sometimes it seems like the entire internet has been created just for cute cat content and we don't feel alone in saying that the Brazil 2014 World Cup (just like every marketing presentation and trend report over the last year or two) featured far, far, too much feline football.



While most cat-led World Cup content was consumer-created cuteness - eg kitties in kits playing out World Cup matches like this crucial Japan vs S Korea match - some clever cat lovers leveraged the World Cup for altogether more constructive and worthy purposes.

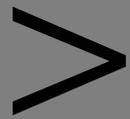
Haydeom Animal Shelter, for example, posted its own World Cup squad of cats who were all looking for new homes.



While Euro 2008 cephaloid sage Paul The Octopus was replaced by an array of football future forecaster felines such as Canterbury-based cat Leon. There were even dog v cat world cup prediction competitions.

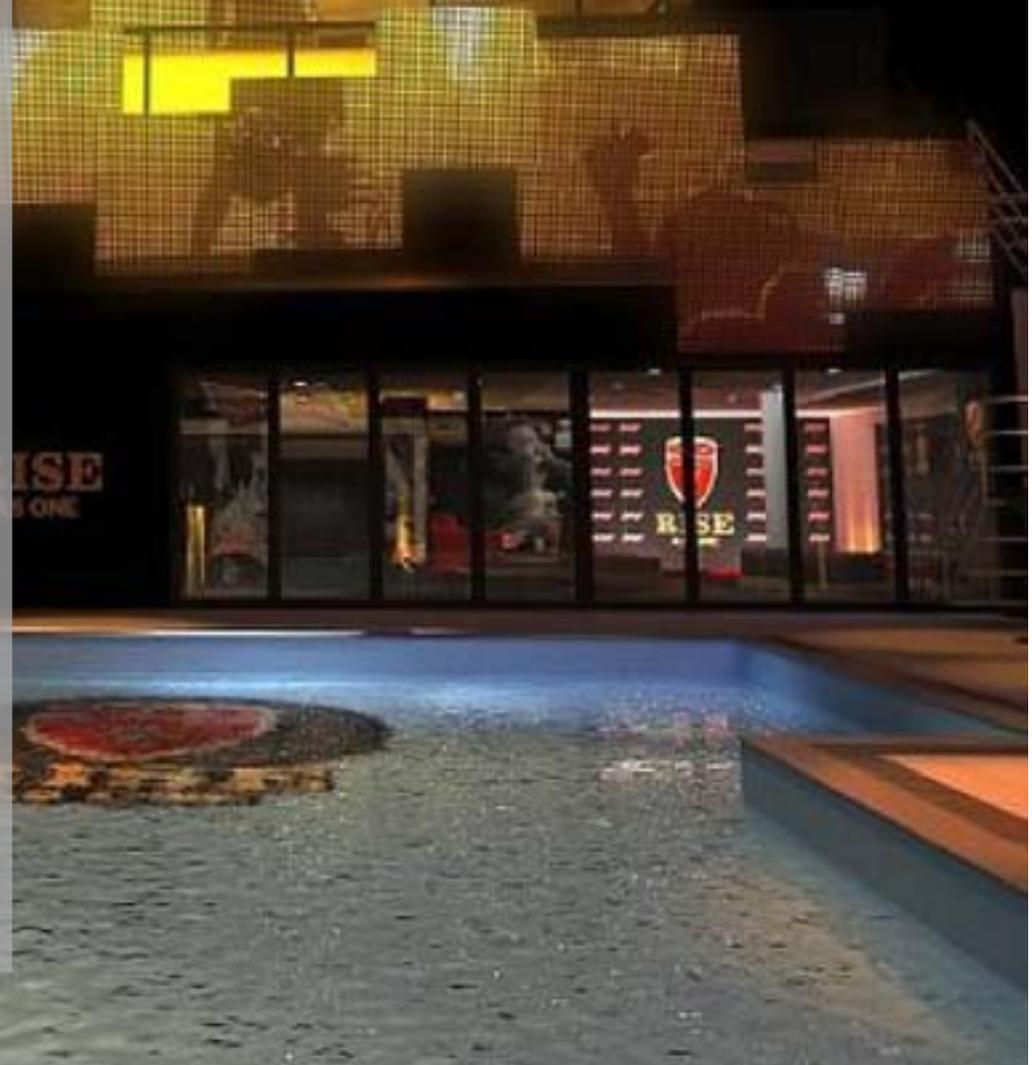
Inevitably, there was so much footie feline web content that Mashable produced its own 2014 World Cup Highlights in an Ultimate Cat Edition.

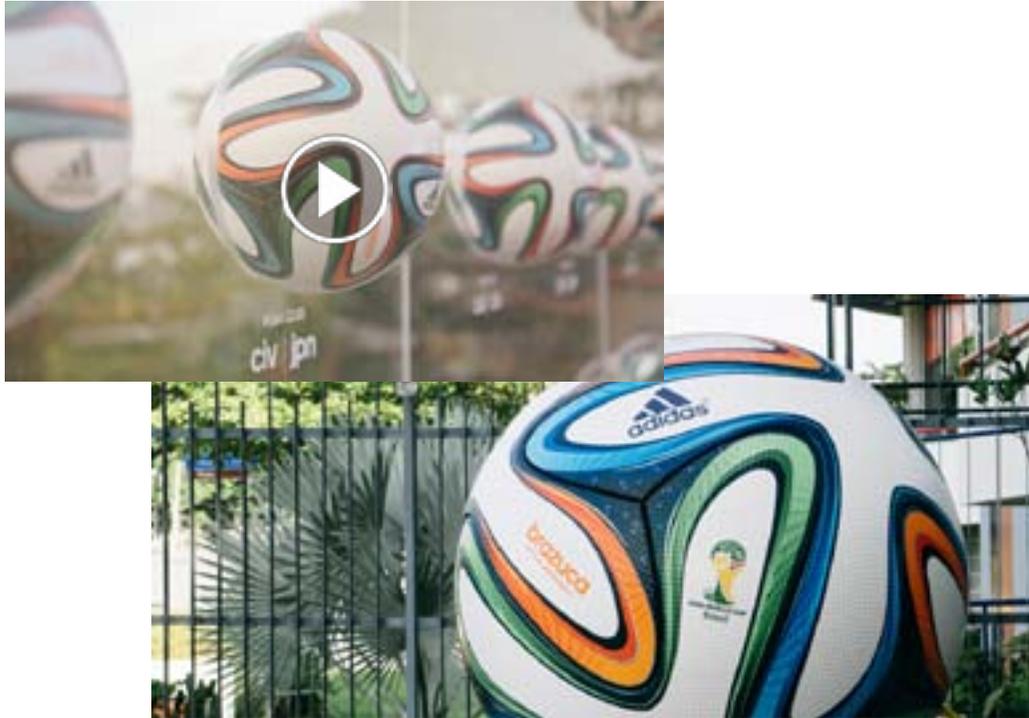




Branded Spaces & Experiences

The football twinned with a pre/post match drink alone is no longer enough when it comes to hospitality. Whether badged as a hotel or house, a sanctuary or a club, sponsor spaces increasingly offer consumers, competition winners, suppliers and VIPS a brand-led participatory experience worth the trip in its own right. And for those who can't go there in person, brands are bringing aspects of these experiences to them. Furthermore, the old divide between entertainment silos - sport and music, art and leisure - has been torn down as sponsors provide blended live experiences within the confines of their own increasingly palatial physical (and digital) spaces.





Posto Adidas, a three-story retail space, media centre, tech hub and rooftop VIP lounge for staff and guests - this renovation of Clube De Regatas, which previously housed 4,000+ Flamengo trophies, was a workspace/hospitality hybrid.

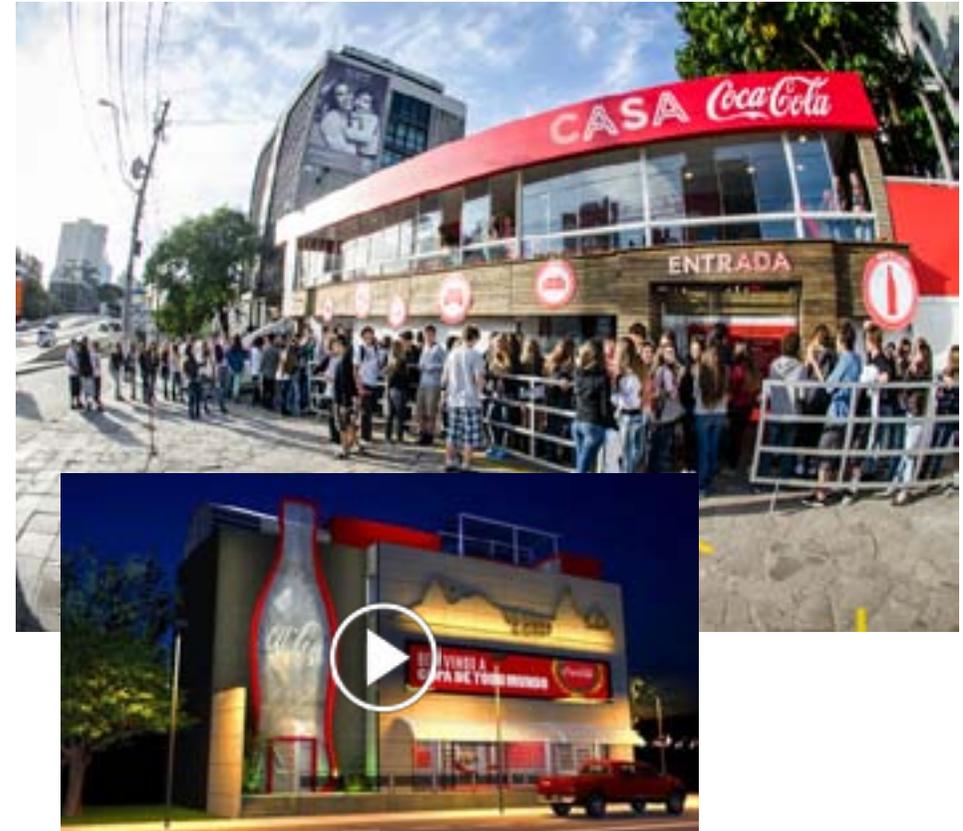
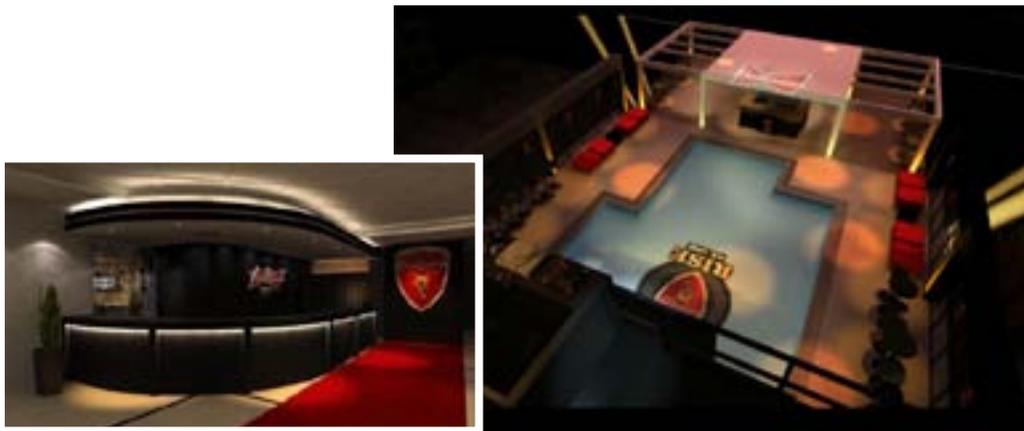


Part of the global #RisEverything initiative, this dynamic brand experience was created in a Rio warehouse to celebrate the passion, culture and energy of Brazilian football. To enhance the central 'Winners Stays On' 3-a-side tournament and the brand-led elements (such as a player-ambassador and team-partner exhibits and product showrooms), the space ignited the senses of the Nike VIPs and lucky fans via stylish strobe lighting, pounding DJ dance music (and free Wi-Fi).





Continuing the hotel-led, on-site tactic it uses for the Super Bowl, Budweiser's takeover of the 5-star Pestana Hotel ensured it was the tournament's top party venue.



Opposite Gate 11 of the Maracana itself, Coca-Cola created a four-story branded house (Casa Coca-Cola) - where fans could enjoy a sensory (visual, olfactory and taste) experience, check out the rooftop view (perfect for a stadium selfie), peek in on the Coca-Cola.fm studio, and, er, drink Coke! The bar, lounge and 3D simulator experience space offered hospitality for competition winners, company VIPs and player ambassadors.



Perhaps the most property-relevant and interactive branded space of all wasn't in Rio, or even Brazil, but in East London. England sponsor Lucozade's 'Conditions Zone' replicated the live match experience via a climate controlled 5-a-side pitch.



Developed with agency FastTrack, the state-of-the-art 'Conditions Zone' sports space, erected in London's Canary Wharf, simulating the heat and humidity the England team faced with a 5-a-side space heated to 32 degrees and 76% humidity.

Thus offering amateur fans a unique and very real opportunity to experience the scorching playing conditions for themselves.

The initiative was promoted via the hashtag #ConditionsZone, with social and digital support and an online trailer, plus promotional work from ambassadors Alan Shearer and Steve McManaman, and a more traditional advertising campaign led by a TV spot featuring England captain and brand ambassador Steven Gerrard (and narrated by Benedict Cumberbatch) and created by Grey London.

We loved it, except it was very, very hot!



> Broadcaster Promos & Media Messages

The question broadcasters seemed to ask during promo planning was 'home' or 'away'? Some focused on their home market with creative themes connected to football in their own country - eg US TV promos based on the United States' rich tapestry of national allegiances and countries of family origin, or the BBC's focus on miniature models of its own on-screen presenters - while other broadcasters focused 'away from home' with work based on globally recognised images and cliches from the host nation (eg sun, sea, sex, samba and soccer). Broadcaster work also illustrates how animation was one of this World Cup's most popular creative approaches.

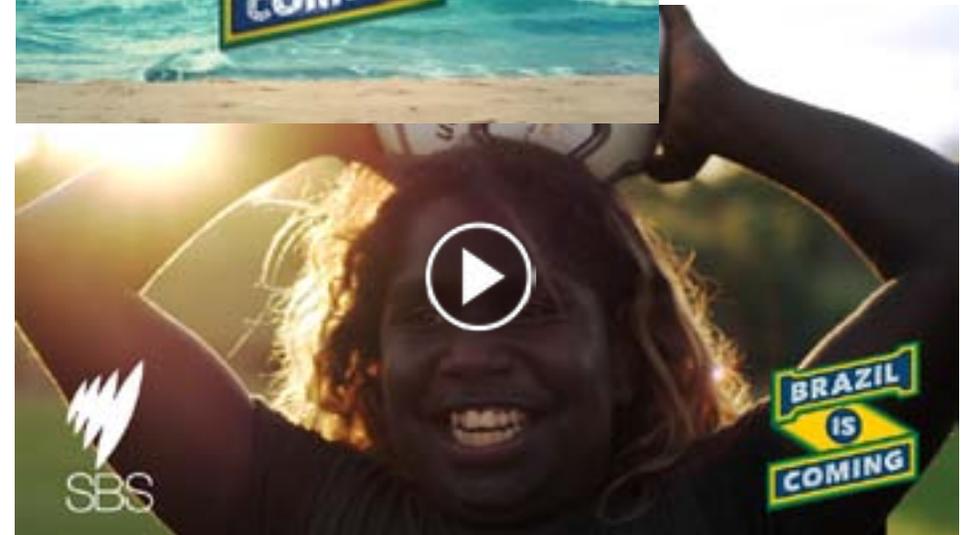




Super star US movie maker Oliver Stone didn't just direct DirecTV Latin America's spot promoting its World Cup coverage, but he actually starred in the self referential spot too.



To promote the release of Australian broadcaster SBS's tournament schedule and to highlight its rights to show every World Cup match 'live and exclusive', its 'Brazil Is Coming' spot took the classic approach to generating awareness and building excitement by blending star players and fans from every nation (and all demographic segments), with shots of iconic host landmarks and cultural traditions.





ESPN really went to town promoting its broadcast rights for Brazil 2014 with a tiered set of trailers and promotions - often featuring humour and patriotism - that succeeded in helping to push the USA through a soccer tipping point.

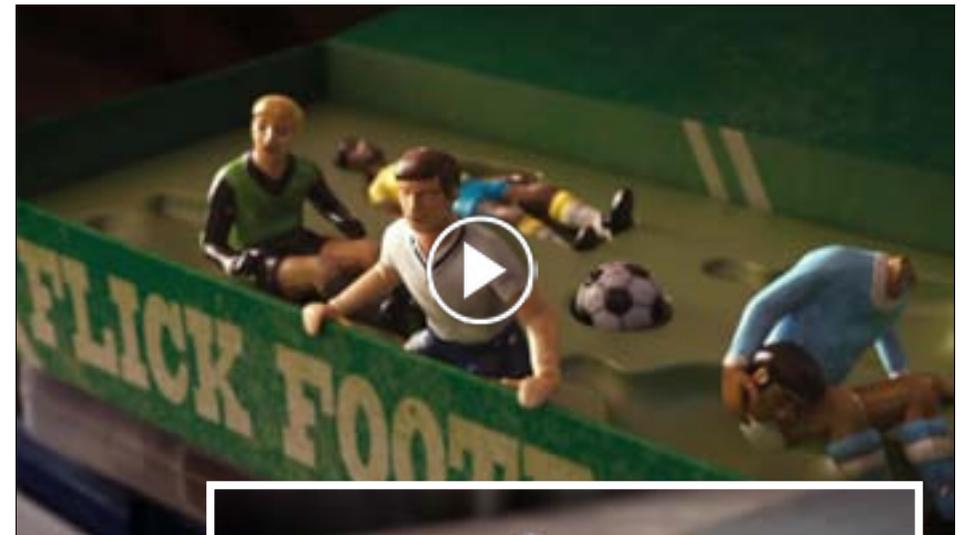




Animation was perhaps Brazil 2014's creative style du jour - with cartoon work from Nike to FIFA itself.



The BBC linked with Oscar winning animators Aardman on a retro, ToyStory-inspired set of short films. These featured four miniature model footballers (one voiced by presenter Gary Lineker) escaping from a toy box and heading off on an adventurous and perilous journey to reach the World Cup in Brazil.



An aerial photograph of a building's roof covered in a vibrant, geometric art installation. The installation consists of large, overlapping triangles and polygons in various colors including blue, green, orange, yellow, and pink. The roof is surrounded by other buildings and utility poles, suggesting an urban environment.

CSR & Cause Cup Campaigns

Street protests, social unrest and host country-relevant cause issues, all led sponsors to build more flexibility into their activation strategy than ever before to ensure that they were able to respond to events in real-time and adapt to the mood on the street. In the years leading up to the tournament, many marketers expected ecology to be at the forefront of Brazil 2014 cause-led activation. And while there was a raft of eco initiatives from sponsors in the lead-up to the World Cup, June and July's stand-out CSR work was actually spearheaded by other causes from art and behaviour, to societal change and health.



Brazilian ice cream brand Kibon sponsored a favela rooftop art project in Rio - an exhibition best seen from above in the air whilst travelling on the brand-backed Santa Marta cable cars.



Colombia's Ministry Of Defence leverages the nation's success at the World Cup to urge FARC guerrillas to demobilise and watch the matches alongside their fellow Colombians in national unity.



Quick thinking at Singapore's National Council On Problem Gambling rescued its World Cup anti-gambling campaign after featuring a boy's fears after his dad bet all his savings on a German win.





Several UK police forces ran football-led, anti-domestic violence campaigns during the World Cup, while a National Centre For Domestic Violence's online and socially-promoted spot warns of a 25% rise in assaults following England World Cup football matches.



FIFA beer partner Budweiser ran ads in its #RiseAsOne global campaign that carried responsible drinking messages and drove consumers to its drinkaware responsible drinking platform.

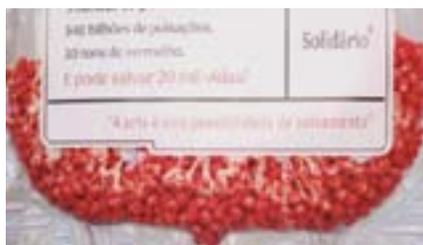


St John Ambulance tweets emergency advice and tips along with its 'good luck' messages to England.





Some of the very best contemporary football work is built on health-driven CSR and Brazil 2014 continued this trend with admirable blood donor programmes such as FIFA partner Johnson & Johnson's 'Tour Of Affection' and a joint German Red Cross and German star player CSR initiative called 'Give Blood, Give Power'.



Activia's advertiser-funded content approach saw it back Shakira's music video promo for the World Food Programme's school meal initiative - which was Brazil 2014's top YouTube spot with an astonishing 292m views.

This joint singer/brand World Cup CSR programme revolves around a football-themed music video starring the Colombian musician singing a version of her new single 'La, La, La (Brazil 2014).

The film features an entire squad of World Cup soccer superstars including Ronaldo and Messi, Falcao, Neymar Jr, Fabregas and the singer's boyfriend Gerard Pique.

To further add to its World Cup theme, the creative also features various fans, flags and symbols of the competing nations, plus kids playing football in the sand and an array of football tricks and flicks.

The campaign's stunning success isn't limited to YouTube views either. Thus far it has seen 3.7 million nutritious school meals donated by music/football fans.



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Exit Strategies & Leveraging Loss

As real-time marketing went mainstream during the tournament, brands around the world faced the challenge of how to react to and engage around their team's defeat and inevitable tournament exit. Leveraging losing is now something almost every sports sponsor and ambusher (particularly national team partners) now need to tactically incorporate into the planning process. After all, 31 of the 32 teams at the World Cup get beaten eventually. Furthermore, the cleverest marketers even built failures to qualify and exclusion from the squad into their ambassador-led activation. But win or lose, be sure to be gracious, or beware of backlash.

Royal Dutch Airlines
@KLM



Follow

Adios Amigos! #NEDMEX

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FAVORITES
1,927



2:50 PM - 29 Jun 2014

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Ibrahimovich's Sweden failed to even qualify, so Nike's clever response to the exit of one of its biggest ambassadors was to have him front it's irreverent, animated World Cup online daily show, called #askzlatan, in which the player's cartoon answers fan questions via short, personal comic webfilms.



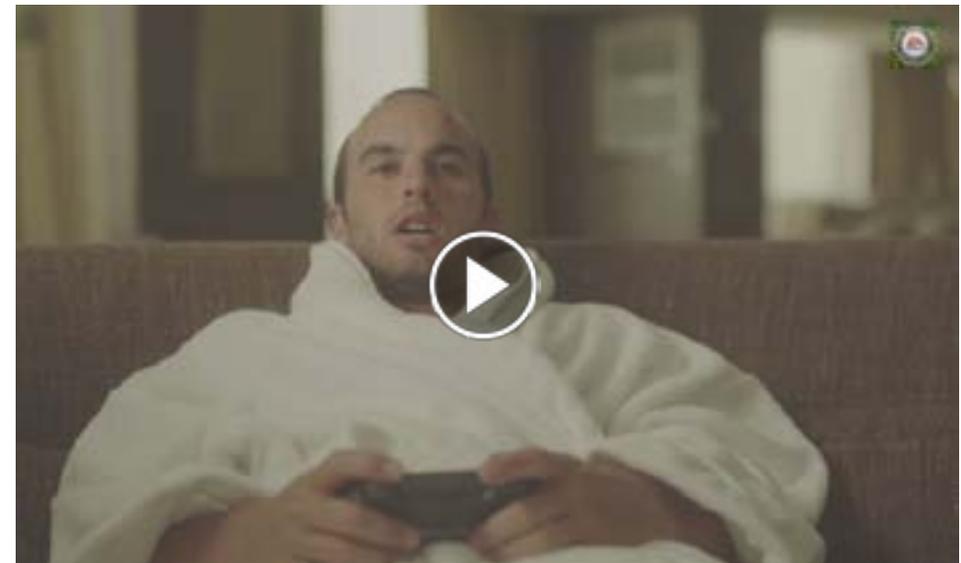
Days after the surprise news that US star striker Landon Donovan had been left out of the World Cup squad, he fronted an EA Sports campaign (in his bathrobe) poking fun at his exclusion.

While the decision to omit him from the squad was a surprise to almost everyone except the team manager, the USA's all-time top scorer made light of his misfortune by appearing in an ad to promote the release of EA Sports World Cup game.

Released on the day that the USA kicked-off its World Cup campaign against Ghana, the commercial features Donovan lazing around his apartment in his dressing gown with nothing to do except play on his Xbox - as Team USA against Germany.

When the veteran forward scores a goal and wins the gaming World Cup, he lifts the trophy high and signs his own version of the Team USA 'We Are Going To Brazil' chant 'I'm Not Going To Brazil'.

Way to self-deprecate Landon!





KLM's fairly rude tweet (& cliched Mexican image) following the Dutch's 2:1 win over Mexico caused a social backlash, while AeroMexico's classy 'Thank you for this great championships, we are proud of you and hope to see you at home again soon' response was widely praised (and retweeted).



England's rather dreadful (albeit widely expected) performances and rapid exit from the tournament was greeted the very next day with a set of fairly standard branded jokes and puns via low latency press adverts and outdoor billboard executions.





Leveraging Landmarks > Christ The Redeemer

Of all Brazil's world famous natural wonders, grand buildings and great monuments, it was the 98-foot art deco statue of Jesus that was the iconic host landmark most marketed by sponsors, ambushed by guerrillas and snapped by fans. 'Christ The Redeemer', presiding over Rio de Janeiro from atop Corcovado Mountain, was lit-up in national colours, dressed in team shirts, replicated abroad and turned into a giant balloon by a wide range of diverse marketers all seeking innovative ways to leverage the tournament. What will be Russia 2018's most leveraged landmark? How will marketers use St Basil's Cathedral, the Tsar's Winter Palace and The Kremlin at the next tournament?





Coca-Cola aimed to generate some pre-tournament excitement in April with the launch of its nine-month, 92,000-mile, 89-country World Cup Trophy Tour with a PR-led ceremonial send-off under Rio's iconic statue.



#ArmsWideOpen was an official campaign developed by the Archdiocese Of Rio De Janiero (the statue's owner) and Twitter. It kick-off by lighting the statue in the colours of all 32 competing countries and reached a climax with an evolving live consumer Twitter vote on the eve of the Final itself as fan votes dictated whether the statue was lit in Argentinian or German colours (it changed in real-time according to the live votes as they were being cast by consumers and fans).



It wasn't just Rio's Christ The Redeemer statue that was lit up in Germany's national colours after the team lifted the trophy. A slew of other major monuments and buildings around the globe - from New York's Empire State Building to Beijing's Siemens Tower - blazed black, red and gold to celebrate the German team's wonderful victory.





M&CSaatchi even brought Christ the Redeemer to Naples in Italy for client Fastweb. In a funky, striking stunt, the agency erected a replica of the famous Rio de Janeiro's statue in the Piazza Dante immediately following Germany's crushing defeat of Brazil. The idea was that after such a devastating defeat the statue needed a holiday away from Brazil, so the agency decided to 'download' the monument to Naples as a way of promoting the company and demonstrating the speed of its broadband service. Neapolitans seemed surprised by the appearance of the monument (along with a sign saying 'downloaded with #fastweb'), as the stunt brought 'a carousel-style carioca of TV crews, musicians, dancers and capoeira to interact with Neapolitans in a mix of colour, music and emotion to drive consumer conversation and buzz.



Days before Italy played England in their first World Cup match, Italian broadcaster RAI was criticised by Brazil's Catholic Church for running a TV ad featuring the famous Rio statue wearing an Italian football shirt (along with the tagline 'Brazil Awaits Us'. The church, which owns the statue's image rights, said it was disrespectful and inappropriate and it even threatened a lawsuit - thus forcing RAI to pull the spot.





In Australia, Sportsbet's World Cup campaign in support of the Socceroos (the Australian national team) may have been hubbed around the #KeepTheFaith hashtag, but it was most notable for a huge Christ The Redeemer balloon stunt which generated global PR.

Aiming to be part off the World Cup conversation, incite patriotism and drive support for the Australian team, the objective was to capitalise on Brazil 2014 interest whilst maintaining the brand's reputation for irreverence and a controversial edge.

To spread the message and drive buzz it created a balloon version of Rio's most recognisable icon - Cristo Redentor (Christ the Redeemer) - and flew it over several of Australia's major cities (including Adelaide, Brisbane and Melbourne).

The 46m high hot air balloon shaped like the statue wore a football-style shirt in the Socceroos colors and carried the umbrella campaign hashtag #KeepTheFaith.

A social media strategy to promote the stunt and permeate related online content followed.

Ladbrokes in tandem with agency McCann Copenhagen ran a fun TV ad featuring the iconic statue pulling a football shirt over its head in goal-celebration style to play on football fan emotions and reference the age-old adage that football is, in fact, a religion.





Manager Marketing

Advertisers looking for ambassadors with authority, luxury brands seeking to add more gravitas and those promoting products targeted at mature demographic groups are increasingly turning towards football managers as alternative ambassadors to the players. They can offer considered, in-depth analysis for those aiming to engage through added-value content, or they can project a more dignified positioning for marketers seeking to project a more formal image, while they can also often be more believable and credible when it comes to pitching more serious/solumn messages. While they may be less likely to be caught in a scandal, they are more likely to be sacked.



SABE QUEM VAI
HOMENAGEAR
SEU PAI NO
PRÓXIMO DOMINGO?
FELIPÃO E MAIS
22 ÍDOLOS DO
FUTEBOL BRASILEIRO

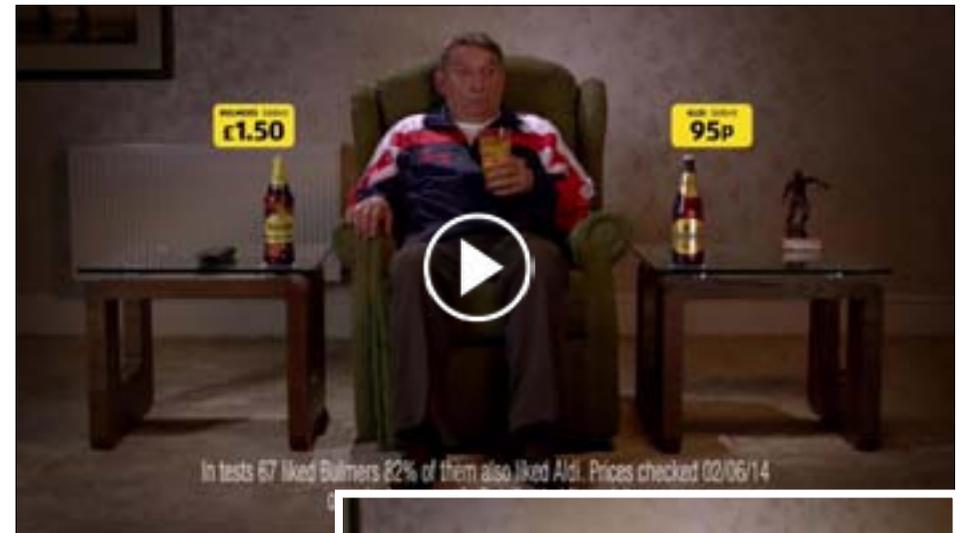
BRAHMA.COM.BR/LIGACAOESPECIAL





In a textbook example of a premium brand using a manager as an ambassador to add a touch of maturity and gravitas, high-end luxury brand and official FIFA timekeeper Hublot crafted a limited edition 'King Power 66 Hodgson' for its World Cup campaign. The failure of the England manager's side meant there was no need for Hublot to make a 2014 version.

Alternatively, Aldi embraced management failure and added a touch of World Cup fun to its ongoing 'Like Brands' campaign by hiring former England manager turned football pundit Graham Taylor to revive his infamous 'Do I Not Like That' remark (from the 1994 World Cup qualifiers) in a 'leading brand vs own brand' cider TV commercial.





And don't forget to wear your jersey !!
 #businessattire RT @ussoccer: Need note
 to get out of work Thurs? #LetsDoThis

Reply Retweet Favorite More



To whom it may concern:

Please excuse _____ from work on Thursday, June 26th.

I understand that this absence may reduce the productivity of your workplace, but I can assure you that it is for an important cause. The #USMNT has a critical World Cup game vs. Germany and we will need the full support of the nation if we are to advance to the next round.

By the way, you should act like a good leader and take the day off as well. Go USA!

Jürgen Klinsmann
 Head Coach
 US Men's National Team

 Signature of Approval

RETWEETS 7,117 FAVORITES 4,003

12:20 AM - 26 Jun 2014

Leveraging perceived managerial authority, US boss Jürgen Klinsmann signed/tweeted a 'Get Out Of Work' letter for Americans hoping for time off for the USA v Germany match. The light-hearted tone belies its serious role in further boosting US interest in the World Cup.



Jose Mourinho signed up as Yahoo's global football for the 2014 Fifa World Cup - a role that saw him offer tournament analysis and develop exclusive content on his own Tumblr page. Yahoo's objective was to use his authority, passion and personality to drive digital engagement and to create emotional connections between the online brand itself and its users' offline interests.





FIFA partner AB-InBev brand Brahma cleverly blends brewing barley with Brazilian soccer heritage in an authentic campaign leveraging its national team sponsorship by producing a limited edition Brahma Seleccion Especial - the beer is made from barley grown on the former sacred pitches of the famous Brazilian national team's 'Granja Comary training centre.

Brazil manager Luiz Felipe Scolari took a personal interest: he regularly checked on the growing grain by walking in the fields, he fronted the ad campaign (and reportedly even fixed the on-site cameras which recorded the film and images of the barley growing).

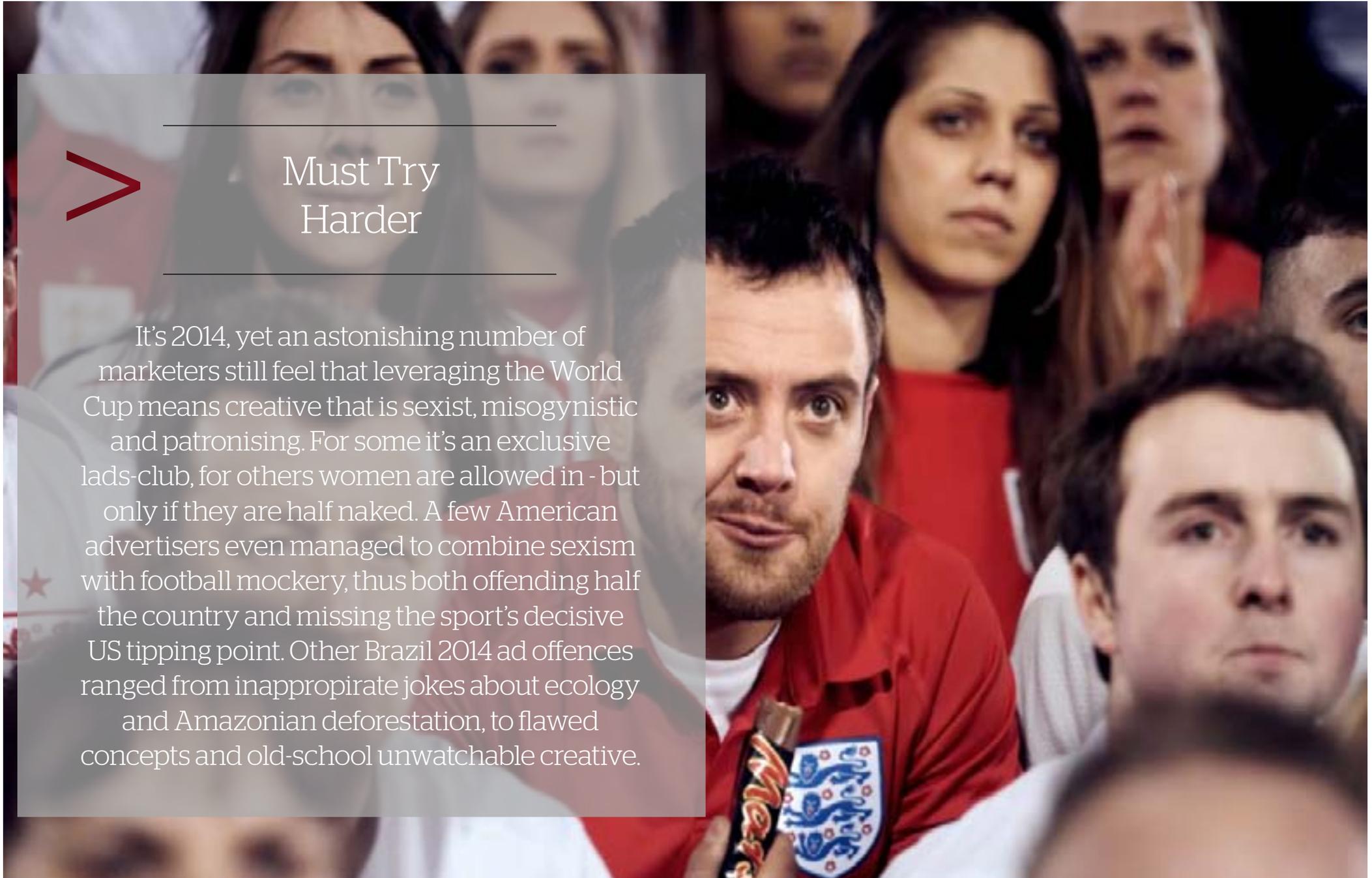
Brazil boss Scolari added his own signature of approval to Brahma 'Seleccion Especial'





Must Try Harder

It's 2014, yet an astonishing number of marketers still feel that leveraging the World Cup means creative that is sexist, misogynistic and patronising. For some it's an exclusive lads-club, for others women are allowed in - but only if they are half naked. A few American advertisers even managed to combine sexism with football mockery, thus both offending half the country and missing the sport's decisive US tipping point. Other Brazil 2014 ad offences ranged from inappropriate jokes about ecology and Amazonian deforestation, to flawed concepts and old-school unwatchable creative.

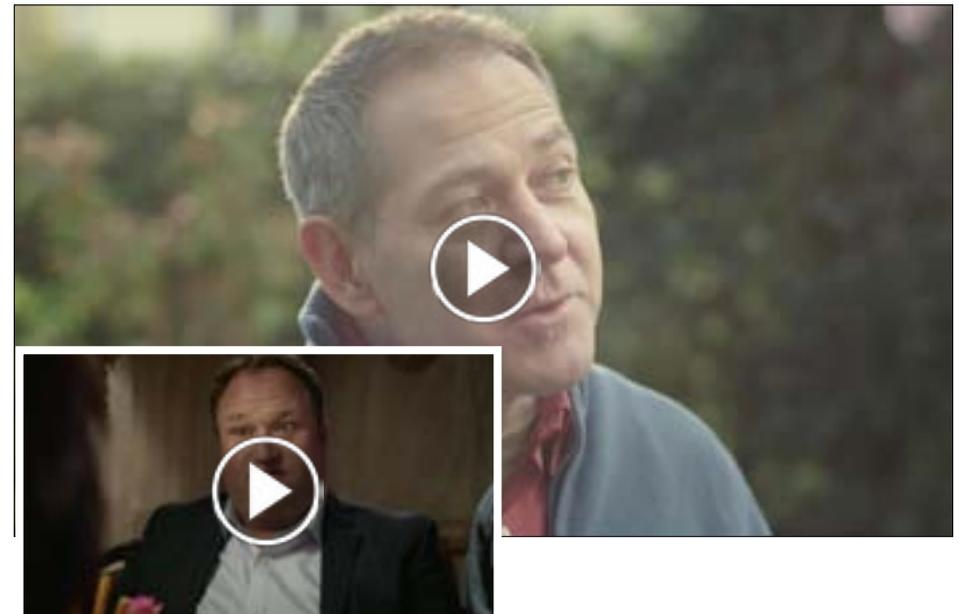




Pringles rebranded itself 'Pringgoals' for an antiquated, men-only campaign where fellas have fun lying to women so they can watch the match with the lads. Why would Umbro want to link itself to such values and messages? (And why would anyone really want to wear a Pringles-badged football top?)



Curry's & PC World opted to build a Brazil 2014 campaign on gender stereotypes and patronising women. Its three UK TV spots feature men trying clumsily to manipulate their wives to buy a new TV by convincing them its not to watch football.



But we feel sure its tried-and-tested 'Cash For Goals' sales promotion is a tactic that is sure to succeed in shifting TVs





Both FIFA auto partner Kia and restaurant chain ambusher Hooters managed to blend old-school sexism with 'football/soccer' mockery in their World Cup ads - thus managing to be both misogynistic and to miss out on the sport's US tipping point.



Despite being computer-generated fakes, perennial offender Paddy Power's Amazon deforestation stunt saw the bookie face a furious Twitter backlash. Quite right too!



If, as it says, Paddy Power really wants to raise awareness of the eco cause, it should take a leaf out of WWF's creative playbook. It communicated the pace of deforestation (the equivalent of a football pitch every four minutes) by visualising this live on TV during an international match by turning the lush green pitch into dead, brown grass in real-time.



We felt England sponsor Mars' World Cup TV spot, which sees a fan offer England players cartoon-like free-kick suggestions, was so artless it was close to unwatchable.

But the idea behind Mars' 'personal shirt' sales promotion seems sound.



When everyone zigs, zag! Burger King's 'Free Whopper Fanatic' idea in France adopts an anti-World Cup differentiation approach. It offers free burgers to those wearing team shirts in a Burger King restaurant whilst that team is actually playing live. Surely a flawed idea, as, if you actually own a team shirt aren't you likely to be a football fan?

Perhaps Orangina's anti-football approach was more successful? After all, it seems to be based on more detailed, thoughtful insights.

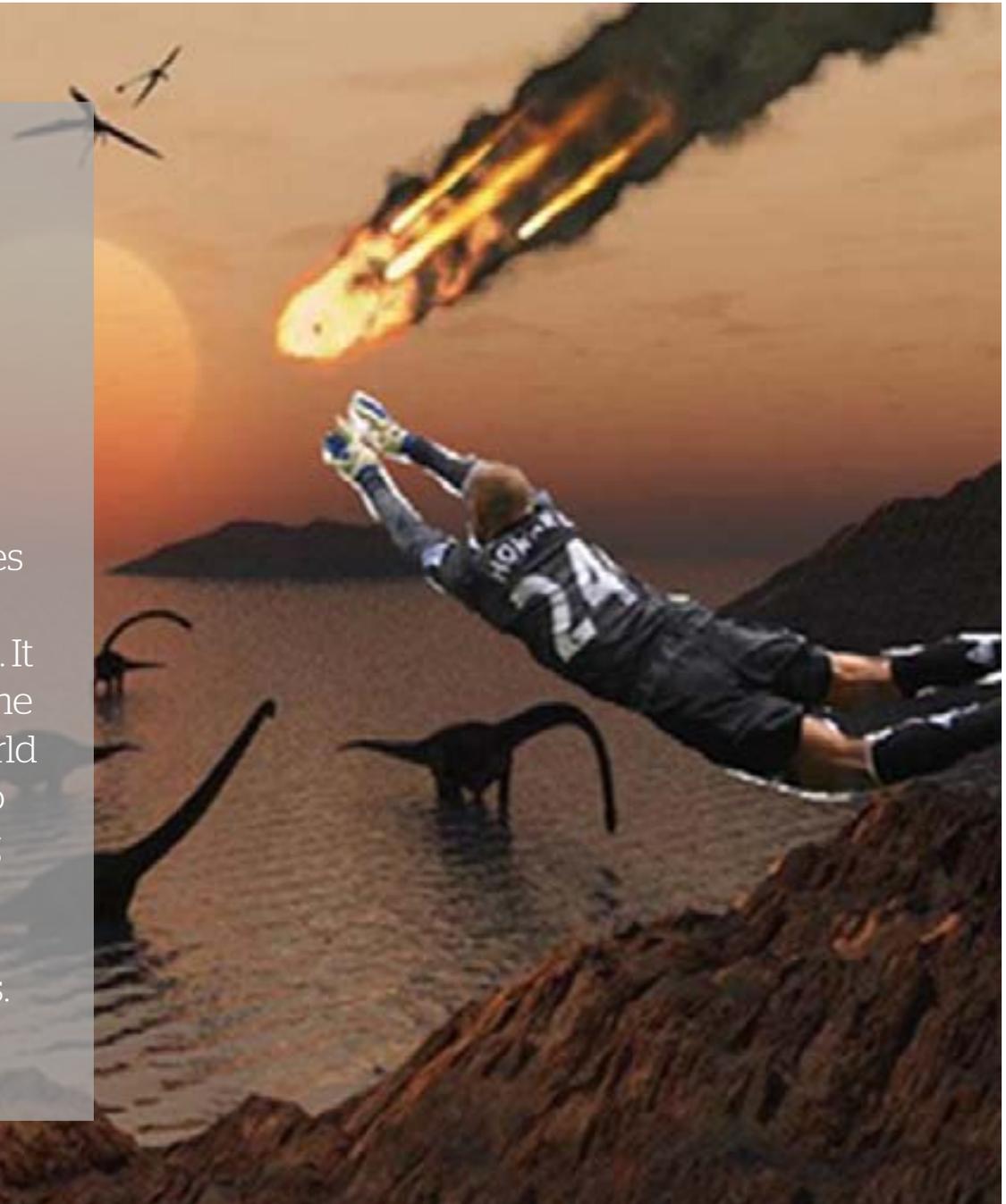


Orangina's own research showed that 37m French people don't like football, so it invented a spoof anti-football drinks can to turn-off all TVs showing footie.



Newsjacking Web Memes

Once largely the preserve of the jesters and outlaws (like Paddy Power and Specsavers), Brazil 2014 saw pretty much all brand archetypes opportunistically newsjack web memes in an attempt to be part of the consumer conversation. It was the on-field actions (both good and bad) of the players themselves that drove the dominant World Cup web memes. Typically, it was the fans who responded first to on-pitch action by spreading social currency via hashtags, jokes, selfies and photo manipulation that blended famous film/tv/music references to actual World Cup events. Brands then followed suit - as fast as possible!



'#Persieing' was the first big web meme of Brazil 2014 - after Van Persie's spectacular diving header drove 1000s of Dutch people to reinact his flying goal across Twitter. Even his granddad joined in!



Tim Howard's impressive performances for Team USA caused a tidal wave of both fan and brand '#ThingsTimHowardCouldSave' tweets.

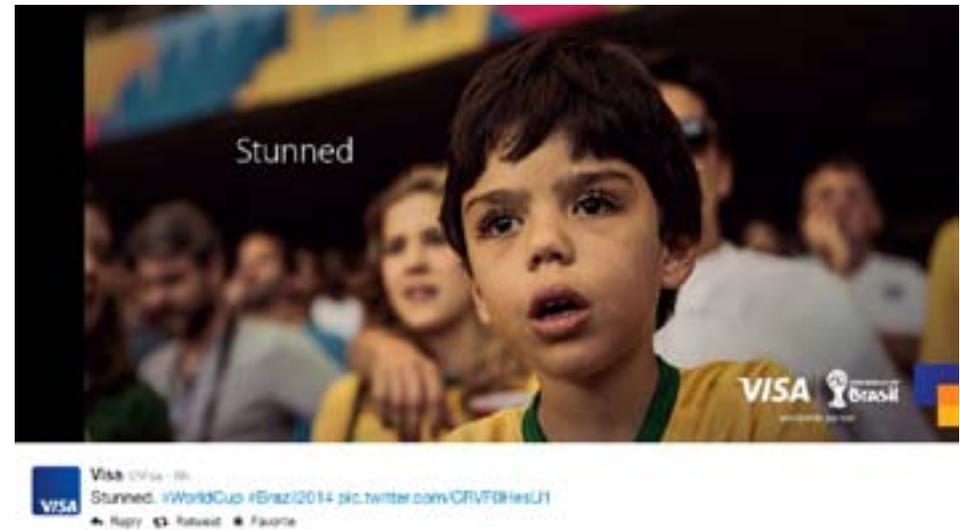




Interest in the ref's 'Magic Foam' saw spoof Facebook & Twitter accounts created, so it was no surprise to see relevant brands leverage this interest via social media.



Unsurprisingly, the most astonishing result of the whole tournament - Brazil 1 Germany 7 - was just too good (and too easy) an opportunity for fans and brands to ignore.





Suarez's bite attack on Italy's Chiellini was the top web meme avalanche at Brazil 2014.

In the final minutes of the match, with Italy and Uruguay desperate to qualify for the next stage of the tournament, the former Liverpool striker sunk his teeth into the Italian defender's shoulder.

If he hadn't had a biting track record it would have been incomprehensible. In retrospect, it seemed somehow inevitable.

Consumer-created memes flooded the web immediately - typically using photo manipulation to link relevant film /music/TV references to the on-pitch incident.

Brands quickly spotted the opportunity too and produced a wave of tweets, posts, vine and Instagram images to be part of the Suarez Bite conversation.

Food-relevant brands leveraged incident/product synergy and led the way - with fast food companies and confectionary manufacturers leveraging interest in the news story and ensuring they became part of the social conversation around the incident.

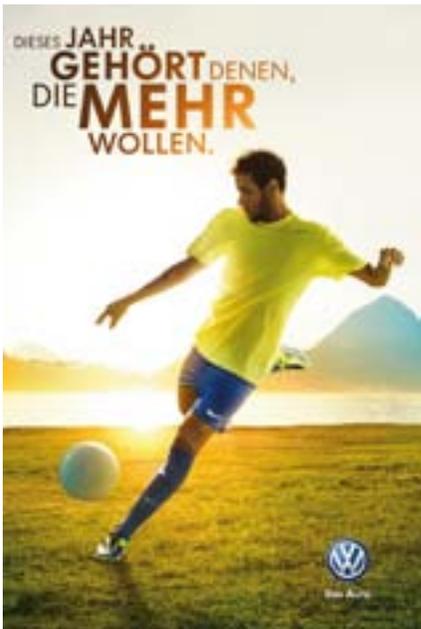
The incident ensured not just that Suarez himself took the Number Three spot on the list of the tournament's most mentioned players on Twitter, but it also drove fan engagement with several of his sponsors (particularly adidas and its high profile Suarez posters in Rio).



> Player Power & Soccer Star Spots

With social channels opening up more opportunities for direct interaction between fans and players (as well as offering footballers past and present more personal control over their supporter/consumer relationships), the role of footballers during Brazil 2014 was more crucial than ever before. The importance of players to the activation mix - both for official partners and ambushers alike - has grown significantly in recent years. It seems that the term 'player power' in football, doesn't just mean more control of club contracts and salaries, but also over ambassador roles and sponsorships.

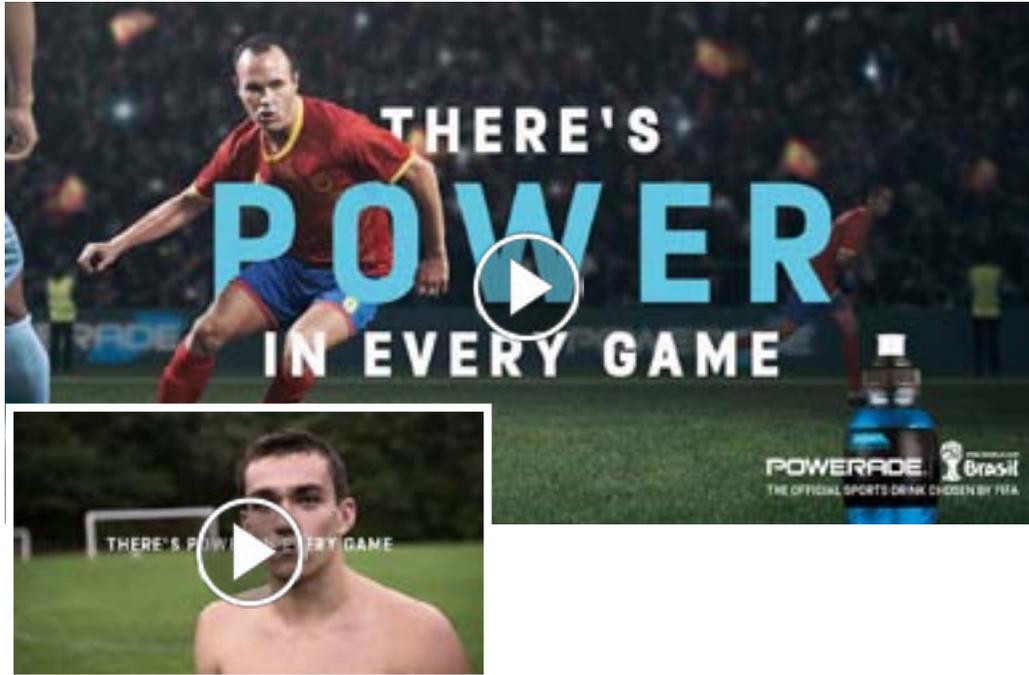




It's no surprise MediaCom research shows Neymar was the player at Brazil '14 with the top sponsorship value. After all, he sold the most shirts. As well as his better known roles in Nike and Beats ads, his list of big sponsors include Konami, L'Oreal, Panasonic, Red Bull, Santander, Unilever & VW. With so many brands, it's just a shame that so much of the so-called 'Neymarketing' was so very ordinary and plain ('vanilla').

One of our favourite player-led promotions was a UK 'Pools' spot 'Real Banksy' - based on a simple play-on-words revolving around legendary England (and Stoke) World Cup keeper Gordon Banks and mysterious Bristol-based enfant terrible of the graffiti art world Banksy.





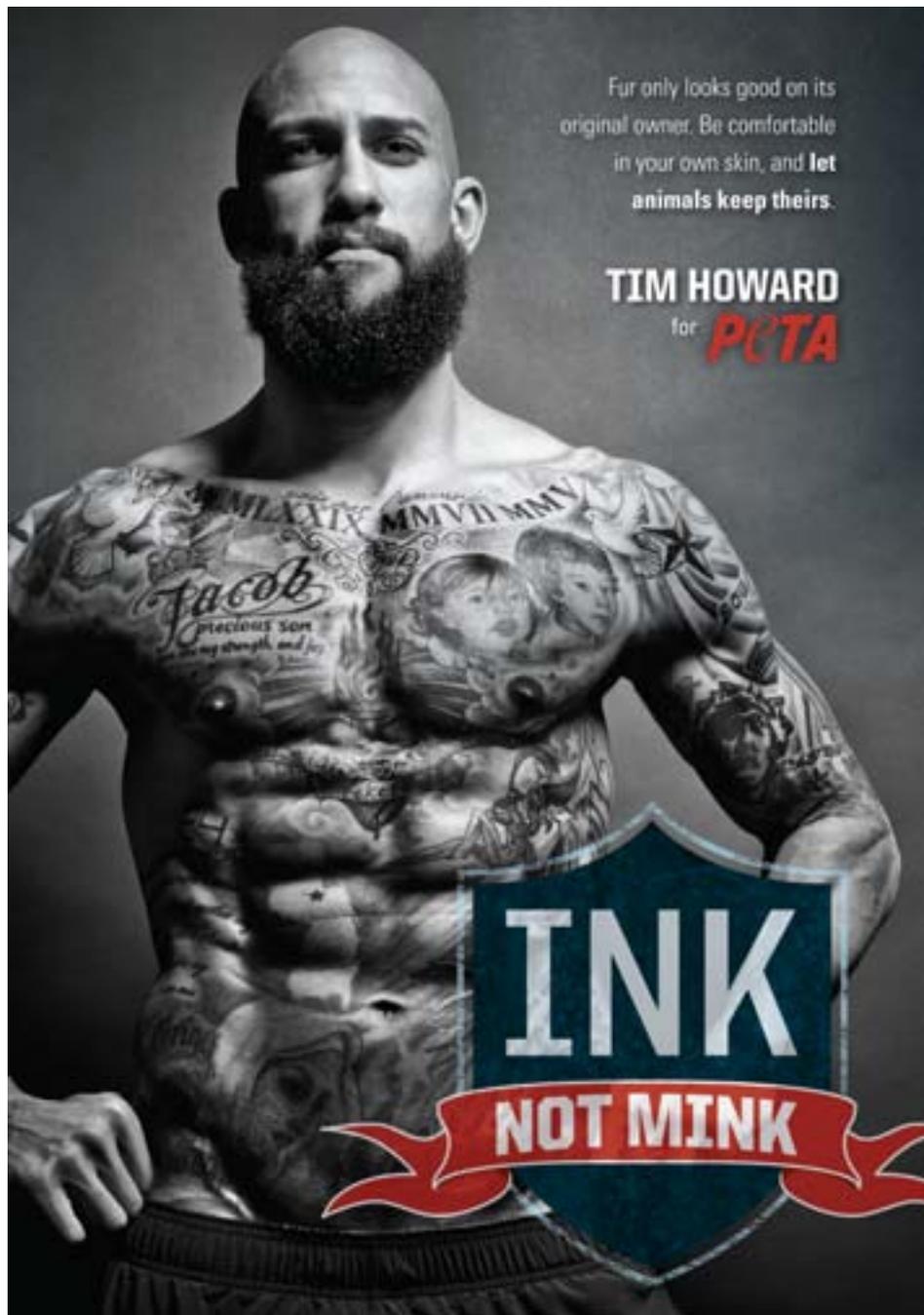
Official sports drink Powerade's slick World Cup work was led by Spain's Andres Iniesta. Yet interestingly, the Barca midfielder's role (and of his fellow star player ambassadors) was overshadowed in the W+K campaign by the five amateur online documentary stars - particularly by the amazing para player Nicolai 'Nico' Calabria.



Havaianas' World Cup ambush ad was a player-led push that was most notable not only for the one superstar who actually fronted the commercial, but also for the other legendary player who was overtly referred to in the ad but not actually personally present in the TV-led campaign.

Why pay for two expensive former players when you can get away with just one?





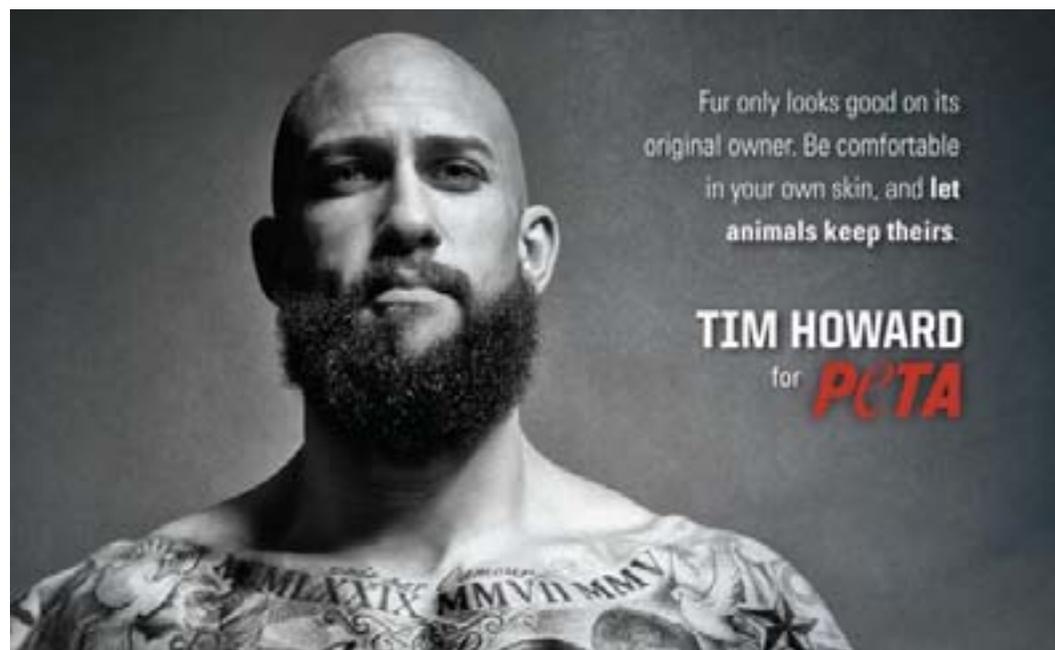
Just before Brazil '14, the anti-fur outfit PETA chose USA keeper Tim Howard as the latest sports star to front its current 'Ink Not Mink' campaign. A very clever choice!

When Howard first appeared in Nike's 'The Last Game' spot some expressed surprise that the keeper was included in Nike's elite soccer endorser group (with Ronaldo, Iniesta, Ribery, Luiz and Rooney).

But after his great performances, few can argue he didn't deserve his place on merit alongside those other star names at Brazil 2014.

His skills ensured he became the subject of one of the tournament's biggest web memes and he also played a role in ensuring soccer in the USA reached a popularity tipping point.

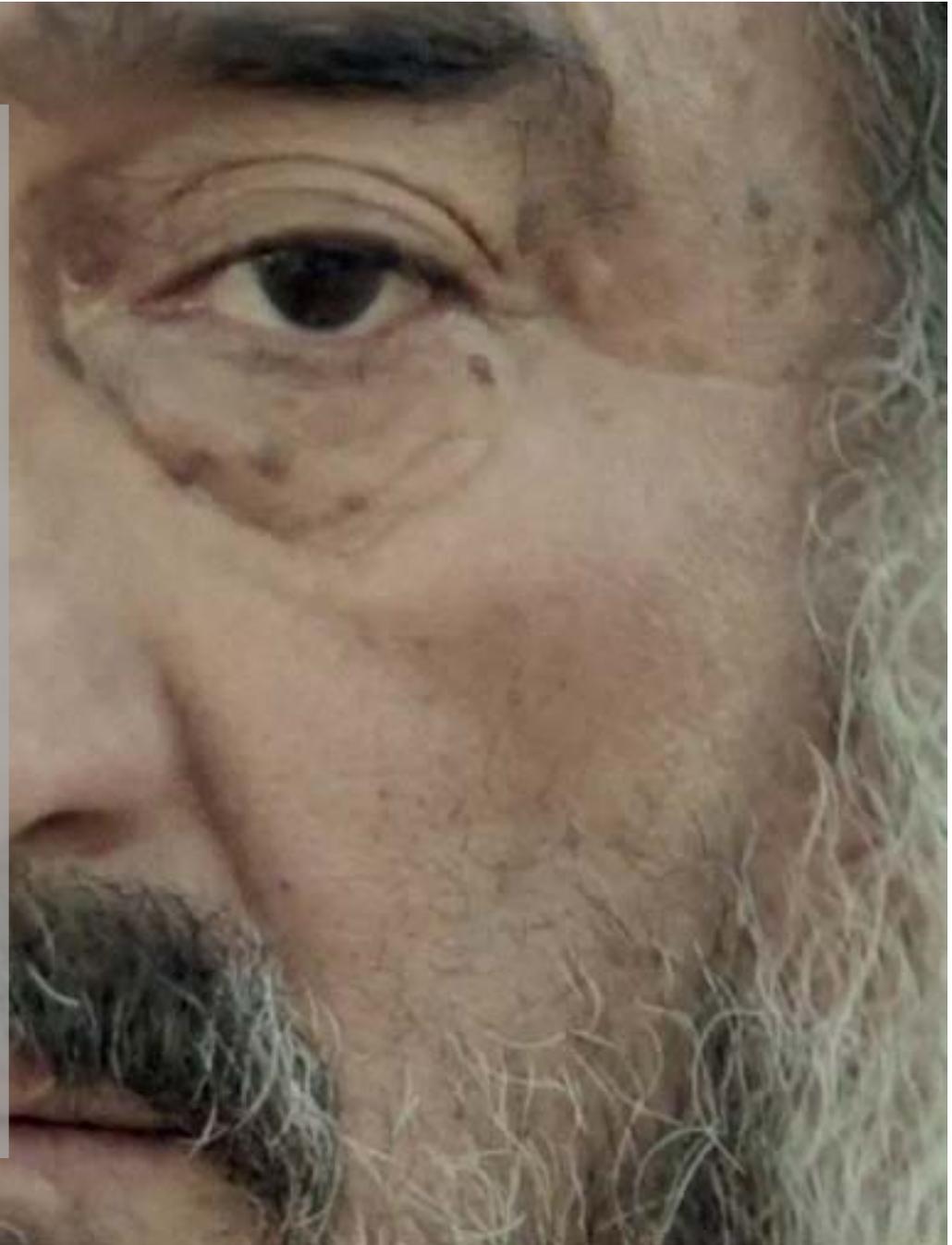
Howard now has a post-Brazil window of marketing opportunity - making PETA's pre-Brazil choice to use him look very smart indeed.





Team Tactics & Country Campaigns

For years team sponsor tournament tactics have been based on a familiar set of approaches - such as 'pride in origin', 'bringing people together' and 'masculine character'. Whilst national side sponsors continued to use these themes for Brazil 2014, there were several genuinely fresh and innovative angles on these old school subjects. Some leveraged real, emotive national events to connect and unite, others played with historical rivalries and challenged commonly held soccer perceptions. But perhaps the most compelling of all were the campaigns built around inventive ways of bringing players closer to the fans.





Chile's principle partner Banco De Chile reunited those heroic miners trapped underground for 69 days in 2010 for a rousing national unity spot, while the side's beer sponsor Cristal's horror-film inspired campaign challenged perceived football hierarchies to try and strike fear into the hearts of their World Cup opponents.



Uruguay kit partner Puma took a distinctly confrontational approach with 'El Fantasma del 50 ya esta en Brasil / The 1950 Ghost is in Brazil'.

The spot revives the host nation's darkest footballing moment - being beaten by Uruguay in the 1950 World Cup - as Rio is haunted by a Uruguayan spectre. Strong stuff! It's hard to imagine many Brazilian players or clubs will be keen on signing Puma deals in the near future.



Spain sponsor Movistar aimed to bring the country's soccer stars and supporters closer via an undercover disguise stunt which saw five players undergo major makeovers before heading off to work as gardeners, teachers and cooks - in order to ensure the players appreciate the everyday challenges of their fans. The execution was excellent. But Spain's results suggest the campaign's objective of 'motivating a team that has won everything recently' didn't really quite hit the mark.



ING's 'Devils Supporters' campaign in Belgium celebrated the relationship between players and fans with an integrated, multi-platform initiative directly connecting the stars and the supporters. The work combined virtual elements and an online competition, with real 'meet-and-greet' and 'lookie-likies', and was led by a three-minute online film featuring the players having fun messing about with their fans and even playing practical jokes.



The retailer's Brazil 2014 initiative, by Ogilvy & Mather, aimed to grow the German fanbase around the world by converting football fans of other nations into supporters of German national squad.

The campaign's many elements spanned multiple channels and platforms - from traditional ads to football fan party accessories.

Launched with a brilliant 'Jersey Swap' laundrette shirt stunt in Italy, this was followed by a raft of stunts and content initiatives amplified by a core Tumblr site and via its own social channels.

While 'on-the-ground' street teams fan out across the host nation on a mission to modify all the Brazilian flags with the German national colours (in the form of stickers, flags and posters) panned across Brazil's major cities.

Media Markt's 'Schlandification' (as in 'Deutschlandification') was a mission to convert the world's fans into German supporters. Surely something the German team managed without any marketers!



Heineken's 'Chief Orange Officer' turns 'Rio Carnival' Dutch.



What Brands Can Learn From Fans

Communities taking it upon themselves to get together and celebrate, fans showing impressive politeness and good manners, supporters using their own bodies as canvasses for football-related artistic expression and street art supporting social justice are just a few of the independent fan-generated trends on show at Brazil 2014. There was just so much at this World Cup that marketers, whether official sponsors or guerrilla brands, should learn from the fans. Understanding what real fans want and gaining insights into what supporters chose to do, is key if marketers are to ensure their work is authentic and their activation genuine.

Fans of German second division team Union Berlin brought their old sofas to the ground to watch the World Cup and turned the stadium into a living room.



Japan fans show supporters how to be gracious in defeat by bringing their own blue bin bags to the match and then cleaning their section of the stadium following their defeat to the Ivory Coast



Barbers around the world benefitted from the Brazil 2014 craze for fans having their favourite players shaved onto their heads. Could 'Hairvertising' be the next big trend?



Artist Emma Allen painted herself as the iconic World Cup trophy in the ultimate creative selfie.



Many Brazilian graffiti artists added real creative firepower to the anti World Cup demonstrations by using the streets as a canvass to express their discontent and to reflect the angry public sentiment over the government's spending priorities.





Winning Work

Just like leveraging losing, some lucky (or clever) brands have the chance to activate around winning. And winning the World Cup often offers a unique (or at least a rare) opportunity to be part of the celebration, to leverage the feel-good mood of a nation (and to boast about the success of their own brand ambassadors). Which marketers don't want to link their brands to global success? Of course, it's not quite as simple as it sounds. After all, for every World Cup winner there are 31 teams who lost and it's important not to alienate those fans. And, of course, for the losers there's always the next big thing on the horizon to look forward to.



er



Unsurprisingly, adidas glorified in the success of its teams and players with a 'Forever Or Never' web film released the day before the final. Continuing its tactic of using its rights to provide fans with unprecedented World Cup access, at the end of the film adidas gives supporters a chance to win a Brazuca match ball used in Sunday's Final. It also followed up with 'Germany Forever' ads immediately after the final whistle.

The lesson? Prepare to win!

Nike rolled out a Vine congratulating ambassador Goetze on his tournament winning goal, but with little other direct interest in the final, the US based behemoth moved on to ambush the Rio 2016 Olympic Games rolling out a 'Tomorrow Starts Now' viral the morning of the final.

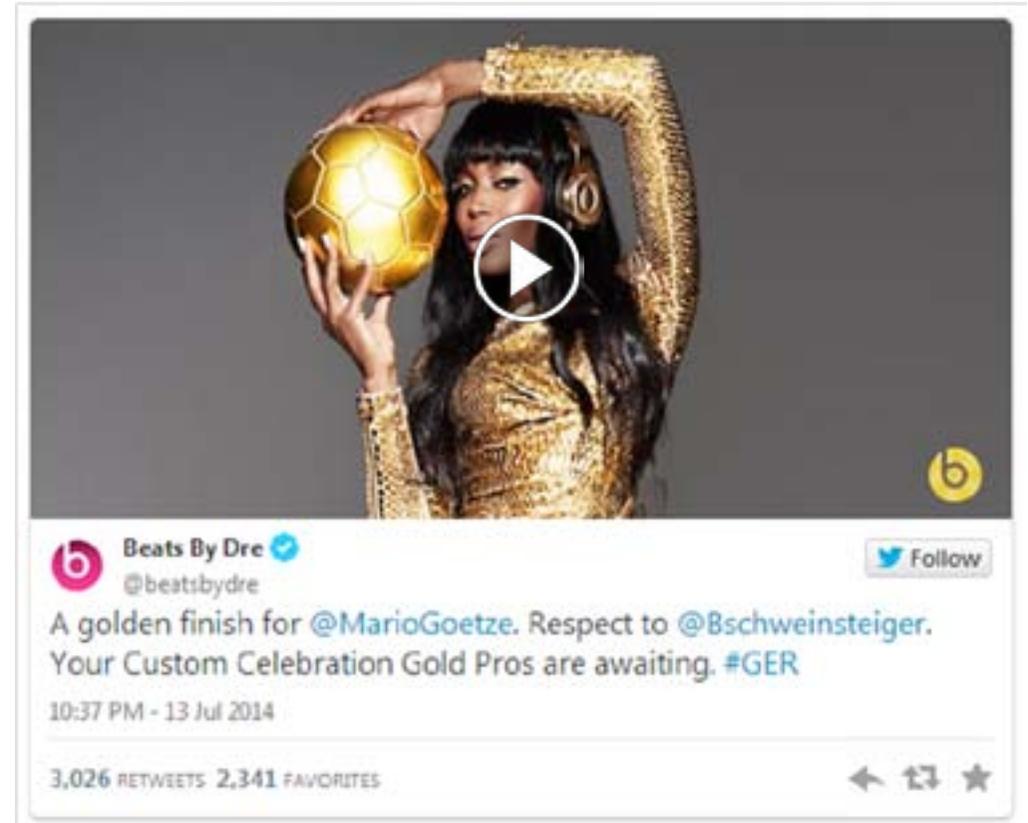


Adidas predominantly used its own social media channels to activate its sponsorship of FIFA's 'Golden' player awards.





Social channels were unsurprisingly the platform of choice for FIFA partners and sponsors passing on their corporate congratulations to champions Germany.



Guerilla brands also ambushed Germany's fourth World Cup win with real time congratulatory social media messages. Beats By Dre, for example, tweeted congratulations to goalscorer Goetze (who appeared in its World Cup campaign) and ran an ad fronted by Naomi Campbell revealing Germany's winning players would each be given complimentary gold-coloured Beats By Dre Pro headphones.

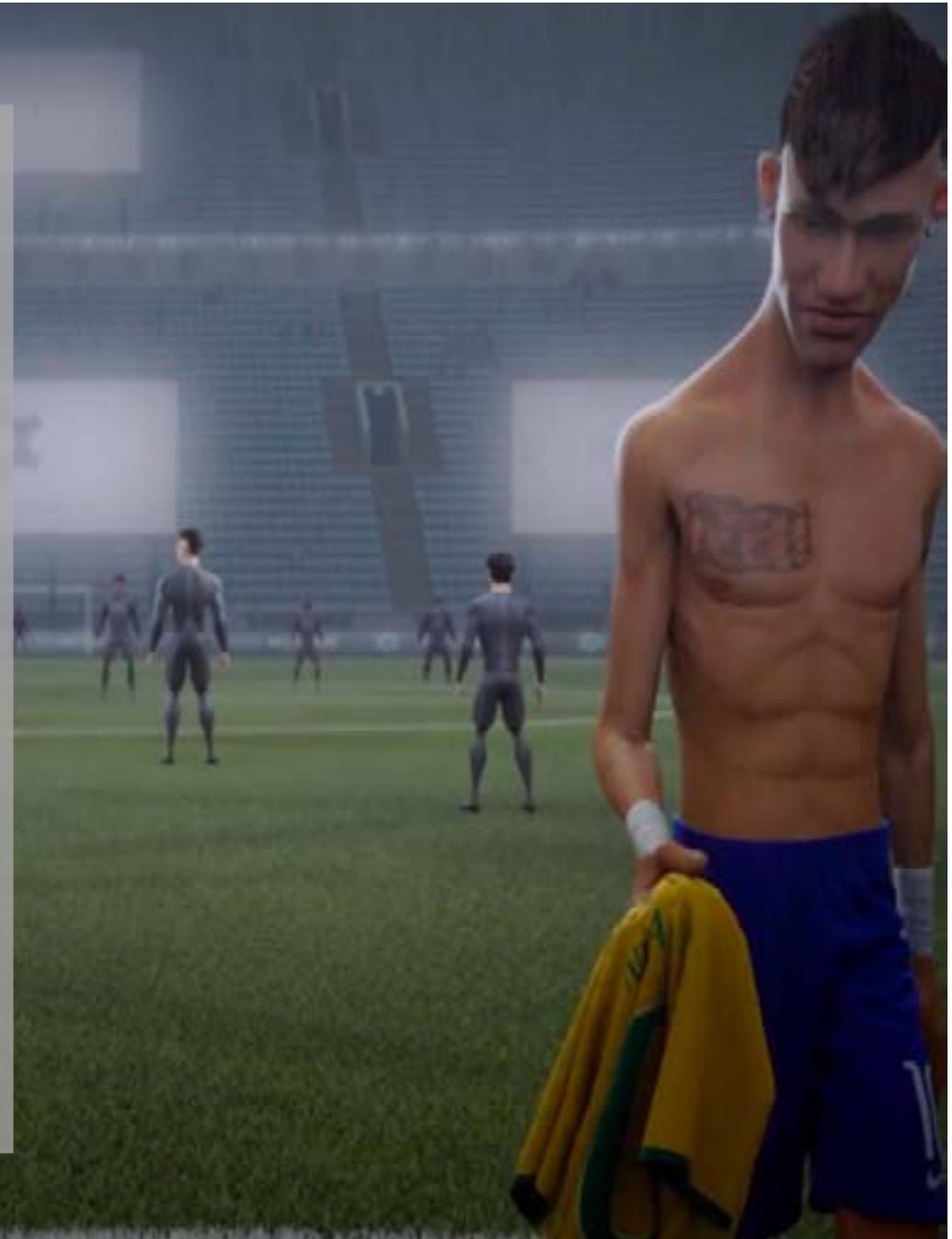
German brands, both official team sponsors and ambushers, were quick to join in with the winner's celebrations and conversations across social channels.





YouTube's Big Brazil 2014 Blockbusters

This World Cup truly showed the power of branded video on a global stage. The five most watched YouTube spots collectively racked up 556 million views. More than the population of the EU. Within one week of kick off, Google reported 1.2 billion minutes of World Cup advertising had been consumed (four times more than the Super Bowl). Of the biggest five blockbusters, only one is by a FIFA partner (adidas), while another had official anthem status (Activia/Shakira). The rest were ambush ads (by Nike and Samsung). Indeed, the majority of the top 10 most viewed Brazil 2014 ads were guerrilla spots - confirming YouTube's status as the serious ambusher's focal point?



Activia/Shakira 'La La La' 292m



Castrol 'Footkhana' 16m

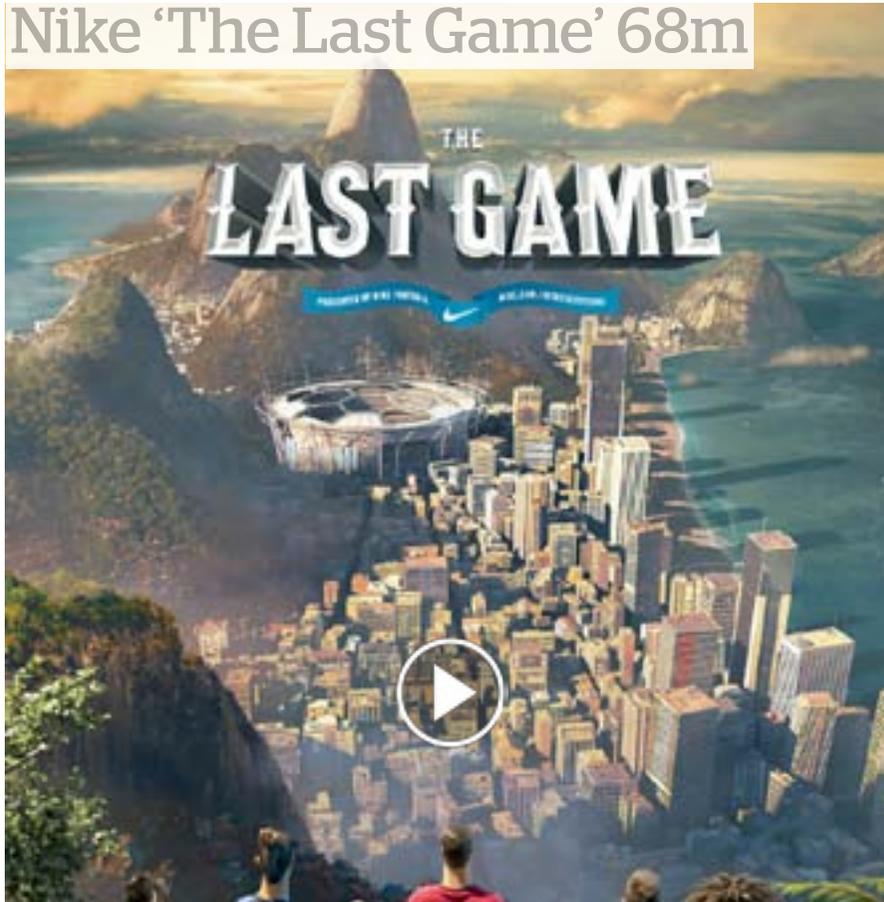


Nissin Cup Noodles 'Samurai Skills' 9m



McDonald's 'Gol' 7m

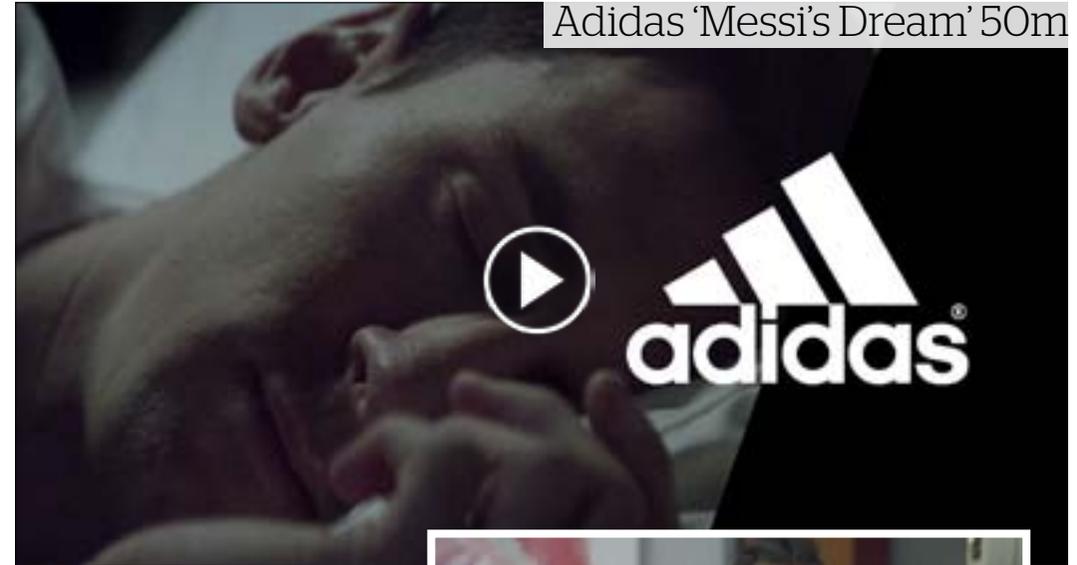
Nike 'The Last Game' 68m



Nike 'Winner Stays On' 91m



Adidas 'Messi's Dream' 50m



Adidas 'House Match' 19m

YouTube viewing statistics alone might suggest that Nike's ambush ads triumphed in the YouTube sports brand battle, but many marketers would argue that it was FIFA partner adidas that won the World Cup war.

Beats 'The Game Before The Game' 24m



Samsung 'Galaxy 11 - Training' 55m



Samsung 'Galaxy 11 - Match P2' 17m



Samsung 'Galaxy 11 - Beginning' 15m

Sony 'One Stadium - 4K Experience' 1m





Coca-Cola 'One World, One Game' 4m



Pepsi 'FutbolNow' 3m



FIFA > Rights Owner Activation

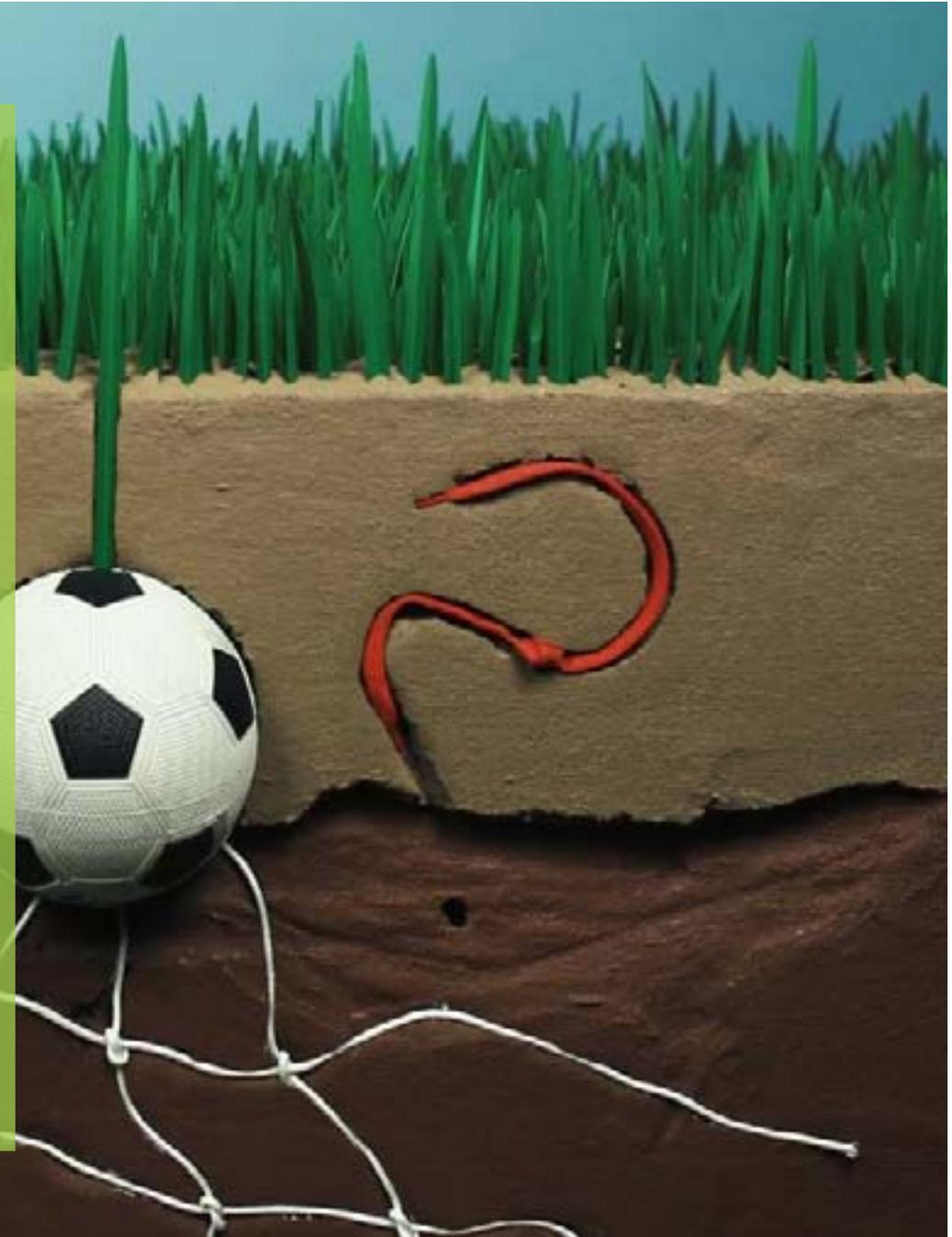
Traditionally property owners keep their own consumer-facing campaigns to a minimum to avoid cannibalizing their partnership offerings. But Brazil 2014 saw FIFA run several campaigns - from its fan engagement 'One Stadium' initiative, to its values-led 'Elements' series. The former aimed to build a mass market FIFA-owned digital space (adding a new strand to FIFA's inventory which offered sponsors further fan engagement opportunities). The latter saw FIFA indirectly address its critics by amplifying its principles and cause programmes. There is now a trend for the most confident and powerful property owners (eg FIFA and NFL) to run their own campaigns and take more direct control over new channels and platforms.

- > FIFA 'Global Stadium'
- > FIFA 'Elements'



FIFA > Global Stadium

Brazil 2014 saw FIFA, for the first time, launch its own multi-channel engagement platform - 'Global Stadium'. Designed as a fan-friendly, international space, with localised elements, the objective was for the rights owner itself to own the global, central social, online and mobile hub for the World Cup and it was designed as a space where fans worldwide could follow the games live and engage with friends, fans, players, coaches and celebrities. By the end of the tournament more than 1 billion fans from every country in the world had gone through the virtual turnstiles - with FIFA's official World Cup digital content generating a staggering 40bn impressions.



Global Stadium > FIFA launches its own 'Global Stadium' initiative for Brazil 2014 – a digital hub offering minute-by-minute World Cup updates.

The rights owner is encouraging football fans to congregate at this online hub – effectively a tournament-specific new section on its revamped website – at <http://www.fifa.com/worldcup/index.html> – which aims to drive social media engagement with FIFA and its property.

FIFA rolled out this central tournament engagement platform on the last day of May and has begun to use the twin hashtags #WorldCup and #Joinin to unify its digital communications through the tournament.

World football's global governing body also launched its first ever Instagram account, the social site's official World Cup Instagram feed, as part of the initiative – see <http://instagram.com/fifaworldcup#>.

The Global Stadium hub will 'open' for all of the World Cup's 64 matches and each game will also have its very own 'Global Stadium' hashtag.

The site will offer users information and content spanning team news, data and statistics, plus it incentivizes engagement by enabling users to vote for the man of the match and win the kick-off ball used in each game.

'We aim to provide an all-round digital companion so that billions of fans can join in and share their excitement. Only the World Cup and digital can create this worldwide conversation,' says FIFA director of communications and public affairs Walter De Gregorio.

Comment > FIFA's fan reach is already huge – it has 280 million Facebook likes and 7 million Twitter followers – and the Global Stadium will not only connect to existing fans, but also looks set to boost these numbers further.

Indeed, its new Instagram account attracted 40,000-plus followers in its first few days.

However, one might question how comfortable sponsor Sony is about this rights holder initiative – as there are close similarities in copy and idea between FIFA's work and Sony's own 'One Stadium' campaign.

The official World Cup partner's own 'One Stadium Live' – a social network curating social media content across different languages into the most 'popular, relevant and recent' tournament topics across Twitter, Facebook and Google+.

Elements > The first week of June saw FIFA also launch a new global campaign, 'Elements' aiming to raise awareness about crucial issues in football and how it is tackling these challenges.

Led by a series of TV spots which will run on official broadcasters around the world during the 2014 World Cup, Elements aims to highlight the governing body and World Cup rights owner's commitment to global football development and to raise awareness in the fight against discrimination and match manipulation.

Ironically, considering the current scandal, media investigation and public outcry surrounding FIFA's process for awarding the 2022 World Cup to Qatar, one of the three commercials 'Pitch Warfare' focuses Anti-Match Manipulation.

The other ads are 'Seeds' (which focuses on football development) and the anti-discrimination 'Fan Of The Match' spot.

These three central animated spots, which come in both 30-second and 15-second versions, will be run during the tournament by all FIFA Media Rights Licensees.

Each 'Elements' ad features simple objects from the world of football – from boots, footballs and goal nets, to goalkeeper gloves, corner flags and referee whistles – as it aims to tell a clear and compelling story.

These are created using the #stop motion' animation technique which aims to not only be simple, but also to ensure its straightforward, non-flashy approach cuts through the often epic and cinematic World Cup advertising avalanche.

London-based agency Klein & Sons produced the Elements campaign, working with specialist Dutch animator Rogier Wieland.

The campaign will be broadcast by FIFA's Media Rights Licensees to television audiences all over the globe during the 2014 FIFA World Cup.

FIFA's Media Rights Licensees allow FIFA to



#JOININ

Enter the Global Stadium and join in the biggest football conversation on earth

Download the Official World Cup app

Download on the **App Store**

ANDROID APP ON **Google play**

FIFA WORLD CUP
Brazil

230,045,240

Global Stadium Attendance
3,078x capacity of the Maracana

Twitter

NEYMAR JR

1 billion+

Global Stadium Attendance



show institutional and social campaign spots as part of their agreements to broadcast matches from the FIFA World Cup, and to support FIFA's development work and football across the globe.

This, of course, provides the governing body with access to a staggering potential viewing audience of billions.

'This huge platform gives FIFA an amazing opportunity to speak to a global audience,' explains FIFA Director of Communications & Public Affairs Walter De Gregorio.

'And we wanted to use this platform in the right way - to tell the world there can be no place for discrimination of any kind in football, or in society, and to raise awareness around the threat of match manipulation.'

'We also felt it was crucial to let more people know about our work in football development, which is where so much of the proceeds from the FIFA World Cup go to. Few people know that FIFA invests more than half a million dollars every day in developing football everywhere, from the grass roots up.'

Comment > FIFA, of course, very publicly proclaims its commitment not only to the grass roots game, but also to eliminating all forms of discrimination and match manipulation from the game.

Yet the organisation itself, increasingly seen as some form of global super-state that demands its own laws in the countries which host its competitions (particularly from a sponsorship protection perspective), is itself embroiled in an international corruption scandal.

Rolling out a campaign like this to coincide with the World Cup may have strategically seemed like a sensible approach when it was planned - after all, it ensures a huge global reach for the messages.

But it doesn't necessarily seem like the best timing now with newspapers around the planet and fans across the globe discussing possible corruption and a lack of transparency within the organisation itself.

Perhaps the rights owner should take a leaf out of the modern marketing book used by so

many of its sponsors and ambushers and learn how to be constantly flexible with its engagement and adapt its approach and messaging in real time to suit the current news and events cycle?

Although FIFA might see the campaign as a means of defending itself against the accusations and a way to help restore its reputation.

Furthermore, this campaign, when viewed in tandem with the governing body's launch of its 'Global Stadium' World Cup engagement platform (see case study) last week, may mark a slight change in strategy.

As in the past football chiefs have tended to be very limited in the efforts they go to in order to try and engage fans directly.

This used to be seen as one of the sponsor/ambusher advantages in activating around the World Cup. <



Links:

> FIFA Global Stadium Website:
<http://www.fifa.com/worldcup/>

> FIFA Global Stadium Twitter:
<https://twitter.com/FifaWorldCup>

> FIFA Global Stadium Facebook:
<https://www.facebook.com/fifaworldcup>

> FIFA Global Stadium YouTube:
<https://www.youtube.com/user/FIFATV>

> FIFA Instagram:
<http://instagram.com/fifaworldcup>

> FIFA Website:
<http://www.fifa.com/>

FIFA Partners

FIFA top tier partners are, unsurprisingly, amongst the very biggest and most sophisticated names in sponsorship. These six brands are collectively estimated to have paid around \$730m in 2014 for their global rights to all FIFA events. Little wonder then that they also invest staggering sums in their activation in order to maximise the value of those pricy packages. On the surface they share a set of strategic similarities: they almost all plan meticulously, they all act both globally and locally, most activate across multiple channels and dovetail their major event work with their ongoing, umbrella marketing. All sponsorship professionals can learn something valuable from this group.

- > Adidas 'All In Or Nothing'
- > Coca-Cola 'The World's Cup'
- > Emirates 'All Time Greats'
- > Hyundai / Kia 'Glorious Journey / BecauseFutbol'
- > Sony 'One Stadium'
- > Visa 'Everywhere / Flow Faster'



Adidas > All In Or Nothing

The official sports equipment supplier, which first sponsored the World Cup in 1970 and has extended to 2030, built its 'All In Or Nothing' strategy around maintaining its global football category leadership in the face of fierce Nike competition. It's brave 'opt in' approach offered fans an unprecedented depth of social content primarily across Tumblr, Twitter, Soundcloud and Facebook, while its epic Messi-fronted 'The Dream' spot sat at the heart of a global ad campaign which also included a samba music and game strand and a chant challenge. It also ran parallel activation strands for its Brazuca World Cup ball, its BattlePack World Cup product line, plus player ambassadors and team partners.



Adidas cites Brazil 2014 has an outstanding success: achieving a record Euro 2bn+ football sales, it selling a record 14m balls and 8m shirts, solidifying its position as the world's leading football brand despite Nike's aggressive ambush. Being the most talked about World Cup brand on social media, adding a further 5.8m social followers - plus it partners with all three golden award winning players, both finalists and the winners.

The final saw the German sportswear giant activate its umbrella 'All In Or Nothing' message by supplying the match ball, kitting out the referee and the ballkids, in-stadium boards, partnerships with both Argentina and Germany, player ambassador deals with golden ball and golden glove winners Messi and Neuer.

During the tournament, from its 'Posto adidas' base, the marketing team ran a co-ordinated set of planned, anticipated and reactive content to drive its fan engagement and conversation.

Focussing its real-time campaign on share of voice and reactive moments, early results show adidas earned around 1m Twitter mentions of #allin - more than three times as much as any other brand during the tournament.

But adidas' 'All In Or Nothing' path to winning the World Cup began long before the live team began its work?

I Am Brazuca > Other than tactical, often count-down-led activations, Adidas' work really got underway with the 3 December 2013 launch of the official ball 'Brazuca'.

FIFA partner adidas and Nike began a football marketing battle in the first week of December as adidas unveiled its Brazuca ball and Nike aimed to disrupt the official sponsor's space with a viral launching its own latest Ordem ball.

Adidas unveiled the Brazuca at a launch event in Rio de Janeiro featuring 3D projection light mapping and a gathering of football stars and celebrities from around the world (including former winning captain Cafu, Dutch legend Seedorf and Flamengo forward Hernane).

Adidas' new ball, also used the launch party to announce it is giving away Brazuca balls to all

babies born in Brazil on that Tuesday.

Parents of every baby born on the its launch day can redeem a Brazuca - an informal Brazilian word often used to describe national pride - this weekend by presenting a birth certificate at selected locations in all of Brazil's 12 World Cup host cities.

The name itself came after last year's public vote by Brazilian fans

The giveaway spearheads the PR phase of a marketing campaign based on the idea that every Brazilian is born with a football by his or her feet

The new ball is composed of six interlocking symmetrical panels made of a polyurethane casing material and features a colourful all-over swirl pattern of red, blue, green and black. The pattern echoes traditional multicoloured wish bracelets often seen on the wrists of Brazilians and aims to reflect the fun and energy associated with Brazilian football.

This theme is also explored in the product's marketing, including the launch TV commercial which features young Brazilian playing on the beach as well as some of the biggest World Cup teams and star players (all of whom are adidas partners or brand ambassadors of course).

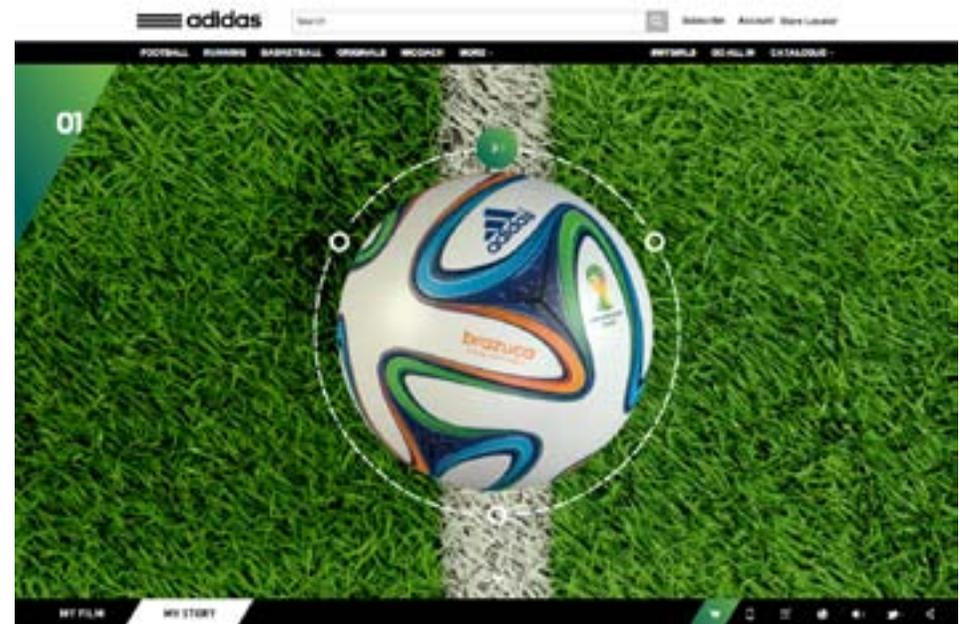
The TV spot includes the copy 'Love me or Lose me' and the tweaked adidas hashtag #AllIn or nothing'.

The commercial is set to The Kinks track 'All Day and All Of The Night'.

The official World Cup ball underwent a rigorous two-and-a-half-year testing process with input from some of the world's top players (many of whom appeared in the ad) including Messi, Schweinsteiger, Casillas, plus adidas teams such as AC Milan, Bayern Munich, Palmeiras and Fluminense.

There is also a innovative 360-degree interactive version of the ad, which allows viewers to see the ball's (well the ad's creative anyway) from the ball's point of view or from that of various players.

This version drives consumers to follow the ball's own Twitter feed with the line '#See what I





see @brazuca'.

Other promotions for the ball range from an online production video, to traditional ads and work right across the adidas football channel that includes exclusive access to brand ambassador players, behind-the-scenes team content.

As ever, rival Nike ambushed the adidas by unveiling its own new ball – the Ordem – by launching viral on YouTube on 2 December (the day before the official adidas launch event).

Nike's new ball launch commercial film sees Wayne Rooney surprise Rory McIlroy at the first tee by taking him on for a round of golf: McIlroy plays normally, while Rooney kicks the new ball at the hole (of course, it doesn't actually fit in the hole).

The underlying message aims to showcase the new ball's high quality flight control through its aerodynamic grooves.

The film for the ball, which is available on sale via digital Nike channels from 5 December, was shot on a Cheshire golf course and also features a cameo from former Brazilian football superstar Ronaldo (thus linking it indirectly to the Brazil 2014 and ambushing adidas World Cup ball).

Thus tweaking a creative approach it took with its Johnnie Wilkinson/David Beckham kicking viral back in 2003.

Nike's new ball is being used in a set of pre World Cup friendly matches played by the 10 Nike sponsored teams in the 2014 World Cup, including Brazil.

Post launch, as the tournament approached, Adidas is adopting an anthropomorphic approach to its marketing of the official ball of the 2014 World Cup – the Brazuca.

A special version of the Brazil 2014 Brazuca was created for the campaign with no less than six cameras embedded into the ball – nicknamed 'Brazucam' – which was then sent on a personalised tour of the football world.

The sports brand and official FIFA sponsor, in tandem with agency TBWA, developed a multi-country tour for the World Cup ball and filmed its adventures across key football markets (a mix of countries in which either adidas or Nike has the

national team's shirt deal) as it made its way to host nation Brazil.

The ball's World Cup tour – spanning England, Spain, Germany, Japan, Mexico and the USA – produced country-specific ball's-eye football footage which aimed to offer soccer fans a fresh 360° perspective of the game and its star players.

Rolling out web-episodes from each market featuring pick-up games, behind-the-scenes footage and starring Adidas player ambassadors (including Xavi Hernandez, Dani Alves, Christian Tello, Philip Lahm and Bastian Schweinsteiger) all shot from the ball's perspective.

Fans can follow the ball's journey via Twitter at @brazuca (<http://twitter.com/brazuca>) for real time tour updates.

The name of the anthropomorphised ball is a play on the official World Cup ball's name, Brazuca – a Brazilian term referring to both national pride and Brazilian expats.

After the ball's initial integrated and interactive launch campaign late last year (see case study), the tour is introduced in late March 2014 with an initial 'I Am Brazuca' film (689,000 YTVs).

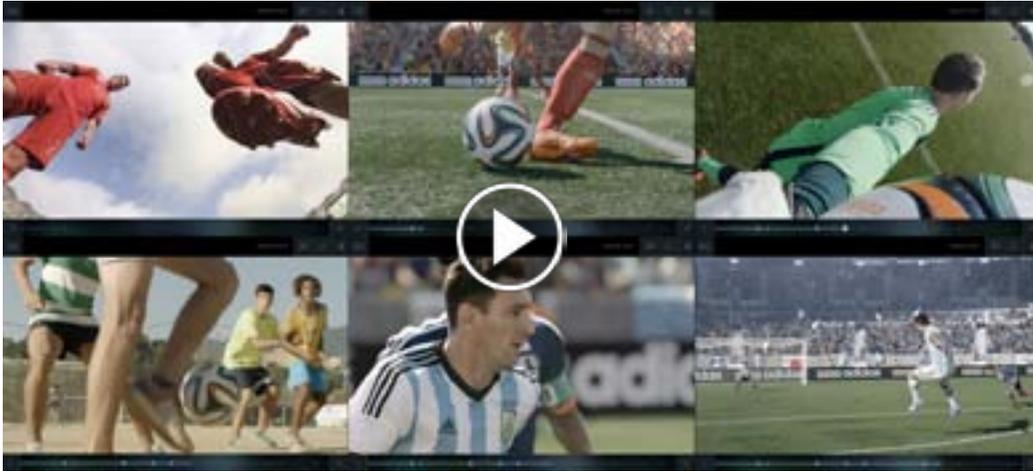
This ad saw the humanised object invite fans to 'come join me as I meet some of the world's best players, attend matches and play with fans. With six eyes and 360° views, I will see and share the love of football around the globe like never before'.

The initiative then rolled out individual films from Spain (7 April – 176,000 YTVs), Germany (14 April – 130,000 YTVs), England (21 April – 67,000 YTVs), Russia (28 April – 69,000 YTVs), Japan (5 May – 82,000 YTVs), USA (10 May – 26,000 YTVs) and Mexico (19 May – 144,000 YTVs).

The initiative then subsequently blends with adidas' main global World Cup campaign thread which launched on 24 May to leverage with the UEFA Champions League Final (which adidas also sponsors).

Comment > Adidas says it is on track to sell more than 14 million Brazuca balls – one million more balls than in the year of the 2010 FIFA World Cup.

The @brazuca Twitter handle, was, according





to the brand itself, the largest growing account on the platform during the World Cup tournament growing over 2.98m (603%).

The @brazuca handle was also one of the most engaged Twitter handles compared to other brands in the sports category during the tournament, with 530,000 user interactions.

The anthropomorphic approach to ball marketing initially seems inventive and original.

But perhaps the relative drop off in the YouTube views as the episodes rolled out suggests its more of a one-off bit of fun rather than a new camera angle that adds to ongoing football coverage.

The technology is certainly clever and the perspective on the game itself seems fun and fresh - momentarily.

But from the campaign's web film footage, don't expect football fans to start campaigning for permanent ball cameras to be added to their everyday football TV consumption. <

All In Or Nothing > Adidas launched 'All In, Or Nothing', the core phase of its global World Cup global campaign in late May led a new 60-second TV spot fronted by Lionel Messi (and featuring a new Kanye West track) called 'World Cup Dream'.

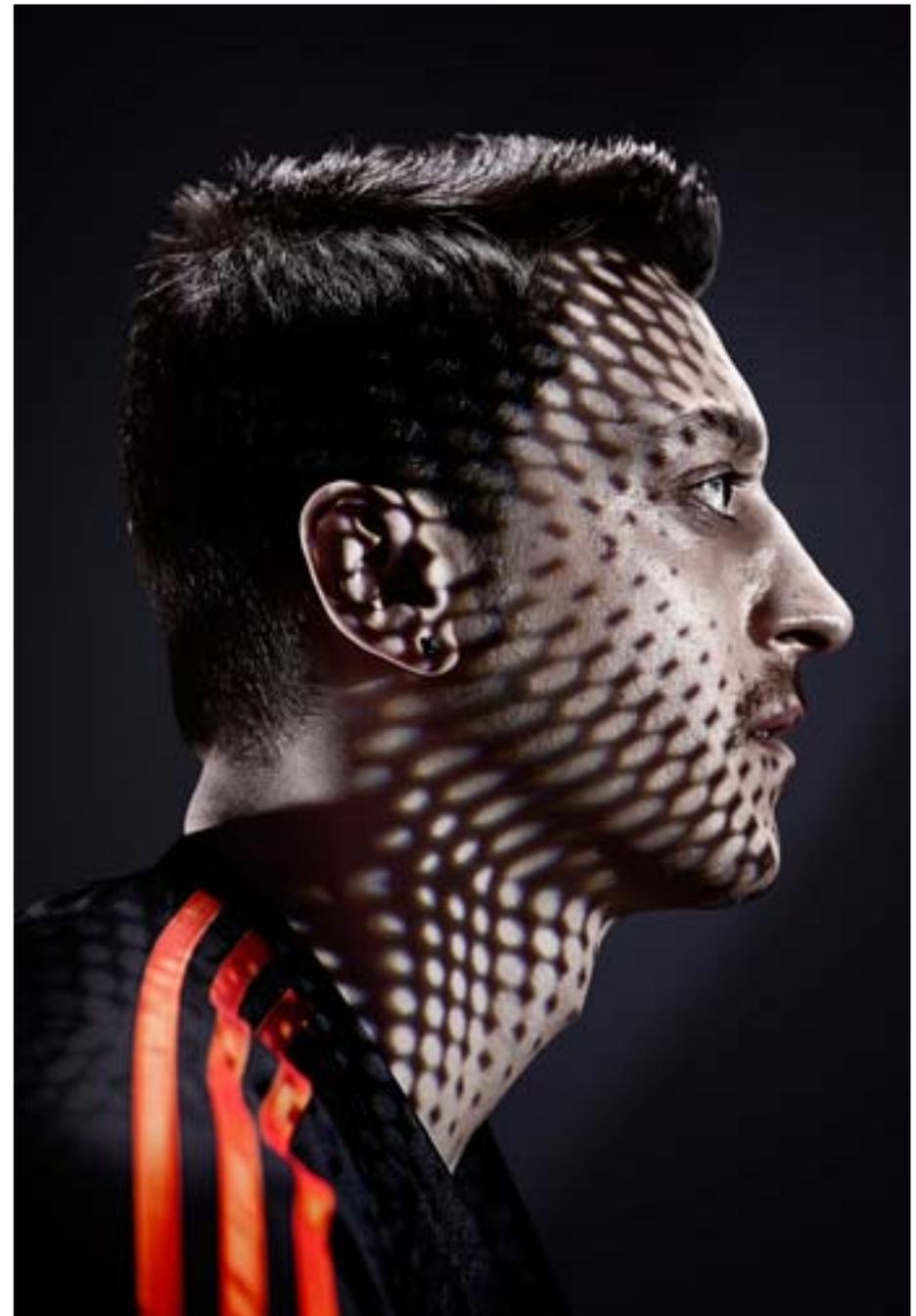
In addition to the Barcelona and Argentina superstar, the spot features several other adidas player ambassadors including Luis Suarez (Liverpool and Uruguay), Dani Alves (Barcelona and Brazil) and Bastian Schweinsteiger (Bayern Munich and Germany).

All of whom appear in training hard for the tournament and disturbing Messi's troubled dream.

After linking up with Kanye West in December 2013, this ad also marks the first time the rapper has written and recorded a new track specifically for adidas marketing activity.

The TV ad broke during the half-time commercial break of the UEFA Champions League final between Real Madrid and Atletico Madrid.

During the Champions League Final itself adidas, the official partner of both UEFA and FIFA, simulta-





neously used its GamedayPlus Command Centre to curate in-game moments, collate match stats and fan content, plus highlights from its experiential zones in Lisbon alongside feedback to the new World Cup advert.

This central, global Brazil 2014 campaign – arguably the fourth strand of adidas’ World Cup work following ‘I Am Brazuca’, ‘Battle Pack’ and ‘Fast Or Fail’ – represents the biggest global marketing push in the sportswear giant’s history.

While the spearhead spot links to adidas’ ongoing World Cup work, it does so on an ‘opt in’ basis.

The spearhead spot, directed by City of God’s Fernando Meirelles, ends with two buttons (‘All In’ and ‘Nothing’).

While those watching the ad online who click on ‘All In’ will receive all of adidas’ World Cup content through the tournament, those opting for ‘Nothing’ will find themselves blocked out of further Brazil 2014 adidas communication, social media activity and CRM initiatives.

Indeed, Adidas has shot more than 100 pieces of film content to use as the tournament unfolds and these will be released to those who opt in via Twitter and email.

These films have been created in response to likely/possible World Cup scenarios and events and will be rolled out in low latency and in real time.

Of course, depending on what actually happens, some of them seem destined never to be seen, while others may go viral around the world.

Developed by TBWA, the ad rolls out almost a month after Nike’s global blockbuster ‘Risk Everything: Winner Stays On’ work, the wider campaign’s media spend is reported to be in excess of £50m.

‘This ad presents the #allin or nothing’ attitude by showcasing the dedication and commitment required to winning this great tournament. Giving anything less than everything will not win the World Cup,’ said Adidas global brand marketing director Tom Ramsden.

‘We are incredibly proud of this film and the entire ‘all in or nothing’ campaign. At Adidas, we

believe the only way to play sport, unlock your potential and get the most out of the biggest event in sport, is to be “all in”.’

Comment > This opt-in tactic reflects adidas’ focus on quality engagement and permissive interaction, rather than a simple eyeball-led, quantity-focused approach.

Comparisons between adidas official TV ad and Nike’s ambush spot are an inevitable aspect of World Cup (and Olympic) marketing.

This new blockbuster spot suggests Adidas has learnt from its 2010 World Cup experiences, where its flagship campaign, whilst visually impressive, was seen by many as being overly complex and as being overshadowed by Nike’s epic ‘Write The Future’ ambush film.

Indeed, in terms of YouTube view, it looks like Adidas Brazil 2010 flagship spot will give Nike’s ad a run for its money.

Rival Nike’s ‘Winner Stays On’ ad was released on 25 April and which has since racked up 67.5m YouTube Views), while Adidas’ spot has garnered 30m views in just a few days.

While Nike’s approach is a little more light-hearted, Adidas has opted for an edgier, tighter and altogether more serious tone.

Yet, some may feel there is too much similarity between the two rival campaigns. Not least because both revolve around a similar theme – ‘Risk Everything’ and ‘All In, Or Nothing’.

Of course, it today’s real time, event response engagement environment, which brand triumphs at the tournament won’t be known until after the World Cup finishes.

But adidas has been fairly clear about its underlying objectives.

The company is targeting €2bn (£1.6bn) from its football sales this year – as it looks to offset recent declines across several key markets and categories (group sales fell 6% year-on-year to €3.5bn (£2.9bn) in the latest quarter. <

French Coach Crush > In France Adidas launched the central strand of its Brazil 2014 World Cup activation with a PR stunt that saw the FIFA





partner and former French team sponsor crush France's infamous team bus that symbolised the disaster of the country's 2010 tournament.

Les Bleus South African tournament nightmare saw Raymond Domenech's side exit in the group stages after a string of poor performances and a player revolt at their base in Knysna that saw France's soccer stars storm off the pitch during a training session and board the team bus in a form of protest player strike.

The protest was a reaction to Nicolas Anelka being sent home after arguing with the manager during the half time break of the team's two nil defeat to Mexico and the aim behind the coach crushing stunt was to vanquish all memories of that last disastrous World Cup campaign.

One which brought an end to Domenech's managerial reign and saw captain Patrice Evra banned for five matches for his own role in the revolt.

A giant articulated crushing arm completely shredded the bus - which carried the slogan 'Team France World 2010'.

Adidas tactic was to invite 400-plus members of the French national and sports press to the event as a symbol of the team's renewed dedication to the 2014 tournament and to promote the launch of the brand's global World Cup campaign 'All In Or Nothing' (see case study).

'The Knysna bus is a strong ball that prevents the team from France to calmly deal with the World Cup in Brazil symbol. This is why we decided to destroy it,' explains Adidas France director William of Monplanet.

Comment > It didn't seem to matter much to the assembled journalists that adidas was actually squishing a replica bus.

BNor that Adidas is no longer the backer of the French national side.

Adidas was the supplier of Les Blues up until the 2010 World Cup, but the French team has since signed up with rival Nike until 2018 in a partnership reported to be worth €42million per year.

Thus the stunt turned the typical World Cup relationship between the two brands on its head

- with Nike being the incumbent official partner and adidas this time playing the role of ambusher.

The German giant's guerrilla work prior to kick off in Brazil not only promoted its own World Cup campaign launch, but also acted as a spoiler to Nike's March launch campaign for its French World Cup kit. <

House Match > If you think former players spend their retirement sat at home watching football on TV then the opening scenes of Adidas' latest World Cup 'All In Or Nothing' initiative, 'House Match', confirm your suspicions..

But when legends Beckham and Zidane then challenge current stars Gareth Bales and Lucas Moura, to an impromptu kick about in Beckham's house their competitive instincts return and havoc ensues.

The spot, from agency TBWA\Chiat\Day, was created by Linda Knight and John Figone and directed by City Of God's Fernando Meirelles and Cassiano Prado via O2 Films and Saville.

Meirelles and Prado also linked up to helm last month's earlier Adidas blockbuster 'All In Or Nothing' World Cup commercial fronted by Lionel Messi and scored by Kanye West.

'Soccer stars are so used to being filmed that they've almost become actors. I was amazed to see how collaborative they were,' commented Meirelles on the filming.

'Now that Beckham is retired from playing soccer, he could easily move his career straight to acting if he wanted and I mean that. That day's shoot was pure fun.'

Comment > Adidas is better known for blockbuster epics in its World Cup film work, so this more light-hearted and fun approach is a bit of a chance in tactic.

It also adds a different flavour from the more serious 'Messi's Dream' spot that preceded it within the umbrella 'All In Or Nothing'.

Incidentally, Nike's pre kick-off Pixar-style animated film 'The Last Game' also marked a change in creative direction from its more familiar emotionally powerful cinematic commercial style.





With 13.7 million YouTube views to date, the spot's online popularity suggests that not all World Cup commercials have to be cinematic epics.

Plus bringing Beckham back to the forefront of Adidas 'All In Or Nothing' at this point seems sensible as the former player is generated extra interest at present through his recent BBC documentary on Brazil and also his high profile appearance alongside Prince William to launch a new joint venture called #WhoseSideAreYouOn (part of the Duke of Cambridge's United for Wildlife foundation). <

Battle Pack > Blah. A month before Brazil 2014 kicks off FIFA partner rolls out a boot-led, product-focused thread within its 'All In Or Nothing' World Cup campaign called 'Battle Pack'.

The initiative launches the brand's official World Cup footwear collection, in development since 2012, via a highly stylized spot featuring futuristic fighting tribes and powerful black and white imagery and showcasing its latest football boots.

The black and white imagery reflects the boots own 50:50 two colour scheme and the work features five pairs of boots – one from each of the brand's ranges (Adizero, F50, Predator, Nitrocharge, 11Pro and Adizero F50 Messi).

The only other colour featured on all five pairs is the fiery gold on adidas' iconic three stripes logo – representing the FIFA World Cup trophy itself.

(Although the Adizero F50 Messi is an exception as it includes an Argentinian-inspired blue and white colourway).

Based on a Brazilian theme, both the boots and the advertising creative are 'inspired by the war paint of native warriors and the iconic pavement patterns of ancient Mesopotamia perfected on the Copacabana beach'.

Across television, print, online and mobile, the tribal war mentality and battle preparation themes runs throughout the creative with war paint shadows across the aggressively snarling faces of player ambassador warrior athletes.

The Battle Pack campaign is led by an introductory 1-minute 15-second umbrella spot, plus a shorter (15-second) collection ad, These are followed by individual product-specific online ads, such as Adizero F50 Messi, the Predator Instinct, the F50, the Nitrocharge, and the 11Pro.

The entire campaign thread also carries adidas' umbrella Brazil 2014 tagline 'All In Or Nothing'.

'For Battle Pack, we wanted the boots to be highly visible on pitch and stand out from the extreme range of colour everyone expects to see in Brazil,' explains Adidas senior VP global football Markus Baumann.

'Our FIFA World Cup campaign is "All In Or Nothing" and this mindset is represented perfectly through the black and white colourway chosen for the boots. In addition, we wanted to pay homage to a unique Brazilian design and the powers associated with the boots and style of the players wearing them. They will help prepare our players for battle in Brazil, as they aim for glory.'

The campaign features all five boots and five soccer stars and each pairs' individual patterns have been designed to express the attributes of both the boot and the abilities of the player type who wears them: speed, bravery, control, energy and agility.

These boots will be worn during the FIFA World Cup by the entire roster of adidas players involved in the tournament: To celebrate the magnitude of this epic event, every adidas athlete at the World Cup: including Lionel Messi, Mesut Ozil, Dani Alves, Luis Suarez, Oscar, Philipp Lahm, Karim Benzema, Javi Martinez, Jozy Altidore, Graham Zusi, Omar Gonzales, Julian Green, DeAndre Yedlin and Timmy Chandler.

Comment > The brand itself claims its adidas Battle Pack series of boots designed specifically for this



FIFA World Cup performed outstandingly, both on and off the pitch - with the adidas adizero f50 being the highest scoring boot of the tournament (with 46 goals) and #f50 being the most used football footwear hashtag on Twitter during the tournament with 257,000 mentions.

As ever with major football events, adidas' work goes head-to-head with rival Nike's marketing and in the Brazil 2014 boot battle this adidas campaign compete with Nike's latest Magist and Superfly campaigns.

Indeed, it seems that this sportswear brand battle is the real 'us vs them' fight that adidas had in mind when developing its creative campaign theme, imagery and messaging.

Much of the campaign copy certainly reflects this underlying category competition

'You have a choice. Fear or be feared. Hunt or be hunted. Evolve or die. Now or never. It's black or white. all in or nothing.'

This boot-focused, product-led strand to its World Cup marketing arsenal launched just days before its core, global Brazil 2014 'All In Or Nothing' initiative.

Throughout the tournament, adidas aims to continue to link its creative by bringing fans an insider look at the preparation for battle.

The boot-focused marketing thread, also dovetails with adidas' previous ball-led 'Brazuca Around The World' campaign and its Messi-fronted 'Fast Or Fail' gaming initiative.

Together they form a multi-pronged World Cup activation approach as adidas attempts to reverse poor sales figures in the last quarter and fight back against rival brand and infamous World Cup guerrilla marketer Nike. <

German Market Success > With one of the richest histories in international football, big shirt sales for its home team German kit played a major role in adidas announcement that it would achieve its 2014 soccer sales goal of €2bn+ (\$2.7 bn+) and beat Nike's challenge to remain the world's number one football brand.

In this crucial World Cup year, adidas reported sales of German kits have topped two million

- up 30% from the company's previous highest single year sales which were back in 2006.

Indeed, it seems the German team is becoming a global brand as more than 500,000 shirts have been sold outside Europe (compared to 300,000 at the last World Cup in 2010).

In Germany the national side's strip was unveiled by adidas with a campaign that kicked off back in November 2013 under the tagline 'Unsere Farben / Oder Keine' (Our Colours Or Nothing)'.

This began with a launch event fronted by Mesut Ozil and Julian Draxler and with promotional images shot by photographer Jason Gould on location at the Allianz Arena Munich.

This was followed by a marketing push led by a spot featuring both players and others stars of the national side.

This was supported by an integrated push across press, outdoor, online and in-store push.

The new light home kit, made from adizero material, consists of the traditional white shirt and introduces white shorts and socks with a striking new chest graphic made of different red strands which interpret the German flag.

Three stars on the chest symbolise the World Cup successes in 1954, 1974 and 1990, while additional silver design elements include the new DFB logo and an in-collar slogan.

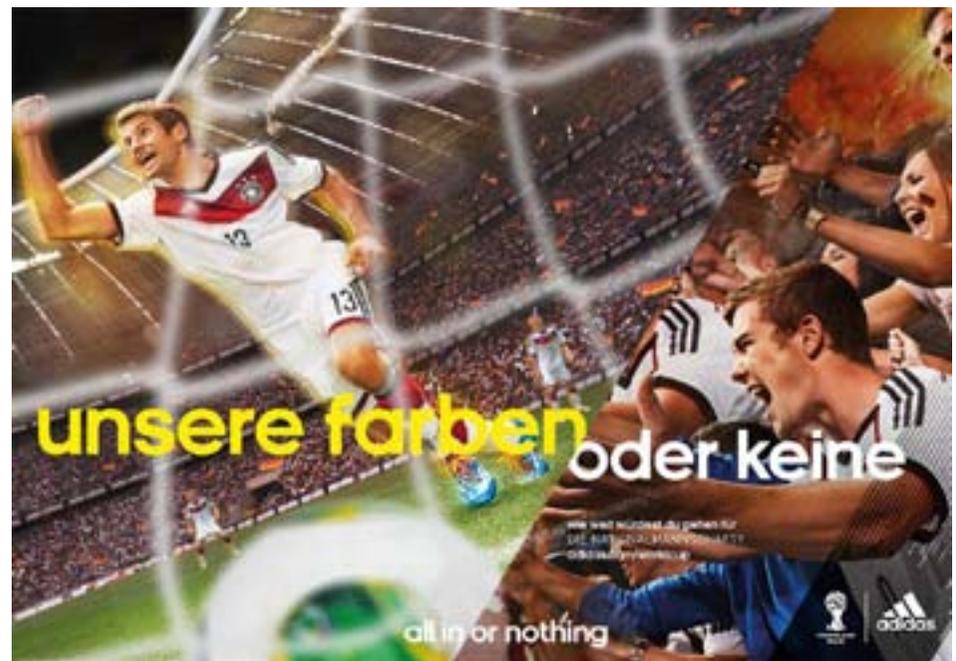
This new kit was first worn on 15 November at a Germany v Italy friendly in Milan.

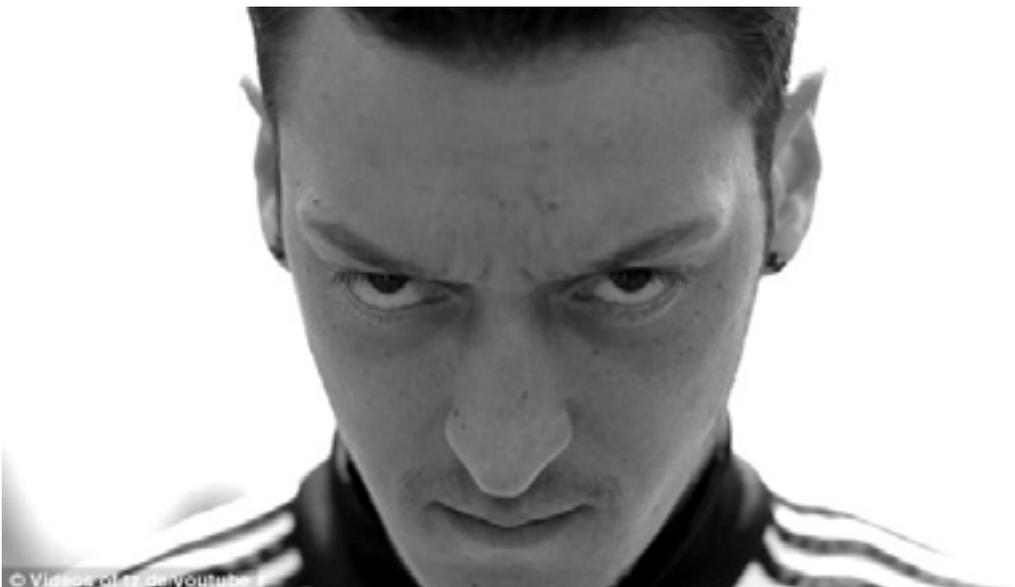
Further insights into the adidas marketing strategy around the German national team come in the form of a behind-the-scenes online look at its activation around the national squad fronted by adidas' 'Sports Marketing Assets Manager' for the German National Team Christian Staatz.

Staatz, the liaison between adidas and the national side and its players, offers unique perspective on the campaign as he worked alongside national team stars like Thomas Müller and Julian Draxler to promote the shirt and the team.

Staatz, the DFB asset manager, is one of many as adidas has a team asset manager for every partner organisation or club.

This role ranges from marketing, to dealing with personal product supply and modifications.





Statz online video is part of an ongoing, wider series of behind-the-scenes clips exploring adidas employee roles around the World Cup.

For example, another online adidas marketing insider view came in the form of following Melanie Steiner, of the adidas global sports marketing football department, who is the on-site point of contact for the FIFA and the Local Organization Committee.

While Germany has been a core market for the global adidas 'All In Or Nothing' World Cup marketing campaign and the international creative has aired across the country, it has also seen several market-specific strands within the umbrella campaign.

For example, back in April the umbrella 'Brazuca World Cup Ball Tour' campaign (see campaign case study) went to Germany on a leg of its pre-tournament, first person tour to learn 'about the spirit and the love of this beautiful game'.

In May, further German strands within adidas international campaign work, included Lucas Podolski leading the German strand of the 'Cow Heart' campaign (which used the tagline 'During the World Cup, I will give my heart to the cause'), while fellow nation team stars Schweinsteiger, Muller, Neuer and Ozil all fronted German versions of the umbrella 'Battle Pack' campaign (see case study), with unified and individual spots, and even a local German market 'handover' spot.

Adidas's current success with the German national side partly reflects its long established relationship with its home country's national team. Adidas first sponsored Germany in 1954 and its contract runs up until at least 2018.

Comment > Nike may have overtaken adidas in many other categories, but football seems to be one space where the official FIFA partner still tops the table.

Nike's mammoth 'Risk Everything' campaign, combined with its sponsorship of 10 World Cup teams, as well as two of the tournament's biggest stars in Ronaldo and Neymar, formed an aggressive campaign aimed at toppling adidas' top of the league status.

Nike hoped this strategy would exceed its 2013 \$1.9bn soccer sales (out of its total sales of \$25bn) and rocket it to the top spot.

But the German giant has announced it believes it will keep its number one football status this year. <

Links:

- > [Adidas YouTube](#)
<http://a.did.as/17hC6R2>
- > [Adidas Twitter](#)
<https://twitter.com/adidasfootball#AllIn>
- > [Adidas Facebook](#)
<https://facebook.com/adidasfootball>
- > [Adidas Tumblr](#)
<http://adidasfootball.tumblr.com/>
- > [Adidas Football Instagram](#)
<http://instagram.com/adidasfootball>
- > [Adidas On Soundcloud](#)
<https://soundcloud.com/adidasfootball>
- [Adidas Website](#)
www.adidas.com
- > [Adidas French Coach Crush Stunt YouTube](#)
<https://www.youtube.com/watch?v=12y6xQvauEA>
- > [I Am Brazuca Website](#)
<http://adidas.com/brazuca>

> Coca-Cola > One World / The World's Cup

The largest campaign in Coca-Cola's history the depth and breadth of its activation is unprecedented. With creative assets inspired by Brazilian street art, its 'The World's Cup / One World' concept celebrates the power of football to create happiness. It spanned multiple activation platforms stretching from leading the pre-event international 'The World Cup Trophy Tour' and a host nation mini-bottles promotion, equality and ecology strands, to a Happiness Flag fan-created mosaic, a 'World Is Ours' anthem, on-site venues experiences, a series of local market promotions, rewards, and installations, plus a blockbuster social 'One World' film ad campaign.



Structurally and strategically, Coca-Cola's marketing programmes are increasingly known for following a 70-20-10 structure and this is roughly being applied to Brazil 2014 too: with 70% of investment goes to tactics that the brand knows works, 20% to making the 70% work harder, and the remaining 10% is spent on experimental tactics.

Regardless of which of the above categories its 2014 World Cup work slotted in to, the overall campaign's visual identity, which aims to represent the brand's umbrella themes of 'happiness', 'togetherness' and 'celebration', was created in collaboration with Brazilian street artist Speto.

It blends the classic colours and characteristic designs of Brazilian street art with the faces of four young people from Brazil.

The World's Cup > Celebrating soccer as a social good, Coca-Cola launches its Brazil 2014 'The World's Cup' campaign – the biggest marketing programme in its history.

The global initiative is introduced by a two-minute launch story-telling spot, 'One World, One Game', which follows four football teams who's players and communities have overcome life's challenges, hardships and tragedies through their love of the game.

Developed by creative agency Wieden + Kennedy São Paulo, the soccer sides starring in the spearhead commercial are from four different parts of the planet: Otsuchi (Japan), Eastern Europe, the Amazon and Ramallah (Palestine).

The spot tells their stories and sees Coca-Cola surprise each team with invitations to Rio de Janeiro to not only see the preparations for the World Cup, but to also attend matches and even to carry the national team flags onto the pitch for the Germany v Portugal match on 16 June.

The spot is effectively Coke's invitation to the world to celebrate football as a force for social good.

'Through "The World's Cup" Coca-Cola wants to celebrate real people playing football, demonstrating how the game is a force for a more inclusive and connected world,' says Coca-

Cola EVP and Chief Marketing and Commercial Officer Joseph Tripodi.

The spearhead TVC is merely the arrowhead to a rich vein of content that includes a set of documentary-style short films built around a 'Where Will Happiness Strike Next' idea.

The web videos, which were shot during stops in the Coke-backed FIFA World Cup Trophy Tour, continues the 'social good' theme with subjects stretching from a blind team in Brazil, to Argentina's famous 1978 World Cup winning 'Soul Embrace' celebration, and a team of South African grannies (aged 50 to 84)..

Thus, rather than being a pre-event add-on, Coke's Trophy Tour sponsorship (which spans 90 countries and has featured in 2013 Coke commercials), it neatly underpins the entire central campaign.

The ongoing Trophy Tour creative also revolves around the 'soccer for social good' theme – such as the recent 'Unsung Heroes' commercial.

As with Coke's recent global event blockbuster campaigns, its Brazil 2014 work also has an original musical anthem

'The World Is Ours', the official Coca-Cola Brazil 2014 song, features vocals from Brazilian born David Correy who travelled the globe championing the tune and taking a crowd-sourcing style approach to encouraging local artists to put their own flavour on the track.

This sees Coke continue its strategy of blending music and sport in its global sponsorship activation campaigns – as it did with its London 2012 Move To The Beat campaign.

The song, which features vocals from David Correy and sounds from Monobloco, a Brazilian street band, and it brings the music of Brazil to the world and captures the rhythms of samba, baile funk and technobrega.

The song can be heard on Spotify or by visiting www.cokeurl.com/worldisours or on Coke's YouTube Channel.

Other major elements of the overall activation include a 'Happiness Flag' photo-mosaic (constructed from photos and tweets uploading







Coca-Cola HAPPINESS FLAG

3.5 MILLION TOTAL IMAGES

223,206 FAN PHOTOS

FROM 207 COUNTRIES

PRINTED ON 192 TONS OF FILM

29 DAYS TO PRINT

3,015 SQUARE METERS

WELCOME TO BRAZIL

1. Happiness is a feeling, not a place.
2. Happiness is a feeling, not a place.
3. Happiness is a feeling, not a place.
4. Happiness is a feeling, not a place.
5. Happiness is a feeling, not a place.
6. Happiness is a feeling, not a place.
7. Happiness is a feeling, not a place.
8. Happiness is a feeling, not a place.
9. Happiness is a feeling, not a place.

FIFA Official Licensed Sticker Album

My packs

My stickers

Swap Stack

100% ALUMINUM

2014 FIFA WORLD CUP Brasil

FIFA

2014 FIFA WORLD CUP BRASIL

Off the Pitch

The Teams

History: Legend

History: Rookie

GAMING

Coca-Cola



by fans and Coke drinkers around the world) featuring fan faces and good luck messages.

This flag will appear on-pitch before the tournament's first game in Sao Paulo on 12 June.

Indeed, mobile engagement is playing a key role in Coke's 2014 World Cup activation with work stretching from a mobile-led photo-sharing component to a handset-focused digital sticker program.

Coca-Cola, which in the past used physical books for player stickers that can be traded with friends as part of its World Cup efforts and Brazil 2014 sees the soft drinks giant add a digital strand to its World Cup sticker program.

This time around a mobile app lets consumer collectors swap trading cards.

Furthermore, Coca-Cola is integrating promotional PIN codes into the app so that consumers can buy the virtual stickers.

Another innovative aspect of Coke's World Cup work in Brazil is the release of mini interactive bottles that give consumers a chance to get socially involved with football in general and the tournament in particular.

While limited edition, big event bottle and can packaging is a long standing sponsor tradition, Coca-Cola's release of a set of 18 mini-bottles in Brazil to commemorate the World Cup has an interesting interactive element.

The bottles are designed to represent a World Cup host nation and while none of them actually contain any liquid, they do enable fans/drinkers to create personal messages and avatars that can be delivered to other bottle owners via Facebook or iPhone and Android apps.

Furthermore, markers on the bottles activate augmented reality animations when they're held up to camera smartphones.

This mini bottle, digital interactive bottle campaign is supported by TV and print work from JWT

I follows last year's initiative which saw Coke release special bottles featuring the Brazilian flag during the FIFA Confederations Cup) and its sponsorship of a series of soccer camps for aspiring young players across the host nation.

Comment > The Coca-Cola Company is one of FIFA's longer serving commercial partners - indeed, the drink's brand has had stadium advertising at every World Cup since 1950.

And it has been an official FIFA sponsor of the World Cup since 1978.

This tournament's activation is certainly an impressively rounded and deep, global multi-platform continuation of Coca-Cola's overarching 'content not commercials' marcoms strategy.

This leverages multiple contemporary activation trends from participation and interactivity, to consumer generated creative and blending sport with music.

Of course, it is hard not to wonder whether the 'soccer for social good' strategy was independently planned before Brazil's street protests or more of a response to them.

Either way, with the street protests that initially kicked off a year ago at Brazil's Confederations Cup warm up tournament still continuing today, Coca-Cola has clearly read the Brazilian public's mood and focused its activation primarily on the social benefits of soccer.

Coca-Cola even disclosed that it has a set of contingency plans to 'soften the celebratory tone' of its World Cup activation in the event of further street protest.

At the initial campaign launch, Tripodi said the drinks giant would react rapidly to any protests 'to make sure our messaging better reflected the mood' of the country.

'That (World Cup) spotlight can act as an opportunity to tell a story of happiness but it can also be a spotlight to tell a story of grievances and concerns that they (the public) have about the direction of the country,' admits Tripodi.

'The Brazilian people are going to rise up and support this World Cup in a big way. Do I think there might be some protests? There may well be. We recognize these things happen. You have to prepare for any contingency.'

Coke is aware the same social media channels it harnesses to engage with consumers to enhance its market position can quickly be used to create a backlash against corporations or orga-



nizations such as FIFA.

Tripodi argues that the worst thing a sponsor can do is be complicit by silence.

'The world we live in now is full of massive disruption, frequent chaos and change all the time. So as a company and as a brand if you are not prepared to respond ... then you aren't going to survive.'

But the brand maintains that any campaign tweaks would reflect its umbrella activation objective is to 'create unrivalled access, participation, empowerment and conversation with the goal of delivering the most accessible and inclusive FIFA World Cup ever'.

Like other FIFA partners, Coca-Cola also has the usual set of vanilla activation rights - such as the in-stadium advertising which it has run at every World Cup since 1950.

Indeed, Coca-Cola has one of the longest commercial relationships with FIFA of any sponsor. The partnership dates back to 1974 and it has been an official sponsor of the FIFA World Cup since 1978. <

World Cup Trophy Tour > The mammoth 92,000-mile global tour of the World Cup trophy took in a staggering 89 countries.

It began in Sao Paulo in September 2012 and finally returned to the host nation in April 2014 when it's final leg took it to Brazil's 27 capital cities.

The journey takes place on a Coca-Cola-branded aircraft and each stop on the tour offers consumers a chance to win free tickets to tour events and the tournament itself via various local market promotions.

On site, fans have the chance to have a souvenir photo taken with the trophy, view a special hologram animation showcasing memorable World Cup moments and participate in other interactive attractions.

The 2014 tour took the world cup trophy to countries throughout Europe, the Middle East, Asia, North America and Latin America before it settles in Brazil for the 2014 tournament.

Interestingly, in addition to China, India, Thailand, Indonesia and Malaysia, the Asian leg also stops at



Myanmar's Thuwunna National Indoor Stadium in Yangon in late December.

This provided Coca-Cola with a focal point to return to marketing in the country for the first time in decades and this provides a vignette of the brand's tour activation.

Coca-Cola returned to the country in 2012 after an absence of 60 years and Leonardo O'Grady, the brand's director of integrated marketing and communications said:

'It is a very special place for us. We have a lot of passion and interest in this new market and the campaign's focus on the World Cup trophy is a great way to show Myanmar being brought into the larger global context.'

'The World Cup is for everyone, it is completely inclusive across diverse social, economic, ethnic and cultural backgrounds, as football is the universally loved game,' says Ogilvy & Mather Myanmar creative director Graham Painter. 'Our team in Myanmar have taken on this sentiment.'

Coca-Cola is basing its first major Myanmar marketing push around its FIFA global partnership and specifically focusing on its sponsorship of the 2014 World Cup Trophy Tour.

The soft drinks giant, in tandem with agency Ogilvy & Mather Shanghai, has rolled out a new TV spot, created in Myanmar itself, revolving around the trophy tour and presenting the brand as a symbol of hope and opportunity.

The creative links the country's struggles and return to the world community through the eyes of three young children journeying from their rural home to the city to catch a glimpse of the world's most famous sporting trophy.

The journey of the three young friends – which includes perseverance and optimism coupled with hope, pride and national connectivity – aims to act as a metaphor for the country's own journey back into the international fold

Supporting the 60-second TVC, the campaign also includes press ads, radio spots, social media work and outdoor executions, plus PR events and a touring roadshow.

The initiative, which includes local talent, began in late November and runs for a month. <

Comment > 2013/14 is the third time, following 2006 and 2010, that Coca-Cola has partnered with FIFA on the Trophy Tour to the world.

It aims to give one million people a chance to get up close and personal with football's most coveted prize in their own communities.

In addition to Myanmar, the tour visits 49 other nations that have never had the opportunity to host the trophy before.

Tour sponsor Coke's aim is to ensure that it is the most inclusive and participatory trophy tour ever and among the key elements of the experience are: Brazilian inspired visual identity, digital consumer engagement, legacy programs and both global and local TV spots.

The tour began with a launch ceremony beneath Rio's Christ the Redeemer statue – attended by representatives from FIFA, Coca-Cola and five players representing each of Brazil's World Cup wins: Zagallo (1958), Amarildo (1962), Rivellino (1970), Bebeto (1994) and Marcos (2002).

Complete tour details, plus videos, pictures and interviews, can be found at the official tour website (www.fifa.com/trophytour), or on the official Facebook page (www.facebook.com/trophytour) and Twitter feed ([@trophytour](http://www.twitter.com/trophytour))

Coke also partnered with Backplane to create a community of the keenest and most committed football fans in the world based around on online hub at www.coca-colafansunited.com.

This site is constantly updated with behind-the-scenes content and provides fans a platform to discuss and debate the world's top sport.

According to EVP and CMO Joseph Tripodi, Coke shares the passion that fans have for football around the world and through our partnership with FIFA we champion the power of football to bring the world together.

'Like all football fans, we're especially excited about the 2014 FIFA World Cup taking place in the spiritual home of football and the 2014 FIFA World Cup Trophy Tour will be our opportunity to take the energy and passion of the host nation, Brazil, and share it with millions of football fans around the world,' says Tripodi. <





Links:

> Coca-Cola 'The World's Cup' Tumblr
<http://worldscup.tumblr.com/>

> Coca-Cola 'The World's Cup' YouTube
<http://cokeurl.com/worldscup>

> Coca-Cola Happiness Flag Website
<http://www2.happinessflag.com/?l=en>

> Coca-Cola FIFA World Cup Trophy
Tour Website
<http://www.coca-cola.co.uk/world-cup/world-cup-trophy-tour.html>

> World Cup Trophy Tour Plane
<http://www.coca-colacompany.com/fifaworldcuptrophytourplane>

> Coca-Cola CokeZone World Cup Site
<http://www.cokezone.com/uk/en/coca-cola/fifa-world-cup-2014>

> Coca-Cola Website
www.coca-colacompany.com

> Coca-Cola Twitter
attwitter.com/CocaColaCo

> Coca-Cola Unbottled Blog
www.coca-colablog.com

> Coca-Cola LinkedIn
www.linkedin.com/company/the-coca-cola-company

> Mynamar Trophy Tour TV YouTube
http://www.youtube.com/watch?v=TeQR9sQ_n84

> Coca-Cola Fans United Website
www.coca-colafansunited.com



Emirates > All Time Greats

FIFA's Official Global Tour Operator took a slightly more low-key approach than most mainstream, mass market sponsors as its target market is somewhat smaller and more specific than many other World Cup partners. Its uniformed cabin crew medal bearers and plane-shaped on-site booths ensured in-stadium presence. It rewarded loyalty scheme members with a ticket promotion and posted tournament related content on its digital platforms. But its main activation was an 'All Time Greats' film-led campaign led by Portugal's Ronaldo and Brazil's Pele. But is this volume of work quite enough from a FIFA top level partner? Will Emirates ever fully activate?



Emirates activation was spearheaded by twin superstar player ambassadors in the form of Brazil legend Pele and Portugal captain Cristiano Ronaldo.

The former was initially signed up in January 2014, while the latter came onboard in March. The two stars fronted Emirates events and led the airlines central advertising campaign too.

Another element of Emirates' activation saw it post a range of World Cup content on its digital and social channels (including Facebook, Twitter, YouTube, Instagram and Google+ pages).

Emirates also ran a ticket promotion which saw the airline run a competition for 14 pairs of Brazil 2014 VIP passes for its 'Skywards' loyalty programme members.

In Brazil, Emirates erected plane-shaped booths on-site at all the host stadiums which, in addition to promotional material, also included interactive fun - such as its belnded physical/virtual football game which challenged fans to kick a ball against a huge virtual screen.

All Time Greats > Who is the greatest footballer of all time? Every football fan has an opinion!

This is the never ending debate that lies at the heart of FIFA global partner Emirates' Brazil 2014 activation.

The campaign is fronted by two candidates for 'greatest' debate - Pele and Cristiano Ronaldo - and led by a 60-second spot premièred at a press launch in Madrid where the airline unveiled Portugal captain and Real Madrid superstar Ronaldo as its latest global ambassador.

Pele himself first aligned with Emirates in 2013 when Emirates became the official airline and shirt sponsor of the NASL's New York Cosmos (a team which has Pele as its honorary president). He then became an Emirates' global spokesman in January 2014.

'Both Cristiano Ronaldo and Pelé are well-known around the world,' says Emirates Corporate Communications and Brand SVP Boutros Boutros.

'It is not only that their names and faces are synonymous with top-quality football, but also

that they have the ability to inspire and connect with people within and beyond the sports arena.'

The commercial's creative takes place in the onboard lounge of an Emirates Airbus A380 where a chance meeting occurs between the two footballing icons of their generation

A scenario that neatly fits with the recent 2014 FIFA Ballon d'Or award ceremony which saw Pele hand Ronaldo this year's trophy.

The spot was developed in partnership with agency Impact BBDO Dubai and launched into the digital space in late March..

The debate is the fulcrum around which Emirates is connecting with football fan passions in the run-up to the FIFA World Cup - where fans will see the latest crop of contenders make a bid for greatness.

The campaign is further supported by print and outdoor work, but it is online (from web ads to Twitter, Facebook and YouTube strands) that lies at its heart as the FIFA partner is encouraging consumers to add their own comments and share their opinions via the campaign hashtag #AllTimeGreat.

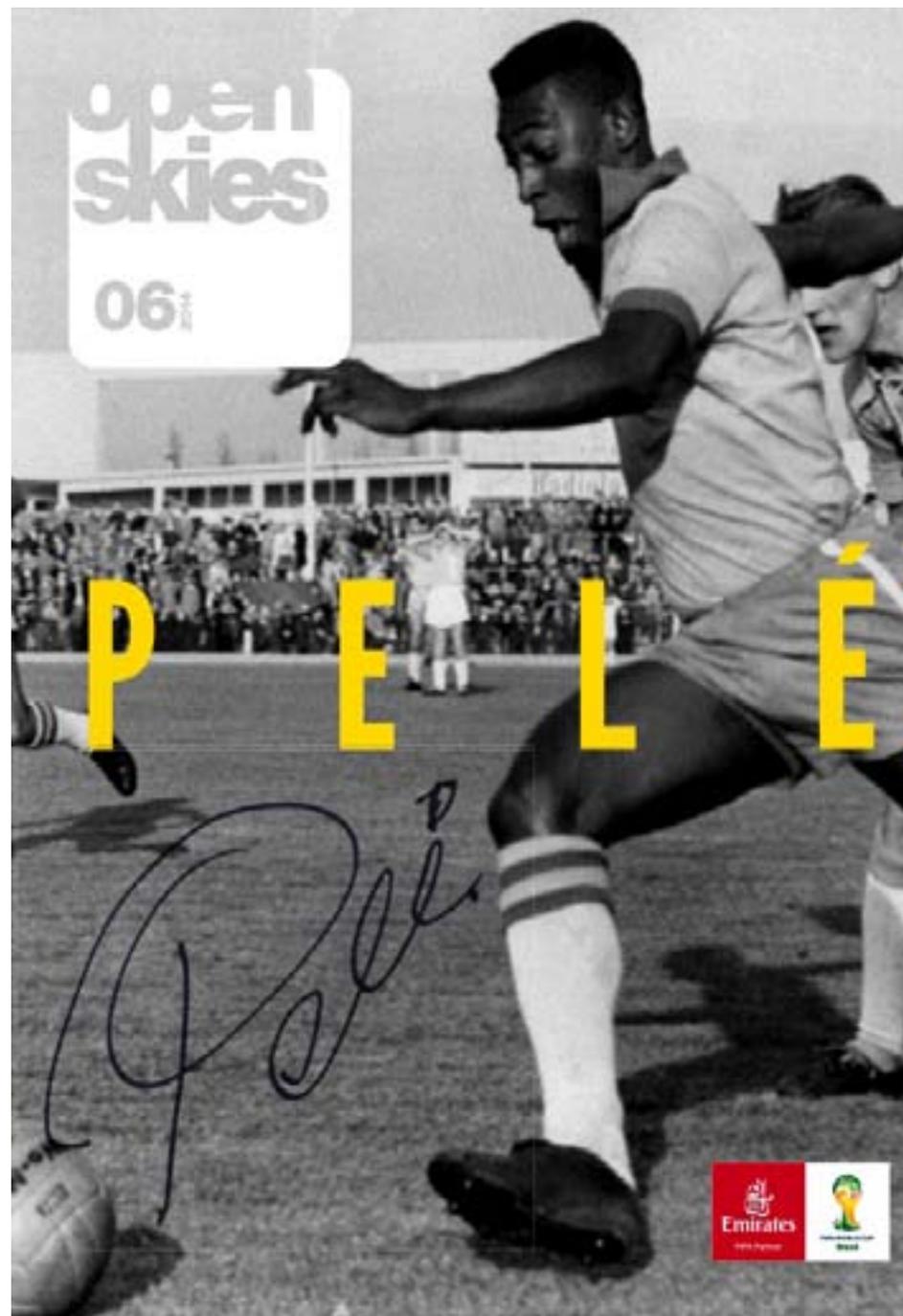
In April, Emirates followed up the film by launching the interactive platform for the 'Hero: All Time Greats' initiative in partnership with Microsoft.

Seeking to further deepen this global World Cup campaign, the online effort is running in 25 markets - including the USA and World Cup host nation Brazil - and has been translated into 12 languages.

The Microsoft platform is running under the auspices of the Microsoft Advertising division.

It includes an MSN homepage takeover in 24 countries, presence on Bing's news, Sports, Travel, Finance, Health and Food & Drink sites, an in-banner video on Xbox that is activated by a user-initiated action and can be expanded to full video when selected, a Windows 8 app-led tie-in and a masthead-format homepage takeover on Skype featuring a 10-second sneak peek of the film (where visitors can then click through to view the full film)

In total the campaign spans four different Microsoft-related screens: PC, TV, tablet and







mobile.

This Microsoft tie-in aims to raise campaign awareness among the young, tech-savvy, adult football fans who will be the frequent travellers of tomorrow by driving views of the 'Hero: All Times Greatest' spot and drive follow on consumer debate.

Also, as part of the deal negotiated by Havas Media Group, Microsoft is designing the Emirates Airline page on the MSN World Cup channel which features specially designed page skins and takeovers.

'For this digital campaign, we were looking at reaching as many customers across as many platforms as possible. We chose Microsoft as one of our partners for this campaign because of the multiple touch points they were able to offer,' outlines Emirates SVP Advertising Christopher Galanto.

'As a global airline, we wanted a partner with a truly global reach to emphasise our global brand presence.

'We were also attracted to Microsoft's ability to offer consistent formats across markets with the reassurance of a brand safe environment.'

'Emirates came to us with the challenge of opening up its premium brand to a wider audience, both for this brand campaign and beyond.

'Specifically, through views of the 'Hero' video it wants to raise brand awareness among a younger, tech-savvy demographic increasingly accustomed to frequent travelling: the business travellers of tomorrow,' explains Microsoft Advertising & Online CVP Frank Holland.

Holland adds that it is Microsoft's ability to offer a 'seamless experience for these consumers across platforms, screens and markets means that we are able to provide a valuable brand connection to the target demographic wherever they are and on whatever device they are using.'

Comment > The iconic player approach follows Emirates 2006 strategy when it brought German legend Franz Beckenbauer on board as a brand ambassador.

The airline's says its entire World Cup cam-

paign aims to deliver more than 400 million impressions worldwide.

If the reception of the launch spot is anything to go by, then the early signs for the Emirates campaign are positive.

The launch spot passed the 1 million views mark in just a couple of days and by the end of the tournament had clocked up 7.3 millions views.

But there has been no official words as yet, whether Emirates hit its overall impressions target.

One of the world's biggest sponsors, each year Emirates backs more than 200 sports events where fans and airline customers share exclusive experiences.

This reflects Emirates' strategy of going beyond simply transporting people and connecting to them through sports and culture.

Indeed, Emirates' commitment to sponsorship in both the UAE and around the world dates back more than 20 years - beginning with the first powerboat race held in Dubai, in 1987.

And football (along with horse racing, golf, motorsport, rugby, tennis, ARF and cricket) is its key spaces.

The brand is certainly a committed football sponsor.

In addition to its FIFA top tier global partnership (a position it has held since 2006 and which see the airline involved in all major FIFA tournaments including the FIFA Women's World Cup, FIFA Youth World Cups and FIFA Club World Cup), it also backs some of the biggest football properties and European clubs.

These include AC Milan, Paris Saint-Germain, Hamburger SV, real Madrid, Olympiacos FC, The Emirates Cup, the Zain Saudi Professional League and, and of course, Arsenal.

It was back in 2004 when Emirates and Arsenal Football Club signed what was then the biggest club sponsorship in English football.

Perhaps the most interesting recent additional Arsenal activation is the naming rights to the club's new stadium and an eight-year shirt sponsorship deal from season 2006/07.

'Emirates Flight Simulator Challenge' which



initially saw two sets of Arsenal players - an English trio and three of the club's German stars all attempt to land an Emirates A380 at Dubai International.

First Alex Oxlade-Chamberlain, Kieran Gibbs and Carl Jenkinson tested their piloting skills.

They were then followed by German teammates Lukas Podolski, Per Mertesacker and Mesut Ozil to take them on in the flight simulator challenge.

This was then followed in February 2014 by a similar Arsenal player 'France v Spain' challenge.

A French partnership (Giroud and Sagna) took on a Spanish duo (Arteta and Carzola) in the simulator club competition.

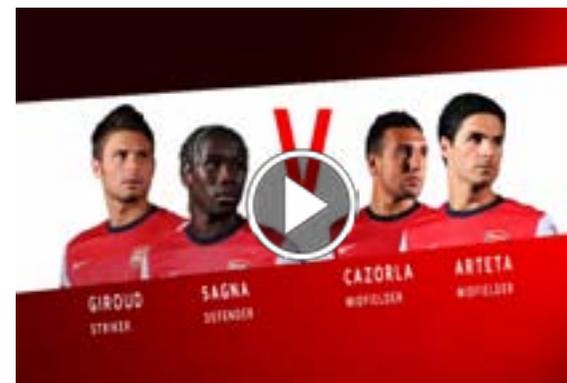
Thus this campaign's national competition approach actually uses its principle UK domestic club sponsorship to link to the upcoming FIFA World Cup in Brazil. <

Links:

> Emirates YouTube:
<https://www.youtube.com/user/EMIRATES>

> Emirates Website:
http://www.emirates.com/english/about/emirates-sponsorships/football/ronaldo-pele.aspx?utm_source=youtube&utm_medium=description&utm_campaign=pele_cr7

> Emirates Twitter:
 @Emirates
 #AllTimeGreats



Airline Ambushers > Of course, the official FIFA partner wasn't the only airline to activate around the World Cup. Other carriers, particularly flag carriers (both with and without national team partnerships) leveraged Brazil 2014.

Gol, the official sponsors of the Brazil national team, ran an art-led initiative based around the jet designated to fly the host nation's squad to and from their World Cup matches.

The aircraft, a Boeing 737, swapped its brand livery for a striking all-body graffiti artwork by Brazilian artists Otávio and Gustavo Pandolfo (known as 'Os Gêmeos' in South America). The paintings aim to reflect the diversity of the Brazilian people and the joy that defines the national character. It took the artists 100 hours (and they used 1000 spray cans) to paint the plane.



As partner of the German Football Association Lufthansa flew not just the German national team out to Brazil, but also thousands of football fans, media representatives and officials (and presumably flew the trophy itself home along with the winning players).

In the weeks prior to the tournament it activated its partnership via a 'Fanhansa' campaign.

For the very first time in its 60-year history, Lufthansa changed its well-known name and logo on the fuselage of eight of its aircraft to a new 'Fanhansa' logo.

'Fanhansa is more than a logo on the aircraft, of course - it is a surprise for our customers and a thank you to our fans,' said Alexander Schlaubit, head of marketing at Lufthansa Passenger Airlines.

'Over the coming days, we will be creating

new travel experiences with a number of different promotions whilst on board we will be offering the best World Cup atmosphere and pure football fever.'



One of the more interesting approaches was how airlines reacted to match victory and defeat.

KLM's reactive Twitter marketing to the Dutch team's defeat of Mexico drew controversy, while AeroMexico's response drew praise (see 'Exit Strategies').

Brussels Airlines learned from its neighbour's error and responded in a more positive and friendly way to Belgium's win over the USA by handing out free chocolates on their flights to the US.

It posted a picture of the giveaway on both its Instagram and Facebook channels along with the copy line 'Thanks for the match of a lifetime. #BELUSA. We hope we can become your favourite airline again soon. In the meantime, enjoy a Belgium chocolate'.

Other airlines leveraged the World Cup by offering useful tips and utilities to passengers going to Brazil.

British Airways for example created an in-flight language video on flights to the host nation.

The five-minute educational spot, running onboard from mid May, featured UK football analyst Chris Kamara holding a crash course in Brazilian Portuguese.

The commentator, well known for his on-air excitability and gaffes, offered tips on ordering food and drink and even taught flyers how to say his trademark catchphrase in Portuguese. <





Hyundai/Kia > Glorious Journey

The dual brand rights deal between FIFA and official automotive partner Hyundai/Kia ensured a complex activation mosaic which saw the twin-brand car company roll out global, regional and local market strategies for both marques. Hyundai sweated its rights with perhaps the most multi-faceted set of initiatives of any FIFA partner: from fleet supply and a fan parks programme, through online game predictors and competitions for team coach slogans, to player-led global work, model-specific ads and bottom-line led 'trade and upgrade' price promotions.



While Hyundai has been running World Cup themed product spots since November, its core campaign got into gear in June when the Official Brazil 2014 automotive partner Hyundai/Kia (which is providing 1,021 vehicles to the tournament) accelerated its dual strategy global and local market World Cup activation applying varying tactics across its international initiative and its key country campaigns.

While its global, multi-phase and content-rich 'Glorious Journey' offers a bit of something for everyone to most demographics and segments around the world, its local campaigns are more tightly based on country-specific insights.

For example its US #BecauseFutbol initiative connects brand loyalty to fan passion (thus leveraging its Number One US loyalty car category status), whilst its UK its Copa90 YouTube channel partnership sees it focus on the heavy YouTube use of committed British football fans.

In Brazil itself, its 'Hexagarantia Hyundai' extended warranty led campaign is a play on words (as Hexa means six and the host nation is seeking its sixth World Cup trophy).

While sister company Kia in the USA leverages its previous Super Bowl work and specifically targets NFL fans via an old school 'sex sells' supermodel fronted 'Become A Fan' initiative.

Glorious Journey (Global) > FIFA's official auto partner is running a multi-phase, integrated global campaign taking fans across the planet on 'Glorious World Cup Journey' to Brazil 2014.

The activation - which is running across multiple platforms and channels and spans traditional advertising, interactive games, competitions and giveaways and unique fan experiences - revolves around web based digital hub at <http://worldcup.hyundai.com>.

The 'journey' first began in November 2013 with an anticipation-building, fan-focused campaign TV trailer called 'The Beginning'.

This was followed in early 2014 with the introduction of Hyundai's three soccer star campaign ambassadors - Oscar (Chelsea & Brazil), Iker Casillas (Real Madrid & Spain) and Ricardo

Kaká (AC Milan & Brazil).

These three players front the car brand's flagship worldwide World Cup work and were unveiled by a PR push and a Twitter and Facebook focused, 11-market 'Fan Photo Shoot Competition' with two of the footballers via the hashtags #WithCasillas and #WithKaka.

The ambassadors play a central role across a broad range of the car company's international creative spanning TV spots, print executions, digital marketing and on-site events and fan experiences and this was led by the May roll out of the sponsors main global TV spot.

The ad's creative features the three players driving Hyundai cars and gathering together fans from around the world.

This was followed a few weeks later by posting a 'Making Of The Ad' online film on the brand's World Cup website.

The next phase in early June saw the three ambassadors appear at special 'meet and greet' fan events where 10 lucky super fans were selected from all those consumers engaging with the ongoing campaign through its Facebook page and via the microsite.

The Spanish national team captain met with his super fans at a Hyundai special event in Madrid, while Kaka appeared at a similar event in Brazil.

Also in early June Hyundai posted a set of filmed interviews on the microsite exploring the three ambassadors' feelings about their own World Cup journeys and their hopes for Brazil 2014: such as the Casillas' interview and an Oscar interview.

A further phase of the global activation in early June coincided with the period in which both teams and fans began their journeys to the host nation and saw the auto brand back a set of fan World Cup road trips.

This strand saw four football fans from Germany, Spain, Italy and Brazil come together for an amazing journey and head for the largest global football celebration - the FIFA World Cup.

Each fan created their own road trip film - such as Eva's Journey:

HYUNDAI

Put your old car on the bench

Celebrate the World Cup and upgrade to a Hyundai

£2,000
minimum part exchange*

£3,000
minimum part exchange*

As an Official Partner of the 2010 FIFA World Cup™ we're celebrating by offering you the chance to Trade and Upgrade with Hyundai. If you have a qualifying 7-10 year old vehicle we'll give you a £2,000 part exchange allowance for a new Hyundai i20 and £3,000 for a Hyundai i30. All models come with high levels of specification as standard and of course our Five Year Unlimited Mileage Warranty.**

Talk to your local participating dealer or call 0800 981 981
For more details and terms and conditions go to hyundai.co.uk/tradeupgrade

five year warranty



As the campaign rolled out, content on the central digital hub (<http://worldcup.hyundai.com>) grew richer.

Its campaign assets, in addition to a kick off countdown clock and showcasing the campaign films and spots, also include an interactive and shareable 'Shoot & Save Game' and an 'Octopus Predictor Tool' (a match prediction tool which incentivises engagement by offering prizes ranging from football products signed by the campaign's three star player ambassadors, to cameras and tablets).

There are also details of Hyundai Fan Parks created around the globe including major car brand backed fan fests in Berlin, Madrid, Turin and Sydney.

This fan park strand is supported by a Casillas and Kaka fronted invitation to 'Pin My Fan Park' - an initiative which encourages fans to share their own World Cup moments with others from all over the world and show their support for their favourite teams and players via pins, uploading messages, photos, videos and by creating football music playlists).

A further 'FIFA Official Programme' site section includes a series of fan competitions: - most notable was the competition to submit ideas for the 'country slogans' that were eventually written on each national team bus.

In addition there is also a 'team prediction' competition, plus a brand-backed 'young player of the tournament award', as well as on-site activation such as the Hyundai 'In-Stadium Sculpture' (which aimed to serve as the meeting point for those going to the tournament and trying to link up with friends or lost partners).

This section also outlines details of the official vehicles programme which sees Hyundai, as the automotive FIFA partner, contribute 1,021 official vehicles to the operation of 2014 FIFA World Cup.

Unsurprisingly, there's also a local, product-led 'Vehicle Showroom' section of the site too.

This multi-faceted global campaign is also supported by a series of local market campaigns in key countries such as UK (see case study), Brazil and the USA.

Comment > This is a very rich and very deeply integrated initiative that certainly leverages the auto brand's FIFA rights.

It offers a slew of engagement platforms and experiential opportunities to a wide range of demographic groups and personality types.

Indeed, it seems to fit Hyundai's umbrella strategy to use its football rights as an 'efficient' way of communicating with customers by sharing their passion for football and building an emotional connection.

This campaign's reach, depth and breadth certainly fits the global, efficient part of the brief, but does the core creative suffer from being too general and too all-inclusive?

But, is this campaign a classic, global 'jack-of-all-trades, yet master-of-none'?

It certainly doesn't quite feel like it offers the kind of emotionally powerful, hard hitting and visceral creative that hardcore, committed fans often prefer.

The car marque has been an official sponsor of the FIFA World Cup since 2002 and recently inked a deal to take that partnership through to 2022.

Hyundai (and sister company Kia Motors) places football sponsorships at the very core of its marketing strategy around the world and its FIFA partnership (as the Official Automotive partner of FIFA until 2022) is the spearhead property within its global portfolio.

Hyundai's official alliance with FIFA dates back to 1999 when it signed as a sponsor of 13 FIFA competitions - led by the 2002 FIFA World Cup in Korea & Japan. In 2010 it extended the partnership until 2022.

As part of this deal Hyundai/Kia also provide the World Cup ground transportation fleets.

Its rights package spans all FIFA competitions.

These include the FIFA Women's World Cup, the FIFA Under-20 and Under-17 World Cups for both female and male players, the FIFA Beach Soccer World Cup, the FIFA Interactive World Cup, the FIFA Futsal World Cup and the FIFA Confederations Cup - as well the FIFA World Cup itself. <





Hyundai Young Player Predictor



#BecauseFootball (USA) > The first week of June saw Hyundai USA launch a 360 degree campaign celebrating World Cup fan passion.

The US activation from FIFA's official automotive partner is led by two all-new, in-game 30-second (with extended one minute versions and dual language) spots featuring the redesigned 2015 Sonata.

'Boom' aims to illustrate how one World Cup win can literally create a generation, while 'Avoidance' follows a man on his emotional journey home to watch a game he's recorded and the great lengths to avoid spoilers during the day.

The TV work is supported by digital/social activity promoted via a #BecauseFutbol hashtag, plus CRM activity and retail executions (all aiming to engage and inspiring audiences).

The spots, by Hyundai's in-house agency Innocean (USA), will air on both ESPN and Univision as part of Hyundai's exclusive 'whistle-to-whistle' auto adv sponsorship of the World Cup series broadcasts across the American networks.

The #BecauseFutbol World Cup initiative sees Hyundai invite fans to share their passion for the game and connect with other fans around the globe digitally at BecauseFutbol.com.

The objective of this Tumblr led strand aims to connect, inspire and engage fans with a set of unique content and tools developed by several leading Tumblr artists and content creators.

The Tumblr site includes a set of 120 pieces of original art that are being steadily rolled out through the month-long tournament.

Around 60% of the artworks are being created by six Tumblr influencer/artist, while the remaining work is being developed by Innocean and design studio ILoveDust.

This digital art work bridges to the physical space too as part of the BecauseFutbol campaign sees customised content created by the Tumblr artists featured on Hyundai's Times Square Billboard in New York during the days before the World Cup kicks off.

Another site tool enables users/viewers to remix existing art pieces to create their own versions which they can share socially.

Other content strands on the Tumblr include a 'Where To Watch' section which is a tool enabling fans to find places to watch World Cup games near their locations, plus a list-generating World Cup Ticket Giveaway Sweepstakes that ran across the USA in March and April.

Comment > The theme of celebrating fan passion, one used by many World Cup marketers (both official partners and sponsors alike) aims to act as a nod to what it means to be a true and loyal football fan.

Indeed, this reflects one of Hyundai's own 'brand truths', as according to research consultancy Brand Keys, Hyundai USA ranks No1 in customer loyalty for the fifth year in a row and tis the underlying driver behind that inspires the creative approach.

'Soccer fans are more than just supporters of the game - they are die hard, loyal fanatics for their teams and countries,' explains Hyundai USA's VP Steve Shannon.

'As the industry leader in customer loyalty, Hyundai knows a thing or two about passion. This year's World Cup campaign shows what being a 'true' fan really means; and how for 30 days people come together, lives change, emotions rise and unexpected moments happen.'

'Hyundai chose to focus on the fans, and the passion Hyundai shares with them for the sport of Fútbol,' outlines Innocean USA executive creative director Greg Braun.

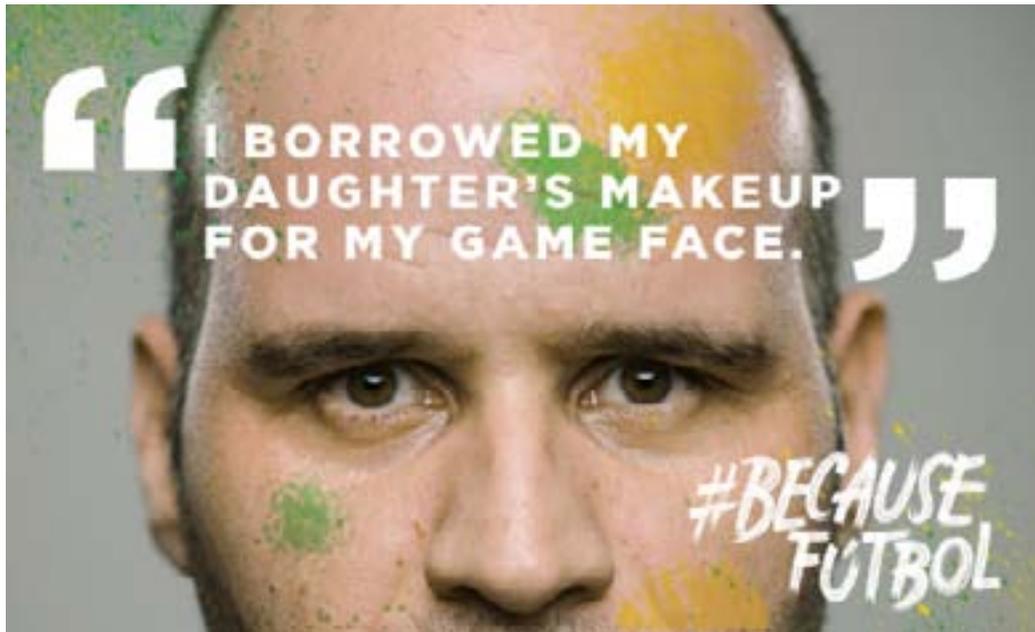
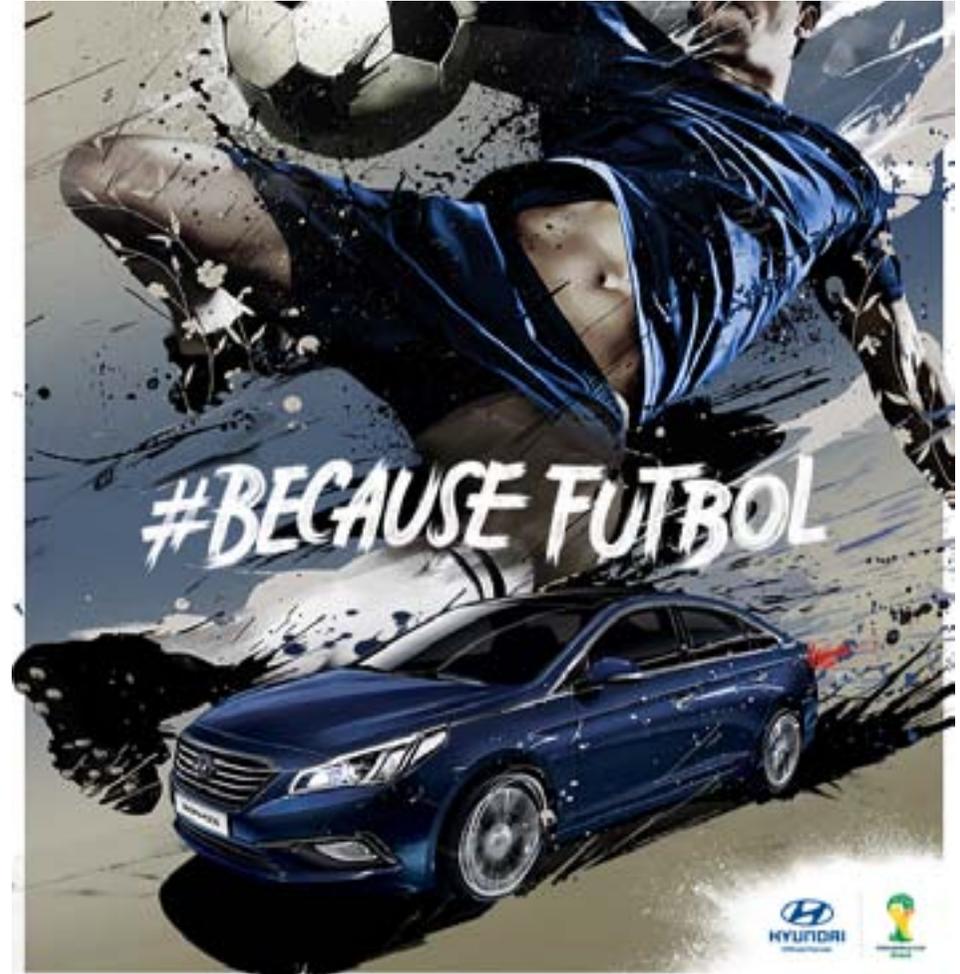
'The statement, 'Because Fútbol' is a summation of the phenomenons passion creates.'

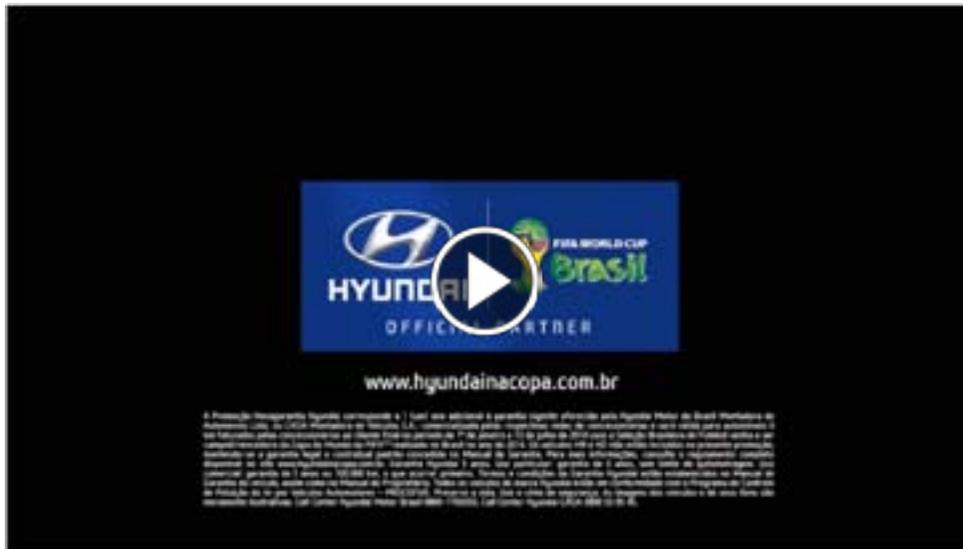
2014 marks Hyundai's fourth consecutive year since 2002 as the official vehicle sponsor of the World Cup. <

Copa 90 Partnership (UK) > Late March sees Hyundai UK roll out the first phase of a World Cup campaign in partnership with YouTube football channel Copa90 - a consumer generated content focused competition offering fans the chance to win a VIP trip to Brazil 2014.

The car company's Facebook-led competition encourages football fans to recreate their







very own goal celebrations and upload them to the campaign website in order to gain a chance to win one of seven pairs of VIP packages to see Brazil versus Mexico on 17 June.

Hyundai has posted an online campaign launch film to explain the competition,

This is part of a wider, three-phase World Cup partnership between the auto maker and Copa90 (which is the biggest independent YouTube football channel) which spans ticket giveaways, content production, seeding and social integration

The auto brand's integrated Copa90 campaign also includes collaborating on a set of Copa90 flagship World Cup programmes including 'Maya's FIFA World Cup Cities' (a tournament build up series running from March to May that reviews each of the 12 host cities), plus 'FIFA World Cup Taxi' (an in-tournament interview series running through June and July).

The first nine-minute episode of the Hyundai-sponsored 'Maya's FIFA World Cup Cities' on Rio de Janeiro has already been posted on the Copa90 YouTube channel.

The partnership will span a total of 27 films across a five month period.

Comment > Hyundai UK's tactic of partnering with the leading YouTube football channel follows research from the Google-owned video platform showing that 10.4 million UK football fans are online, with 4.5% of them classified as heavy YouTube users with a monthly average of 100 YouTube page views and each visiting averaging eight minutes.

Thus the independent YouTube channel partnership seems a sensible way for the sponsor to enhance its official FIFA rights and engage committed football follows in a space the fans actual choose to go and to offer them a chance to enhance their World Cup experience.

'Our long-term FIFA partnership allows us to connect with a passionate global audience,' explains Hyundai marketing director Andrew Cullis.

'For this year's 2014 FIFA World Cup Brazil, we wanted to further improve that connection by working with Copa90 to bring engaging content

and an exclusive competition to enhance the fans' experience of the tournament - bringing a bit more of Brazil to Britain.'

Tom Thirlwall, CEO of Bigballs Films (the digital media company behind Copa90) adds: 'We are thrilled to be working with a brand of Hyundai UK's calibre to deliver a set of experiences our audience could not have achieved without them. This is an example of a brand looking to add value for the audience they aim to engage.'

Hyundai (and sister company Kia Motors) places football sponsorships at the very core of its marketing strategy around the world and its FIFA partnership (as the Official Automotive partner of FIFA until 2022) is the spearhead platform.

Its umbrella approach to this is to use its football rights as an 'efficient' way of communicating with customers by sharing their passion for football and building an emotional connection.

Hyundai's FIFA alliance began in 1999 when it signed as a sponsor of 13 FIFA competitions - led by the 2002 Korea/Japan World Cup. In 2010 it extended the partnership until 2022.

As part of this deal Hyundai/Kia provide the World Cup ground transportation fleets and its rights package spans all FIFA competitions, including the FIFA Women's World Cup, the FIFA U-20 and U-17 World Cups for both female and male players, the FIFA Beach Soccer World Cup, the FIFA Interactive World Cup, the FIFA Futsal World Cup, the FIFA Confederations Cup as well the FIFA World Cup itself. <

Hexa (Brazil) > Hyundai Brazil unveiled Chelsea and Brazil midfielder Oscar as the brand's World Cup campaign ambassador in the host nation.

Oscar will front a set of Hyundai Brazil marketing initiatives will follow on from the brand's current World Cup focused campaign in Brazil - 'Hexagarantia Hyundai'.

This initiative offers Brazilian new car buyers between 1 January and 12 July one extra year of warranty if the host nation win the World Cup.

The campaign is a play on the word 'hexa' - which means 'sixth' and references the fact that Brazil has won the World Cup five times. <

A promotional graphic for a Kia event. It features a cartoon mascot holding a soccer ball, a car key, and a sign that says "KIA ON TOUR" and "TEST DRIVE 2014 WORLD CUP". The background is a green field.

Come experience the excitement of Kia for a chance to win tickets to the 2014 FIFA World Cup!

KIA ON TOUR
TEST DRIVE 2014 WORLD CUP

Invitation

Test Drive and Discover the Quality of Kia on 20 April 2014 (Sunday) from 8AM-12PM at SEAMEO VOCTECH Regional Centre

*Original KIA-FIFA World Cup T-shirts will be given to those who do test drive.

A red background with the mascot holding a soccer ball. Text includes "WIN TICKETS TO THE 2014 FIFA WORLD CUP FINAL" and "#KIAtoBrazil". There are icons for Facebook, Twitter, and Instagram.

WIN TICKETS TO THE 2014 FIFA WORLD CUP FINAL.

#KIAtoBrazil

f t i

An advertisement for a red Kia car. The mascot is standing next to the car on a soccer field. Text includes "Official Partner of the 2014 FIFA World Cup Brasil" and "#KiaInRio". Logos for FIFA and Kia are visible.

Official Partner of the
2014 FIFA World Cup Brasil™

#KiaInRio



Kia's Futbol Fans (USA) > Kia's approach was less comprehensive and robust than Hyundai's.

Nevertheless, it did span a set of initiatives that included the 'Power To Surprise' global TVC, a 'Road To Rio' fan roadtrip on-line film series, plus a slew of ticket competitions such as a self-led and a 'TakeMe2Brazil' promotions. It presented the 'Power Of Football' contest on FIFA.com and it even bagged a product placement shot in the Sony/Ricky Martin fan-penned World Cup 'Supersong' video.

Perhaps its most striking initiative was Kia Motors America use of Brazilian model Adriana Lima in a campaign aiming to convert US NFL fans into football/futbol fans for the FIFA World Cup.

Led by three TV spots - two promoting the Kia Sorento ('Man Cave' and 'Sports Bar') and one the Kia Optima ('Football vs Futbol'), these 30-second ads, by David & Goliath, were posted to the brand's website before their TV broadcast debut on 12 June.

Using the tagline 'For One Month, Let's All be Fútbol Fans', the dual language (English/Spanish) spots ran across US World Cup broadcasters ESPN, ESPN2 and ESPN Deportes and ABC.

TV work was supported by print, plus additional content on-line at www.Kia.com, plus social, point-of-sale and radio work.

Specific campaign extensions include elements on Facebook, Twitter (with the hashtag #BecomeAFan), Instagram, Vine, Google+ and Pinterest.

Kia Motors, part of the Hyundai/Kia conglomerate, is FIFA's official automotive partner and is also the presenting sponsor of pre-match shows on both ABC and ESPN.

With soccer interest in the US spiking and MLS live attendances now overtaking the NHL (the USA's fourth ranked major sports league), Kia is leveraging its official rights to take advantage of the sport taking centre stage.

Particularly with the juggernaut NFL in its off-season and the NBA and NHL seasons climaxing as the World Cup begins.

'Soccer's popularity in the U.S. is growing rapidly and as Official Automotive Partner of the World Cup we have a unique platform to showcase two of Kia's most popular vehicles to the sport's passionate and diverse fan base across the country,' explains Kia America's VP Of Sales and Marketing Michael Sprague.

Comment > Using Lima's star power and Brazilian heritage to front the spots makes sense for a brand as the supermodel also fronted Hyundai's 2012 'Drive the Dream' Super Bowl commercial.

Yet, some may feel using a super model in a little black dress and a come-hither smirk to turn sports loving men into slack-jawed idiots is a clichéd, tired 'sex sells' approach to activating around a sports property. <

Links:

> **Hyundai World Cup Web Hub:**
<http://worldcup.hyundai.com>

> **Hyundai World Cup Facebook:**
<https://www.facebook.com/hyundaifootball>

> **Hyundai World Cup YouTube:**
<https://www.youtube.com/user/HyundaiWorldwide>

> **Hyundai Pinterest:**
<http://www.pinterest.com/worldhyundai/>

> **Because Futbol Tumblr:**
<http://becausefutbol.com/>

> **Kia USA Website:**
<http://www.kia.com/FIFA>

> **Kia USA YouTube:**
<https://www.youtube.com/channel/UCb3p3o7U6oSa6s-LQBZvOnGg>

> **Kia USA Facebook:**
<https://www.facebook.com/kiasorento>

> **Kia USA Twitter:**
<https://twitter.com/Kia>

> **Kia USA Instagram:**
<http://instagram.com/kiamotorsusa/>

> **Kia USA Google +:**
<https://plus.google.com/+kia/posts>

> **Kia USA Pinterest:**
<http://www.pinterest.com/kiamotorsusa/>





Auto Ambush > While several traditionally big spending auto brands were fairly quiet during the World Cup, there was still a wealth of automotive advertising - from national team sponsors to guerilla activity - leveraging Brazilo 2014.

VW Gooooo If > Among our favourite auto ambushes was VW's US guerilla work which aimed to spoil Hyundai/Kia's official Brazil 2014 platform.

Just as Nike is ambushing official FIFA partner adidas, and Pepsi is trying to spoil Coca-Cola's World Cup party, Volkswagen has entered the guerrilla game by trying to outfox World Cup sponsor Hyundai with a quirky US ambush stunt.

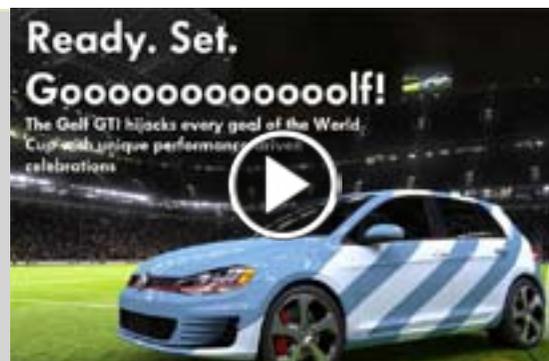
The German auto brand is focusing its activity around own half-time, to challenge Hyundai's ESPN broadcast partnership, by running so-called 'Gooooolf Celebration' videos on the US sports channel's site.

These cheeky digital banner ads feature various coloured Golf GTI's (which match the national team strip colours of the scoring country) racing across a cyber pitch whenever a goal is scored.

This tactic stretches to social platforms as VW's Twitter feed is also running matching real time videos of GTI's in country colours celebrating World Cup goals in-match as the ball hits the back of the net.

The campaign, which has been developed with agency Deutsch LA, is merely part of VW's wider World Cup work which includes its 'OneFootball Brazil' news app.

This offers fans everything from match news,



player speculation and rumours, live scores, stats, rosters, Twitter feeds and social network-style discussions and comments.

VW is also partnering ABC's World Cup coverage and activating this deal through ad break blip-verts.

Comment > FIFA sponsors such as Hyundai/Kia pay around \$350m for World Cup partnerships, but VW's spoiler activity clearly comes much, much cheaper.

The German car marquee made a major ad buy across ESPN, ABC and Univision to push its GTI during coverage of the 2014 FIFA World Cup Brazil because it believes the World Cup is the right audience to showcase its performance-oriented GTI which is particularly popular among younger males and Hispanic consumers.

Some may also feel it is a little more engaging and characterful than Hyundai's slightly bland 'Glorious Journey' global World Cup campaign and even its US #BecauseFootball activity.

Although the US work for sister company and fellow sponsor Kia is somewhat punchier, albeit arguably more sexist, work.

It's not the first time that VW in the USA has activated around soccer goal celebrations and the World Cup - it also ran an innovative, integrated campaign revolving around South Africa 2010.

Back in 2009/10 it created a Jnr Masters training camp, tournament and competition to promote a new minivan vehicle launch. <



Vauxhall > Less creatively remarkable was England national team sponsor Vauxhall's central World Cup campaign.

Led by a 'Stand Together' TV spot featuring England players, fans and Vauxhall staff from its Ellesmere Port factory, the campaign began rolling out during England's pre-tournament warm up matches.

It aimed to bring the team, the fans and the sponsor's staff together, to project and stir national pride and to capture the emotion the nation feels before a major England fixture.

The creative, developed by agency McCann Birmingham, even includes the most patriot of soundtracks - 'Nimrod' by English composer Sir Edward Elgar.

In addition to traditional TV and ad executions, the campaign also included a range of social and digital strands.

For example, its digital 'Fan Hub', hosted by Soccer AM crew member 'Tubes', offered regularly updated tournament content, while it also ran England player Q&A sessions on its Facebook page.

The activation also included a set of ticket giveaways and penalty taking competitions for VIP trips.

Comment > While campaigns based around the old-school theme of national pride can still sometimes be original and fresh (see Team Tactics), this initiative is so full of overused cliches.

Lines like 'This is never a team of eleven, it's a nation of millions' and 'Together we stand, for we are England' now feel fairly tired and overly familiar. <

Links:

> VW One Football Brazil App:
<http://www.onefootball.com/brazil-by-volkswagen/>

VW USA Twitter:
[@VW](https://twitter.com/VW)

> Vauxhall Football Website:
www.vauxhallfootball.co.uk

> Vauxhall Football Twitter:
[@VauxhallEngland](https://twitter.com/VauxhallEngland)
#StandTogether

> Vauxhall Football YouTube
<https://www.youtube.com/user/vauxhallfootbalTV>

> Vauxhall Football Facebook
<https://www.facebook.com/VauxhallEngland>

> Vauxhall Football Instagram
<http://instagram.com/vauxhallengland>

SONY



LOG IN / REGISTER



Global

INSIDE THE STADIUM

DISCOVER THE WORLD CUP

FAN CHALLENGES



Sony > One Stadium

One Stadium, Sony's activation concept, acted as a hub to showcase the brand's technology 'from lens to living room'. The initiative revolved around a digital/social core, but also spanned a flagship one-minute film, 4K transmissions (and in-stadium booths), plus the 'Supersong' World Cup anthem contest, a fan ambassador blogging programme, a 'Passion Point' engagement incentive, photo competitions, consumer-created video ticket promotions, a groundsman partnership, as well as CSR strands such as its Dream Goal pop-up stadium partnership with Street Football World providing safe play areas for Brazilian kids. If the rumours are true, this just might have been Sony's last World Cup activation.

[JOIN THE CONVERSATION](#)


[MEET THE FANS!](#)


One World, One Stadium > Using the copy line 'One World, One Passion, One Stadium', Sony has released the hub of its 2014 FIFA World Cup activation – a brand-created social network called 'One Stadium Live'.

The platform lets football fans around the world keep track of all tournament-related posts and news feeds from Twitter, Facebook, Google+ and the like and enables each individual user to set preferences that filter follow only the content relating to their favourite teams and players.

'One Stadium Live' tracks all new World Cup related posts in real-time and filters them through each individual user's personal preferences. The social platform even automatically filters out fake content, so you can stay up to date with the most accurate and exciting information.

The platform aims for true global reach – with mobile and web versions accessible in English, French, German, Portuguese, Spanish and Japanese.

The Sony campaign was initially launched at the end of 2013 via a campaign film, called 'One Stadium', showing fans across the planet celebrating the World Cup via different Sony devices.

Developed in partnership with Isobar (and directed by Samuel Abrahams), the 60-second spot rolled out to coincide with the FIFA World Cup draw and its fluid, cinematic style aims to reflect the global, borderless, all-encompassing shared spirit and passion for football right across the planet (and slot in as many Sony devices and products as possible).

It was broadcast globally and shown online across all global Sony-owned channels.

Sony's 'One Stadium' creative aims to celebrate the spirit of the stadium and another strand of the initiative saw the FIFA sponsor commission Finn Taylor to translate this idea into a series of images to feature in the global campaign.

Crowd-sourcing competition and consumer creativity are key tactics within the wider campaign with several creative strands branching off from the central 'One Stadium' social network.

These included Sony's 'SuperSong' crowd-sourced single competition which invited song-

writers and football fans to pen an original track to be recorded by Ricky Martin and to be included on the official Sony Music Entertainment and FIFA Brazil 2014 album (see previous case study).

Another creative competition strand is Sony's 'Paint Stadium – One Stadium 11' initiative: an original character design contest.

This global campaign strand invites consumers to 'draw your football passion' and submit illustrations to the campaign hub fitting the themes.

The One Stadium initiative also includes a set of ticket-led contest campaigns which began rolling out in early 2014 across various Sony regions, local markets and via category specific campaigns.

These included a January-February Sony Mobile competition offering consumers a chance to win a VIP 2014 FIFA World Cup Experience by asking users to simply record a short video showing how football brings people together – by creating a fan club, wearing team colours; singing, dancing, jumping, moving and shouting – and then upload it to the competition's YouTube platform.

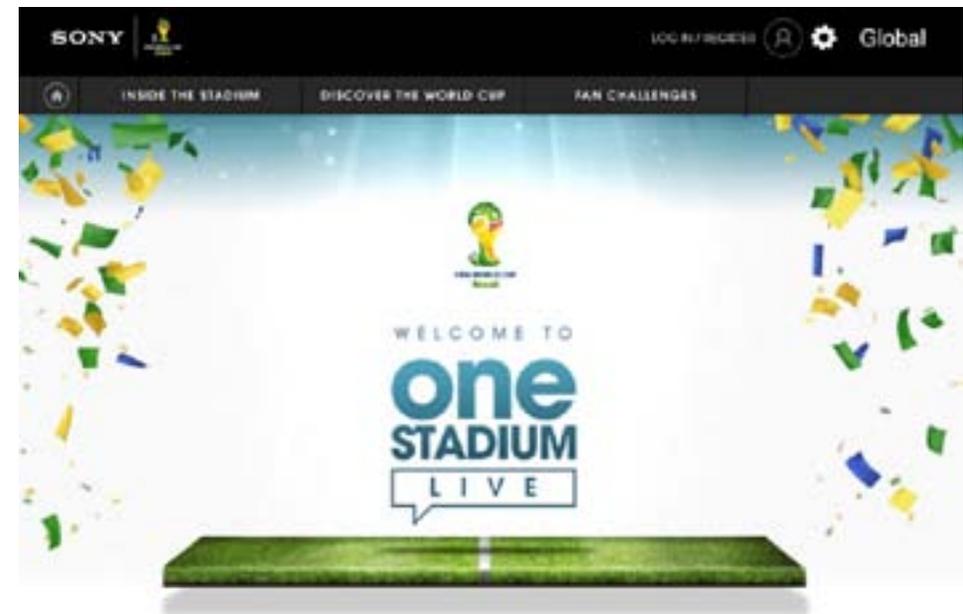
The top 10 videos from each participating market were then picked out for a public voting to determine national winners, followed by a final voting round for a regional winner of the all-expenses paid trip to Sao Paolo, Brazil.

Each of the top 10 videos submitted also received a limited edition 2014 FIFA World Cup trophy replica.

This competition was promoted across digital platforms – including an online promo film.

Another consumer-created element of the activation is One Stadium's 'Goal Fan Ambassador' initiative which sees a set of 11 Sony-selected brand ambassadors from major World Cup nations (and Sony markets) provided with the opportunity (and brand support) to blog about the tournament and create country-relevant World Cup content for Sony's activation.

This strand also promotes and involves a set of relevant Sony products from its Sony A6000 cameras and AS100VR Action Cams, to its MDR-



A unique social network dedicated to football



10RBT headphones and its Xperia Z2 smartphones.

A further content strand that links to a specific Sony product on 'One Stadium' is the 'Meet Your Hosts' section, which sees ambassador reporters send their thoughts, opinions, news, views and insights into the Brazilian host cities, clubs and culture.

This is a photo-led initiative with the images taken on Sony Xperia Cyber-Shot devices.

One Stadium also includes a 'FIFA World Cup History' video library of alphabet-themed, one minute videos of action and fun from 1954 and 2002 World Cup games.

These short films include both more tournament football-relevant work like or 'O Is For Opening Ceremony' to more fun topics such as 'H Is For Hair'.

Another aspect of April's Sony World Cup activation came in the form of an announcement of a 4K TV alliance between FIFA and Sony Corporation.

The sponsor and rights owner will collaborate on a range of 4K initiatives at the 2014 FIFA World Cup including producing the Official 2014 FIFA World Cup Film in '4K Ultra HD', plus the production of three full matches in 4K (one round of 16 game, one quarter final and the final itself).

Sony offers 4K products from shooting, broadcast and professional solutions, to 4K-compatible consumer products including TVs, projectors and video cameras.

Sony will also showcase 4K at its branded display booths at 2014 World Cup stadiums, at FIFA Fan Fests as it seeks to accelerate the expansion and uptake of 4K viewing.

'We are very excited to offer an entirely new viewing experience at the greatest sport event in the world, the FIFA World World Cup,' says Sony VP and head of its FIFA partnership Soichi Kawachi.

'By leveraging our cutting-edge 4K technology and our premier products and solutions through our partnership with FIFA, we will deliver a unique and totally compelling entertainment experience, conveying the excitement of the match-

es in Brazil with the depth and vividness that the ultra-high definition of 4K delivers.'

The sponsor is also promoting its status as FIFA's official 4K TV partner within its 'One Stadium' hub through brand ambassador and Ituano Stadium groundskeeping manager José Andrade who is quoted on the social network about 4K:

'Finally, a TV that shows every blade of grass. Real football fans appreciate the importance of field conditions, which affect the flow of the game. We groundskeepers condition the grass to change the game.'

Comment > The depth and breadth of Sony's multi-faceted Brazil 2014 activation certainly reflects its multi-category FIFA partnership which spans consumer electronic devices to music.

Blah. This reflects the diversified business of the Sony Group itself - which range from electronics, mobiles and computers, to movies, music, and games.

Sony's FIFA sponsorship contract makes it an Official FIFA Partner in the 'Digital Life' category from the period of 2007-2014.

One of six top tier Official FIFA Partners worldwide, the partnership gives Sony access to more than 40 FIFA competitions, but the main property is, of course, the 2014 FIFA World Cup (with its cumulative worldwide TV audience of 30 billion).

But this sheer diversity of the business and the stretch of the 'Digital Life' category can lead activation complication and runs the risk of activation overload and creative complexity.

By creating a central social network hub, the sponsor can run its various activation strands as spokes that spin out from the central core.

Obviously huge events ignite explosions in social media activity and web news and this year's World Cup will certainly break all previous social activity and digital content creation records.

So having a central platform which individuals can customise individually to filter through the tidal wave of output and focus in on only the posts that fit personally fit each person's preferences sounds like a useful service.



SONY | 
OFFICIAL PARTNER

**WIN A TRIP TO BRAVIA
FIFA WORLD CUP™ FINALS!**
25 April - 1 June 2014

Purchase a 46" and above Sony Internet TV* or 3D TV
and get a chance to win a trip for two to Rio De Janeiro.

Uniting your football passion with 1000's who share it, moment by moment, game by game

SONY

FROM GLOBAL

one stadium live

WELCOME TO THE STADIUM | WATCH THE WORLD CUP | FIFA CHALLENGE

WELCOME | LOGIN | LANGUAGE

JOIN THE CONVERSATION

Small welcome to stadium

Play the game and watch the game

It will be a great game to watch!

SONY

**one
STADIUM
LIVE**

Discover a unique social network
dedicated to football.

JOIN THE CONVERSATION

But, while the spam filters that eliminate fake content will be useful, isn't the idea essentially what all social platforms do anyway? <

Super Song > The winner of the Sony's 'SuperSong' World Cup crowd-sourced single contest has been released: the victorious track, 'Vida', was penned by American singer Elijah King and performed by Ricky Martin.

The global crowd-sourced contest, part of Sony's umbrella 'One World' initiative, invited aspiring musicians to write original songs and then submit videos of the track to the competition's digital platforms.

SuperSong saw Sony encourage talented and aspiring musicians, songwriters and soccer fans from anywhere in the world to create the song representing Brazil 2014.

Entry was incentivised by offering the lucky winner the chance to have their track recorded by Puerto Rican pop superstar Martin and his version of the song has not only been released as a video single, but it is also included on the official Sony/FIFA tournament album.

The SuperSong's video, which stars Martin singing and partying on a Brazilian beach, includes shots of famous Rio landmarks, people playing football, and a slew of fairly subtle Sony devices (from headphones to smartphones), plus prominent product placement from fellow FIFA sponsor Hyundai/Kia.

The aims was to find the most entertaining, modern, catchy and original composition to unite fans throughout Brazil's stadiums and to provide a significant music strand to the sponsor's World Cup activation that would emphasise Sony's values and its products (as well as its FIFA sponsorship).

After a long evaluation process judged by Sony staff, Martin himself and producer Salaam Remi, King's entry, beat out fellow finalists Sam Kwon from South Korea, Rodrigo Alexey from Brazil, Nik Salazar from Colombia, and Tim David Weller from Germany.

Sony filmed the entire selection and creative process which led to a Sony Pictures Television

documentary which aired as a TV special on Crackle, AXN, SET and SPIN.

'Vida', which has compiled 7.5 million YouTube views to date on Ricky Martin's own channel (while the SuperSong Facebook page has more than 122,000 Likes), can be downloaded from iTunes here <http://smarturl.it/RickyMartin-Vida>.

Elijah King's win also saw him scoop VIP tickets to the World Cup Final itself (plus additional Sony prizes).

'We hope Sony's unique combination of technology, TV content production and entertainment expertise will provide an entirely new, interactive World Cup experience,' comments Soichi Kawachi, VP Brand at Sony.

'It is a true honour to be able to collaborate with 'SuperSong',' commented Ricky Martin.

'I am extremely happy that I was asked to launch this special contest where fans have an opportunity to co-write the final version of the song with me. I think it is a brilliant idea and I'm grateful to be part of this important initiative.'

SuperSong winner 'Vida' is also included on Sony Music Entertainment and FIFA's 'One Love, One Rhythm: The Official 2104 FIFA World Cup Album' which is released on iTunes, Amazon and at major retailers on 12 May.

The album, which is released in the US on RCA Records and available in Deluxe and Standard editions, aims to span the musical world (well, Sony's musical world) with tracks from both Brazilian artists and from musicians across the globe.

May also saw the sponsor and rights owner also unveiled Pitbull's 'We Are One (Ole Ola)' (featuring Jennifer Lopez and Brazilian artist Claudia Leitte) as the Official Song of the 2014 FIFA World Cup).

The official single, which has racked up 15 million YouTube views, will be performed by Pitbull (plus Lopez and Leitte) at 12 June's Opening Ceremony in the Arena de Sao Paulo.

Fans pre-ordering the 'One Love, One Rhythm' album will receive an instant free download of the single 'We Are One (Ole Ola)'.





There is also an Official Anthem of the 2014 FIFA World Cup called 'Dar um Jeito (We Will Find A Way)'.

This anthem features an impressive musical superstar line-up including Carlos Santana, Wyclef, Avicii and Alexandre Pires, which will be performed at the 2014 FIFA World Cup Closing Ceremony on 13 July in Rio de Janeiro's Maracana Stadium.

'We are very excited about the release of One Love, One Rhythm: The Official FIFA World Cup Album. The partnership with Sony Music Entertainment has allowed us to add some of the world's biggest musical superstars to the FIFA World Cup line-up,' comments FIFA marketing director Thierry Weil.

'I'm sure that music and football fans all over the world will enjoy this great combination of top international stars and fantastic Brazilian artists and that this album will add great rhythm to the footballing action in Brazil.'

'We have been working with FIFA for over a decade now and have developed a very successful partnership delivering hit songs and great performances,'

adds Sony Music Entertainment CEO Edgar Berger.

'The FIFA World Cup will showcase great emotions and this album delivers the soundtrack for what will be the biggest worldwide event of the year.'

Comment > The FIFA World Cup claims a global TV audience of 30 billion and is unarguably the world's greatest single sport property.

But as with almost all sports-led events, contemporary sponsors ensure that music plays a significant role in their activation as they attempt to stretch their appeal and reach even further by blending entertainment genres.

Indeed, like Sony, other official FIFA sponsors like Coca-Cola (see previous case study) and ambushers like Pepsi (see previous case study) have also placed music (even crowd-sourced music) at the heart of their work leveraging the World Cup.

There is also the chance that Sony's Brazil 2014 SuperSong single may get confused with (and overlooked because of) Pitbull's 'We Are One' official Bra-



Links:

- > Sony 'One Stadium' Website
<https://football.sony.net/en/>
- > Sony 'One Stadium' YouTube
<https://www.youtube.com/user/sonyxfootball>
- > Sony 'One Stadium' Facebook
<https://www.facebook.com/sonyxfootball>
- > Sony 'One Stadium' Google+
<https://plus.google.com/+sonyxfootball>
- > Sony 'One Stadium' Twitter
[@SonyxFootball](https://twitter.com/SonyxFootball)
#OneStadium
- > We Are One Sony Website
www.weareonesony.com
- > Sony 4K At The World Cup Website
http://x.football.sony.net/about/en/?_ga=1.22879986.899352720.1399369705
- > Sony SuperSong Website
<http://www.supersong.com>
- > Ricky Martin 'Vida' Download
<http://smarturl.it/RickyMartinVida>

zil 2014 single, FIFA's official Brazil 2014 anthem 'We Will Find A Way' and the Sony/FIFA 'One Love, One Rhythm' album?

Sony, of course, has a FIFA partnership that spans multiple categories - its official partnership is in the 'Digital Life' category (covering a wide range of business areas from electronics and TVs, to music and entertainment) from 2007-2014.

Thus its 'SuperSong' work is just part of its wider 'One Stadium' Brazil 2014 initiative which has multiple strands and segments stretching across its product portfolio.

Combining Sony Group's diversified business - from mobiles and TVs to movies, music, and games - is a challenging activation proposition.

Does the sheer volume of its activation strands run the risk of losing creative clarity and of confusing consumers? <

SONY

Become a FIFA World Cup™ Fan Photographer in Brazil with Sony

Purchase any Sony Xperia™ Z Series smartphone or device on an MTHI contract and you could win.

XPERIA

#SonyBrazilCalling
Competition terms and conditions apply. See www.fifa.com

SONY

Cuong nhiet Xperia lop hat - trick FIFA WORLD CUP 2014

Thời gian khuyến mãi từ ngày: 21/04/2014 đến: 13/07/2014

SONY

CƠ HỘI HƯỞNG QUÀ BỔ SUNG TẶNG "SONY FIFA WORLD CUP 2014"

Thời gian khuyến mãi từ ngày: 21/04/2014 đến: 13/07/2014

2014 FIFA World Cup Brazil™ Dream Goal 2014

Using the power of football for social development



ONE STADIUM ELEVEN

CONOURS DE DESSINS DE PERSONNAGE ORIGINAL DE ONE STADIUM OUVERT MAINTENANT!

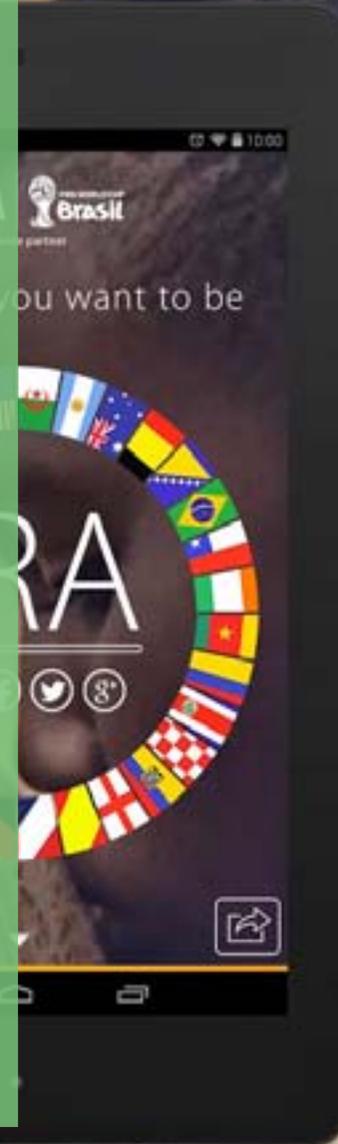
JE CHOUHAÏS XI!

Président du jury spécial Créateur de « Oïves et Tom » **YOICHI TAKAHASHI**

68,781

> Visa > 'Everywhere' & 'Flow Faster'

The financial services provider ran two parallel multi-market campaigns: 'Everywhere You Want To Be' (USA/International) launched by Rossi and Zidane and hubbed around a microsite with three key pillars (a 32-country samba-themed dance video series, a 'teletransporter' tool enabling users to upload their own photos into World Cup footage and a set of team 'fanbassadors' offering cultural perspectives on tournament celebrations), plus 'Flow Faster' (Europe) fronted by Usain Bolt. Other activation included an educational 'financial football game', cardholder sweepstakes, on-site POS presence and country-specific joint bank and merchant promotions.



One of our favourite brand-team World Cup activations was Visa's pre-tournament Americas #WelcomeToBrazil campaign (in the Americas) which saw the brand use well known TV and movie franchises – such as The Simpsons and Star Wars – to engage with younger audiences.

Executions depict standard pre-match football team photo, but instead of players they feature a cast of familiar characters.

Connecting with youthful demographics is particularly important when targeting Latinos – particularly in the USA where the average Latino age is 27 and where it is the fastest growing segment (and one which is ahead of the curve in adopting technology and social media).

Another pre-kick off strand of Visa's activation saw player ambassadors Zidane and Rossi front 'Everyone Is Welcome' TV spots such as 'Barber' and 'Restaurant' to build excitement around the tournament.

Of course, a key practical pre kick-off part of Visa's partnership saw the payment's brand install around 3,000 contactless point-of-sale terminals in the stadiums. They joined an existing 1.5m terminals in Brazil - making it one of the largest contactless networks in the world.

Everywhere You Want To Be > Visa's international (including the USA) World Cup work activation under its umbrella 'Everywhere You Want To Be' tagline, revolves around a web hub at www.worldcup.visa.com and explores World Cup 'Celebrations'.

The idea is that whilst the matches are played in Brazil, people all around the planet are celebrating the World Cup in their own style.

A commercial 'Unlikely Fans', by Almap BBDO Brasil and launched in June (along with a 'Making Of' version), shows various fans celebrating as they are caught up in the World Cup drama.

This saw comprehensive supported across print, digital, social media and in-stadium activations, that aim to unify a global audience around all things World Cup.

A further film in the campaign adds a new

high-brow dimension to the campaign: 'United In Rivalry' features Nobel Peace Prize Laureates showing support for their home team.

From Poland's Lech Walesa, to Nigeria's Leymah Gbowee and from Costa Rica's Oscar Arias to Northern Ireland's David Trimble – all the laureates, despite their commitment to peace, are keen to crush their rivals on the football pitch.

'The spot demonstrates that even Nobel Peace Prize Laureates are passionate for football and that sets the stage globally for this idea that we're united around football,' says Visa Chief Marketing Officer Kevin Burke

The spots drive users to the campaign's digital hub which is led by three content pillars.

One is a Samba Celebration thread that includes sending 32 film makers to 32 different countries around the world to see how that market's culture celebrates the tournament with their own music and dancing led take on Brazil's 'Samba celebration'.

Thus it includes 'England's Samba', the 'USA's Samba', 'Spain's Samba' and so on.

The Samba of the World interactive film and song thread shows how each of the qualified countries celebrates the game. The tool means that when the song begins, users can change the country, which in turn slightly alters the track and visuals.

'What we really loved about that is that we went to a director in each of the 32 qualifying countries and we gave them a \$25,000 prepaid Visa and we asked them to, in 90 seconds, bring to life how their country celebrates football,' explains Burke.

'What's really interesting about it is, if you look at those 32 films, there's tremendous differences in terms of who we are and where we are in the world but there is a really beautiful unifying element in that we all come together and celebrate football in a really passionate and joyful way.'

The second thread of the site's content is a World Cup 'Teletransporter' tool which enables users to paste a photo of their own face onto players bodies in classic, famous, World Cup









scenes from Heguita's famous 'Scorpion Save' to Beбето's iconic 'Baby Swing' goal celebration.

While this began with classic footage from World Cups past, once the tournament began it was updated in real time to feature clips and highlights from Brazil 2014.

A third thread introduces its set of super-connected 'Visa Fanbassadors', one from each competing nation.

These fanbassadors act as insider fans take consumers onto a global journey of celebrations around the world and posting their consumer created work across Visa's own channels throughout the tournament.

Comment > Visa itself relatively recently signed a sponsorship extension to its FIFA partnership securing global marketing rights and product category exclusivity for the next two World Cups.

Visa first signed up as a FIFA sponsor back in 2007 and first activated its global sponsorship rights at the 2010 World Cup in South Africa.

The new agreement will see the payments brand sponsor the 2018 World Cup in Russia and the 2022 World Cup in Qatar – as well as 40-plus other FIFA events scheduled throughout that period.

Visa hope the FIFA rights will allow its business and extend value and benefits to various stakeholders around the world via marketing programmes that drive brand preference and product usage.

'With football's unique power to inspire people everywhere, Visa couldn't be more excited to extend its relationship with FIFA,' commented Ricardo Fort, SVP Global Sponsorship Marketing at Visa.

'Our association with the Fifa World Cup and the entire portfolio of Fifa events differentiates our brand and allows us to offer unique opportunities to our clients around the world.'

'We're delighted to have reached this agreement with our valued partner, Visa,' said FIFA president Blatter.

'Visa's huge global network and engaging consumer programmes play a significant role in

bringing the Fifa World Cup to all corners of the globe, and we're delighted to have such a strong global brand by our side until at least 2022.'

Visa is the fifth of Fifa's Commercial Affiliates to have committed to both the 2018 and 2022 World Cups: the others include adidas, Coca-Cola, Hyundai-Kia and Anheuser-Busch InBev. <

Flows Faster With Visa > Visa Europe is another Brazil 2014 sponsor fronting its World Cup activation with its star athlete ambassador, except the payments' brand's big name stands out from the clutter for being an athlete and not a footballer – it is, of course, Usain Bolt.

The FIFA global partner sponsor kicks off its World Cup work with a 22-market spearhead TV spot featuring Bolt racing from his home in Jamaica to the tournament in Brazil.

He learns Portuguese and dances the samba en route to the Maracana where he finally morphs into a soccer player.

The commercial, which is part of the brand's Visa Golden Space initiative, features the company's pan European 'Life Flows Faster With Visa' tagline and its message focuses on the 'speed' of Visa's services.

The TV work is supported by localised social platforms promoting not only the speed of Visa's products, but also its primary platform for Visa's World Cup ticket competition.

This supporting strand sees Visa ramp up its use of social platforms – including Twitter, Facebook, YouTube and Tumblr – to promote the competitions and more clearly highlight the benefits of its products.

This increased social investment reflects Visa's global move towards more integrated media planning which have seen it invest between 30% and 40% of campaign budgets in digital and mobile channels.

Promotions vary according to which Visa products are in each market, but much of the budget is focusing on contactless, online payments and digital wallet.

The payments giant's range of local market ticket competitions offer World Cup related prizes



from collectables to grand prize VIP Brazil trips.

The latter offers Visa competition and lucky draw winners VIP trips to the tournament for two that typically include a pair of tickets, return flights, hotel accommodation, Visa gift cards and unique match-day experiences that range from walking down the players' tunnel, to a close-up view of the players warming up, or even going pitch-side at half time.

These local market competition strands stretch from a tie-in with retailer Tesco in the UK, a TV ad led promotion in Kenya, to an shopping led initiative in Singapore's Changi Airport.

Comment > Visa are hoping that Manchester United fan Bolt brings 'clarity' and 'excitement' to the marketing of its products and services around the World Cup.

The creative approach, theme and mes-saging follows a similar path to its IOC Olympic sponsor activation at London 2012.

For a track athlete Bolt already has strong football marketing heritage. He may be excited about this year's World Cup, but it was back in 2012 that his soccer skills were first showcased to the world during downtime while shooting an ad.

The rare off-set footage was, as everything is these days, captured on video and was posted on YouTube where it became something of an online sensation.

Since then, Bolt has made no secret of his love for the game: regularly visiting his favourite team Man Utd, hinting he'd like to play for them when he retires from track and field.

Visa is also hoping to learn lessons from the criticism it received at London 2012 for preventing fans from using other cards and thus making the property experience harder rather than easier for supporters and consumers.

The brand admits that 'the criticisms we faced around the London 2012 Games was an area that we could have been clearer about in terms of communications' and says that the World Cup is going to be a different experience and it is focusing on communicating what the partner actually brings to the tournament. <



Links:

> [Visa Bolt World Cup TVC YouTube](https://www.youtube.com/watch?v=LdMd-uW91gc)
<https://www.youtube.com/watch?v=LdMd-uW91gc>

> [Visa Golden Space Website](https://www.visa.co.uk/goldenspace/)
<https://www.visa.co.uk/goldenspace/>

> [Visa Golden Space Twitter](https://twitter.com/VisaGoldenSpace)
<https://twitter.com/VisaGoldenSpace>

> [Visa World Cup Website](http://worldcup.visa.com/)
<http://worldcup.visa.com/>

> [Visa Brand Facebook](https://www.facebook.com/Visa)
<https://www.facebook.com/Visa>

> [Visa Brand YouTube](https://www.youtube.com/user/visabrand)
<https://www.youtube.com/user/visabrand>

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FIFA > World Cup Sponsors

With an aggregate spend around \$500m for global World Cup and Confederations Cup rights, the second-tier FIFA World Cup sponsors are a mixed bunch. From well established international titans of the sponsorship industry (Budweiser and McDonald's) and relative newcomers aiming to join that elite group (Johnson & Johnson), through sub-brands of better known global giants (Castrol/BP) and host country heavyweights (Oi), to companies which seem somewhat unlikely FIFA sponsors (Moy Park and Yingli). Because of the group's varied nature, members have varying objectives and strategies which results in very different activations from one another.

- > Budweiser 'Rise As One'
- > Castrol 'Footkhana / Predictor / Correspondent'
- > Continental 'ContiSoccerWorld'
- > Hublot 'Hublot Loves Football'
- > Johnson & Johnson 'Care Inspires Care'
- > McDonald's 'Gol!'
- > Moy Park 'Wing Your Way To Brazil'
- > Oi 'Campo / Dream Team'
- > Yingli 'All Under One Sun'

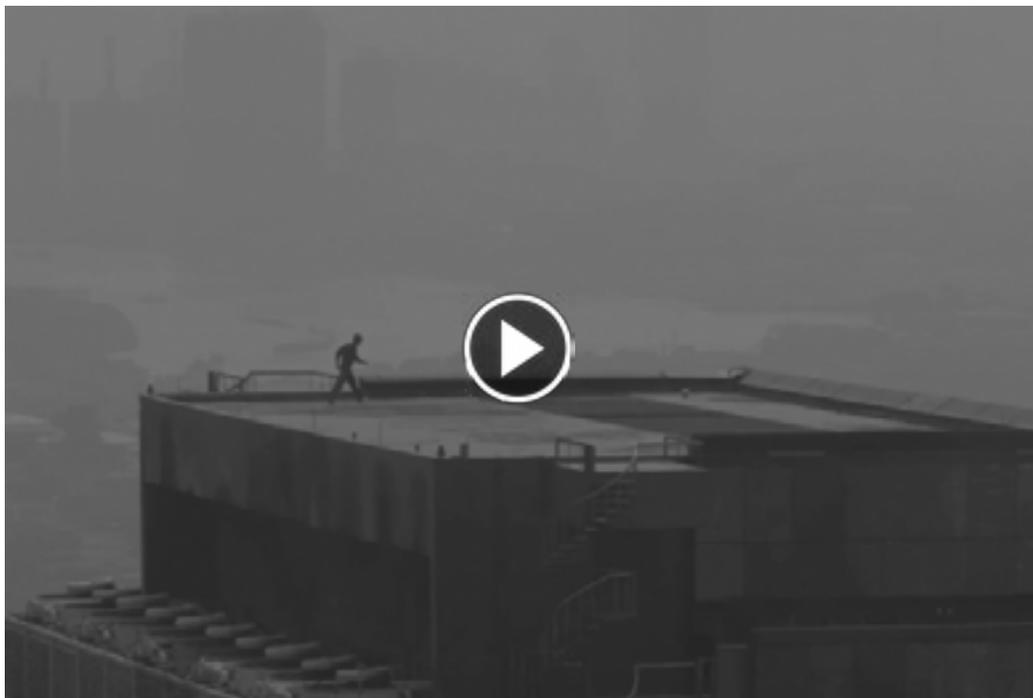


Budweiser > Rise As One

The official beer brand's 'Rise As One' ad campaign and retail promotions largely drove fans to its World Cup digital hub which acted as a gateway to a raft of activity that included a 'historic' (with Fox) and a 'modern' (with Vice) video series, to its Twitter Card #ManOfTheMatch voting initiative, its 'Paint The World' Facebook app, a community-focused grassroots programme called 'Heroes', in-store activation and a limited edition gold bottle release, plus an on-site Bud Hotel in Rio and in-stadium initiatives building on its exclusive pouring rights.

RISE AS ONE





While official beer Budweiser's 'Rise' campaign spanned global traditional TV, press and out-of-home ad executions in tandem with customised local market activations in-store and online, rights holder AB-InBev also augmented its Bud work in selected countries with promotions for some of its other brands (such as Brahma in Brazil and Harbin in China).

Rise As One > Budweiser began rolling out its central Brazil 2014 FIFA World Cup sponsorship campaign in February: 'Rise As One' aims to celebrate the moments that unite and inspire fans around the world.

The campaign is described by the brand as a 'holistic creative platform, is fronted by a global launch commercial developed in partnership with agency Anomaly.

Filmed in stylish black and white and featuring the brand's new World Cup limited edition gold aluminium bottle, the launch spot focuses on football fans around the globe 'rising as one'.

TV and online teasers and trailers for the 'Rise as One' campaign leaked out online in early March,

The spearhead TV commercial previewed officially on the brand's web platforms in mid March and then aired on network TV from 24 March.

Budweiser is also rolling out an online documentary series co-produced with Vice and the 'Rise As One' campaign also includes a competition that invites fans themselves to submit their own stories about their footballing heroes who gone the extra mile 'for the love of the game'.

Consumers uploading their own content to both the campaign's digital platforms and sharing them through their own social networks are entered into the competition to win a VIP trip to the 2014 FIFA World Cup in Brazil and to have their own film produced by Budweiser and Vice highlighting their dedication to the sport.

The initiative also includes a further six part documentary airing on FOX Sports Originals focusing on how the beautiful game inspires the world to hope, believe and to 'Rise As One'.

The series trailer ran in early March,

Follow up activation will span fresh TV and out-of-home advertising, plus online, social and a set of initiatives to engage fans in-store.

As the campaign rolls out Budweiser will also develop and distribute global broadcast and digital FIFA World Cup content through an evolving set of strategic media partnerships.

Digital activity will be hosted at riseasone.budweiser.com and the online and mobile work will include a new flagship feature on the Budweiser app (available from 21 March) called the 'Budlocater'.

This will enable users to geo-target their location in order to find the nearest pub selling Budweiser (along with associated details about whether the establishment has TVs, live music or a garden etc).

The app will also enable consumers themselves to 'like' and 'share' pubs and bars on Facebook, while drinking establishment owners can also 'claim' a listed pub/bar as theirs and provide information about which World Cup games they are showing live.

The brand has also unveiling its new tournament packaging which features the World Cup itself in the form of a limited edition aluminium trophy bottle which will be distributed across more than 40 countries and serve as the hub of the brand's World Cup packaging range (which will also include limited edition glass bottles, cans and secondary packaging).

<h2>RISE AS ONE</h2> <p>EVERY FOUR YEARS, THE WORLD CELEBRATES AS ONE AT THE WORLD CUP UNITED BY A UNIVERSAL PASSION FOR THE BEAUTIFUL GAME OF FOOTBALL, WE STOP OUR LIVES AND COME TOGETHER TO SEND WAVES OF JOY ACROSS THE GLOBE. WATCH AS WE ALL RISE AS ONE.</p>	<p>OFFICIAL BEER OF THE 2014 FIFA WORLD CUP BRAZIL™ CELEBRATE AS ONE WITH BUDWEISER'S NEW LIMITED EDITION GOLD BEER.</p>	<p>PAINT THE WORLD 33 NATIONS, 1 PASSION USE OUR VIRTUAL FACE PAINTER TO LET THE WORLD KNOW THE TEAM YOU'RE BEHIND!</p>	<p>RISE AS ONE MODERN DAY STORIES STORIES WHERE FOOTBALL SERVES AS A GLOBAL FORCE FOR GOOD, BRIGHTENING THE LIVES OF MILLIONS.</p>	<p>RISE AS ONE HISTORIC STORIES A FOUR-PART DOCUMENTARY SERIES REVEALING THE HISTORY OF THE BEAUTIFUL GAME.</p>	
<p>BUDWEISER HEROES A BUDWEISER HERO FINDS THEIR PURPOSE IN A FORCE BRINGING THE LIVES OF MILLIONS. MEET OUR HEROES AND HEAR THEIR STORIES.</p>	<p>MAN OF THE MATCH</p> <p>DECIDE WHO YOU WANT TO BE MAN OF THE MATCH. FOLLOW @BUDWEISERFC AND VOTE.</p> <h2>RISE AS ONE</h2>	<p>ONE IS A HERO YOUR HERO'S AWAY. HAVE YOU BEEN PRACTISING YOUR GOAL, SEIZURE?</p>	<p>IN LIFE, THE MORE PEOPLE YOU'RE UNTOUCHED A RESERVATION. ON MATCH DAY, YOU'LL GET A FIRST LOOK. YOU'RE BEING... TWITTER.COM</p>	<p>WITH A RISE OF WORLD CUP DRINK, THE SECOND LEG AHEAD. WHO WILL MAKE IT THROUGH TO BRAZIL NEXT YEAR? #RISERISE TWITTER.COM</p>	<p>HISTORY WILL BE WRITTEN IN DECEMBER 17th, THE 2014 FIFA WORLD CUP™ KICKS OFF ON 12th MAY.</p>
<p>THE HAVE NO UNDERDOGS. ALL TERMS DESERVE TO BE THERE. WE COULDN'T HAVE SAID IT BETTER OURSELVES. @L_HUNDREDS #WORLD CUP #RISERISE</p>	<p>@MARSALDRIES IS UNDERWAY CREATING AN INSPIRATION OF THE OF EACH WORLD CUP AT WASHAW. LOOKING GOOD TO THE TWITTER.COM...</p>	<p>@BUDWEISER</p>	<p>@BUDWEISER</p>	<p>@BUDWEISER</p>	<p>@BUDWEISER</p>



OFFICIAL BEER OF THE 2014 FIFA WORLD CUP BRAZIL™

BUDWEISER HEROES WINNERS

Budweiser set out to find incredible people who have benefited their communities with the power of football.

[VIEW OUR WINNERS](#)

OUR BUDWEISER HEROES

Football's biggest heroes aren't on the pitch. Meet the local fans who've used beautiful games to make the world a better place for millions.

[VIEW OUR HEROES](#)

BELIEVE AS ONE

Every 4 years there is a beautiful moment when the world forgets its differences and unites in its love of the beautiful game. A moment so powerful, the air buzzes with energy and millions will come together to hope, believe and rise as one.

[WATCH NOW](#)

THESE ARE STORIES WE SHARE OVER A BEER

RISE AS ONE

A FOUR-PART DOCUMENTARY SERIES REVEALING THE HISTORY OF THE BEAUTIFUL GAME AND HAS BRIGHTENED THE LIVES OF MILLIONS.

PREMIERE MAY 21 8ET

VICE

MODERN STORIES

BUDWEISER AND VICE'S NEW RISE AS ONE SERIES CELEBRATING MODERN DAY STORIES IN WHICH FOOTBALL SERVES AS A GLOBAL FORCE FOR GOOD AND HAS BRIGHTENED THE LIVES OF MILLIONS.



**RISE
AS ONE**

Budweiser

OFFICIAL BEER OF THE 2014 FIFA WORLD CUP®

This advertisement features a black and white photograph of a crowd of people cheering enthusiastically. In the center, the text "RISE AS ONE" is written in large, bold, gold letters. Below it is the Budweiser logo. At the bottom, it says "OFFICIAL BEER OF THE 2014 FIFA WORLD CUP®". On the right side, two gold beer bottles are shown: one with the "RISE AS ONE" label and another with the standard Budweiser label.



**RISE
AS ONE**

Budweiser

OFFICIAL BEER OF THE 2014 FIFA WORLD CUP®

This advertisement features a black and white photograph of a crowd of people with surprised expressions. In the center, the text "RISE AS ONE" is written in large, bold, gold letters. Below it is the Budweiser logo. At the bottom, it says "OFFICIAL BEER OF THE 2014 FIFA WORLD CUP®". On the right side, two gold beer bottles are shown: one with the "RISE AS ONE" label and another with the standard Budweiser label.



Budweiser is giving digital a prime spot in its sponsorship as the official beer of the upcoming 2014 FIFA World Cup with a string of video and social efforts.

On top of TV and traditional advertising work, digital (in the form of a string of social and video initiatives) is the lead component of Budweiser's 'Rise' World Cup work. Admits chief global marketing director Ricardo Marques.

Thus FIFA's official beer brand began by creating a microsite for its 'Rise as One' campaign to serve as a hub for all video and social content.

While during the tournament itself, Budweiser used Twitter Cards to enable fans to vote for their favourite players to determine the FIFA Man of the Match award.

The brand awards the winning player in person after every game and buys Promoted Tweets to drive traffic to the content.

Promoted Posts are also being used on Facebook that channel consumers to the microsite to vote.

A further physical/digital strand of Budweiser's activation kicked off in June with the opening of the Budweiser Hotel within the Pestana Rio Atlântica Hotel on Rio de Janeiro's Copacabana Beach.

The space includes an Instagram booth and Facebook studio to help the Budweiser marketing teams on the ground create social content as the action unfolds in as close to real time as possible.

This approach builds on the work done on similar, digital-heavy activation at the Super Bowl in New York earlier in the year.

Comment > February was an earlier centrepiece launch slot than most FIFA sponsors, but rolling out a truly global campaign is inevitably time consuming and this genuinely international initiative continues the brand's umbrella strategy of positioning itself as an (if not THE) international beer brand.

Budweiser is now available in more than 80 markets and Rise As One will have a genuinely global reach with international central creative supported by customised local country activa-

tions.

For example, in the UK these will include a national in-store display feature and on-pack consumer promotion, plus scan-and-win give aways - including the chance to win a trip to the 2014 FIFA World Cup Brazil.

'While football brings out regional pride and fierce rivalries, it also brings fans across the globe together once every four years through shared passion,' explains Budweiser's global VP Andrew Sneyd.

'With the Rise As One campaign, Budweiser celebrates the world's favourite game and its role in inspiring fans to celebrate the moments that unite us as a global community.'

'Being the official beer is a massive opportunity for us to stand out because what do you celebrate the world cup with? You celebrate with a beer and that puts us in a great position,' outlines Budweiser UK marketing manager Jennifer Anton.

'Our aim is to be recognised as an international brand and tie together the celebration of the World Cup with Budweiser.'

Budweiser has been the official beer sponsor of the FIFA World Cup for 25 years and its deal includes the 2018 and 2022 tournaments.

In addition to Budweiser serving as the official tournament brand, parent company AB In-Bev will also use the competition to leverage its international portfolio of beers by extending local sponsorship rights to its leading brands in select football markets: including Brahma (Brazil), Harbin (China), Corona (Mexico), Jupiler (Belgium and The Netherlands), Siberian Crown (Russia), Hasseröder (Germany) and Beck's (Italy). <

Brahma > One particularly interesting local market portfolio activation was its host country campaign promoting a World Cup limited edition Brahma Seleccion Especial.

This saw Brahma cleverly blend beer brewing barley with Brazilian soccer heritage in an authentic campaign that leverages its sponsorship of both the national team and of the FIFA World Cup.

The Anheuser-Busch InBev brand rolled out its limited edition beer in March with will a campaign promoting Seleccion Especial's unique Brazilian football credentials – the beer is made from barley grown on the genuine soccer pitches upon which the iconic Brazilian national team trained for decades.

The beer's barley was grown on the pitches of the team's famous Granja Comary training centre –considered by many Brazilian soccer fans as sacred ground.

The Brazilian Soccer Confederation remodelled its headquarters at the Granja Comary and the training pitches were freed up during the re-building programme – so the official beer sponsor came up with the idea of sowing a field of barley on the old training pitches upon which Brazil grew no less than five World Cup winning teams.

The matching marketing campaign includes a 30-second TV commercial, print executions, point of sale work and online videos exploring the project.

Africa Lab, the innovation and product development unit of Brahma's agency, came up with the idea and A-B InBev's agronomists and brewers spent two months preparing the soil to grow barley instead of grass.

'Brahma is the official sponsor of the Brazilian soccer team, and the official beer of the World Cup,' said Sergio Gordilho, co-president and chief creative officer of Brahma agency Africa. 'We wanted to launch a product that got inside the team itself. How do you unite soccer and beer?'

Brazilian manager Luiz Felipe Scolari is reported to have taken a personal interest in the project and the fixed camera that recorded the barley growing captured plenty of images of Big Phil checking out the growing grain field.

Scolari, a Brahma brand ambassador, has put his signature on all the limited edition bottles.

Comment > Brahma Seleccion Especial went on sale in March in major Brazilian supermarkets and other retail outlets at around twice the price

of a regular Brahma beer.

A more expensive version consisting of 2,014 bottles, each bearing a number between 1 and 2,014, can be pre-ordered at Brahma's Brazilian website.

Although a few numbers have already been reserved for soccer stars.

Bottle No1 will go to Scolari himself, current captain Thiago Silva has reserved bottle No2, while No9 is being saved for former superstar Ronaldo (whose number 9 shirt was retired from the squad in his honour).

The sub-brand's name, Brahma Seleccion Especial, derives from the Portuguese 'Seleccion Brasileira' name for the Brazilian national soccer team.

Africa Lab, which also developed the distinctive black bottle with lines in green and yellow (Brazil's team colors), is reported to be still working out a format for charging clients developing this type of product-led idea (although in this example Brahma is paying the agency a project fee).

'The idea came before the ads. This is the role agencies will increasingly have to play—develop products with clients, and then think about the ads,' says Gordilho. 'Creating a commercial is quick, but creating a product that fits the brand takes much longer.' <

Harbin Blipverts > Harbin Beer has launched a series of ultra-short 'football-themed' TV spots leveraging Anheuser-Busch InBev's World Cup sponsorship rights.

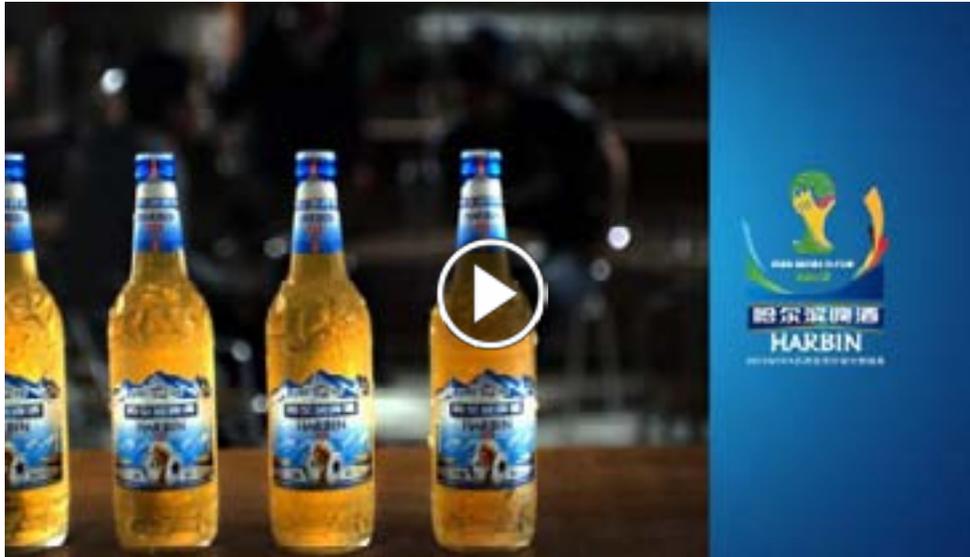
Harbin is China's oldest beer brand and , along with premium positioned Budweiser, is one of two core AB InBev's brands in China, the world's largest beer market.

Harbin, the official World Cup beer brand partner in China, is running these Brazil 2014 mini-videos every night on CCTV1 news.

The campaign us further supported through OOH media and it aims to reach hundreds of millions of Chinese consumers.

The short duration of the 'blipverts' ensures that creative agency BBH China, which only won





the Harbin beer account in November 2013, has kept each one simple by sticking to a single football theme or element per spot.

For example, 'Rivals' features dual branded bottles representing host nation Brazil and heavyweight regional opponent Argentina.

Other ads in the series focus on simple, basic elements of the game, such as 'Red Card', 'Slide Tackle', 'Penalty Kick', 'Mexican Wave', while the 'Freedom Time' spot revolves around a Harbin drinker ignoring a mobile call from the boss during the big game and instead using the phone as a beer mat.

This was followed by an in-tournament 'Precious' TV ad too.

Comment > There's something clean, straightforward and admirable about the repetitive efficiency of the creative and the format.

The objective is to raise the brand's profile in China and the brevity of the spots certainly helps them stand out from the crowd of lengthy spots typically aired in the market.

BBH China won the beer's Chinese business, spanning brand strategy and integrated campaigns across the beer's marketing and communications divisions, after a competitive review which saw them up against heavyweights Ogilvy, JWT and BBDO.

After winning the account, BBH China CEO Arto Hampartsumian said: 'This is an epic win for us. Working with Harbin Beer is indeed an incredible opportunity and challenge. We are deeply honoured to welcome this business to BBH.'

The Brazil 2014 work follows on from Harbin's creative as the official beer in China associated with the 2010 FIFA World Cup in South Africa.

This saw it become the first beer in China to partner with the FIFA World Cup.

This saw the AB InBev brand activate its 2010 South Africa rights with a Harbin TV spot (created by JWT, Shanghai) and a digital campaign starring soccer legend Ruud Gullit.

Gullit, who was Harbin's brand ambassador for the beer's 2010 World Cup sponsorship work, used the digital platform (developed by Aegis-owned Wwvins Consulting in Shanghai) to share soccer tips with Chinese football fans.

That campaign ran on heavyweight Chinese digital platforms such as Sina.com, Sohu.com and Tudou.com.

It also included fan contests offering players a chance to meet Gullit and win World Cup tickets.

As ever, campaign stats in China were huge.

According to Allen Wang, business development director at Wwvins Consulting in Shanghai, just two days after the 2010 digital campaign launched it had racked up a massive 543m impressions, 3m clicks and 1m page views. <



Links:

> Budweiser 'Rise As One' Website
<http://www.riseasone.com/>

> Budweiser 'Rise As One' Teaser On YouTube
<http://www.youtube.com/watch?v=CuXsldf53dY>

> Budweiser Facebook
<http://www.facebook.com/BudweiserUK>

> Budweiser YouTube
<http://youtube.budweiser.co.uk>

> AB-InBev Website
<http://www.ab-inbev.com>

> Brahma Seleccion Especial Website
<http://www.brahma.com.br/selecao especial/gateway>

> Brahma Website
<http://www.brahma.com.br/>

> Harbin Website
http://www.ab-inbev.com/go/brands/brand_portfolio/local_brands/harbin.cfm



Castrol > Footkhana/ Predictor/Correspondent

Through its ongoing player rating 'Castrol Index' system, a 'Predictor Challenge', a 'Correspondent Contest' and its fantastically successful 'Footkhana' viral and promotion, FIFA's official engine lubricants, fluids, oil and gas partner activated across its product line-up using its long-running overarching marketing theme of 'performance'. Castrol was yet another brand to use Neymar Jr as a Brazil 2014 player ambassador, but it also teamed up with existing sports ambassadors: from the less likely, such as race driver Ken Block, to the expected faces like former host captain Cafu.





In the weeks and months before the World Cup there were several reports that Castrol was understood to be considering axing its football partnerships. Nevertheless, Brazil 2014 saw the BP Owned auto oil and lubricants outfit, which has football links dating back to 2008 when it first became one of 10 global partners of the UEFA European Championship and then became a FIFA sponsor for the 2010 World Cup, continued its strategy of building its soccer activation around the idea of 'performance'.

Its spread of World Cup product-led promotions focused on exploring the link between football performance with automotive performance.

Castrol ran a set of local market, pre-tournament promotions and a global 'Footkhana' activation thread before the event kicked-off.

Its prize promotions typically offered opportunities to win World Cup tickets and merchandise across its own Facebook and Twitter accounts.

For instance, in the USA, Castrol ran a promotion offering a Castrol-branded football with purchases as well as a pre-tournament 'Castrol Road To Brazil Correspondent Contest' which invited fans to upload US supporter videos to enter a Facebook vote competition to attend the USA's first three World Cup matches.

Then it primarily activated around its live 'Index' and 'Predictor' programmes during the tournament itself.

Castrol's strong alliance with FIFA's own digital platforms see it run not just its flagship 'Castrol Index' on the property owner's FIFA.com website, but also its Castrol FIFA World Cup Predictor Challenge.

This enables consumers/players to make five in-game match predictions relating to elements (such as goals, passing, tackles, dribbles, defense etc) for each of the 64 matches of the tournament.

While ambassador and Brazilian legend Cafu offers his own insights on the predictor-website, the winning fan predictors scoop prizes from a range of other World Cup sponsors (such as Sony and Adidas) and signed Neymar and Cafu jerseys.

Indeed, its overall activation approach largely followed the pattern it established at the 2010 World Cup work where Castrol also launched a 'Football Smartphone App' which combined mobile technology and in-depth data analysis and included both the Castrol Index and the Castrol Predictor (plus an 'Edge Penalty Analysis' tool and expert opinion from Arsene Wenger, Marcel Desailly and Alan Shearer).

Footkhana > What happens when samba-skilled soccer superstar Neymar challenges tyre-shredding driving ace Ken Block? Castrol Footkhana - that's what!

The testosterone-filled, pre-tournament 'Footkhana' online spot is a collision of soccer and auto racing. It features Brazilian star Neymar Jr. and US race driver Ken Block competing in a series of goal-scoring competitions - the twist is that while Neymar takes the usual approach using his feet, Block is driving his race car.

Rolled out in late April, it saw Castrol move up a gear in its Brazil 2014 activation. Castrol, an Official Sponsor of the 2014 FIFA World Cup, brought together the football striker and the Gymkhana rally racing driver for the planet's first #Footkhana competition.

Block's rally car is, of course, powered by Castrol's Edge (boosted with TITANIUM FST). Who wins? Watch #NeymarJRVBlock to find out

According to Unruly Media's Viral Video Chart, this turbo-charged, experimental, all-action spot has immediately become the most shared World Cup ad ever (ahead of Coca-



Cola's 2014 'The World's Cup' ad and Nike's 2010 'Write The Future' blockbuster).

Even the first of the campaign's two 30-second trailers was ranked the ninth most shared viral of the week with 22,241 shares.

Both football and motorsport fans can support Neymar Jr or Ken Block by registering online at castrol.com/Footkhana.

Brazil star and Castrol brand ambassador Neymar is fronting a series of YouTube films which form the core of Castrol's activation before the tournament actually kicks off. <

Comment > The #Footkhana spot is actually one of several web films fronted by Neymar as he leads a team of world champions freestyle footballers (including Sean Garnier).

And with #Footkhana, Block joins Neymar as a member of the Castrol Freestyle Team.

There is also a special appearance by Brazilian legend and World Cup winning captain Cafu - who appears in the core commercial and goes for a ride-along with Block in added content.

It has been amazing to work with Ken Block and the other freestylers, bringing our skills together in this Castrol experiment,' says Neymar. 'I can't wait for football fans to see our freestyle tricks in action as we go head-to-head against Ken and his car.'

'I'm stoked to be partnered up with Castrol again this season,' adds Block, who will also be featuring in a number of upcoming Castrol campaigns over the next 12 months.

'I'm also very excited to have this opportunity to work with Neymar Jr, as well as the freestyle guys on this film. All of them are as passionate about their sport as I am about mine, so to have all of us working together on this project has made for some great results.'

'Both Neymar Jr and Ken Block have demonstrated amazing levels of skill in their respective sports and we,' comments Castrol's Ramchander. 'Our sponsorship of the 2014 FIFA World Cup has given us the perfect opportunity to pair up Ken with Neymar Jr to bring to life Castrol's passion for superior performance, innova-

tion and football.

Within one week of its 2 April launch, the #Footkhana film racked up almost 11 million YouTube views and more than 736,615 social shares - including 481,979 shares on Twitter and 254,623 on Facebook.

Thus, according to the Viral Video Chart, ensuring the Castrol's Neymar-led World Cup ad was not only top of that week's viral charts, but also, at the time, the most shared World Cup spot of all time.

An impressive achievement for a brand that, despite lacking the obvious glamour of some of FIFA's other long-term partners, has a long heritage of football partnership: from its status as official sponsor of the 2014 FIFA World Cup, and FIFA's Confederations Cup, plus its backing for UEFA's Euro 2008 and Euro 2012 tournaments and its partnerships with notable soccer stars - such as Ronaldo and the 2010 'Challenge Ronaldo' initiative.

Its Castrol Rankings, Challenge Ronaldo, Castrol Predictor and Castrol Index were just some of the initiatives within its previous 2010 FIFA World Cup campaign, while it added other tools such as a Live Match Calculator, Tournament Planner and Team Hubs (showcasing performance predictions) were introduced at Euro 2012.

The lubricant brand's Brazil 2014 YouTube films to date are principally about entertainment, while its Castrol Index is more of a utility providing new perspectives and fresh insights into the game using the company's expertise in technology and analysis.

The activation objective is to continue its ongoing approach of creating a clear association with the sport and engage football fans and clients around the concept of high performance.

On a global, strategic scale, Castrol aims to use its rights to raise awareness and build relationships with its business clients. <

The Castrol Index > Once the tournament starts the focus of the sponsor's work will switch towards its 'Castrol Index'.



Castrol Index

Castrol Index Ranking (Last updated 2 July, Next update 6 July)

Rank	Player	Position	Country	Score
1	DAVID LUIZ	Defender	BRA	9.79
2	JAMES	Midfielder	COL	9.74
3	BENZEMA	Forward	FRA	9.7
4	ROBBEN	Forward	NED	9.66
5	VERTONGHEN	Defender	BEL	9.62
6	NEYMAR JR	Forward	BRA	9.59

BEST MOVER: Andre SCHUERLE (Germany, Forward) - Current Rank #203, Change: +297

WORST MOVER: Wayne ROONEY (England, Forward) - Current Rank #158, Change: -96

Castrol Index is presented by Castrol EDGE.

Castrol has developed what it promotes as the definitive system for rating the world's best players, using contemporary technology to objectively analyse and rank player performance.

The initiative sits on FIFA's own website at www.fifa.com/castrolindex and the tool is in action from the June kick-off until the final in Rio.

The index uses the latest FIFA tracking technology to capture data on each player, which is then analyzed by a team of Castrol Performance Analysts.

Using tracking technology to capture player-specific data - including tackles, passes, movement, speed, acceleration and accuracy - which is then analysed by a team of Castrol Performance Analysts to see if it has a positive or negative impact on a team's ability to score or concede a goal.

Each player is given a Castrol Index score on a scale of 10.

This system, which was used previously by the brand at the FIFA Confederations Cup and the 2010 FIFA World Cup, sees each player awarded a score out of 10 (the stronger the player's performance, the higher their score).

In 2009, Brazil's Lucio topped the Castrol Index and in 2010 it was Spain's Sergio Ramos who won.

Can Castrol's own Brazil 2014 ambassador Neymar lift this year's title?

(Or will it be the sponsor's brand's long-term global brand face Ronaldo?)

Neymar was unveiled as Castrol's 2014 World Cup brand ambassador back in February after signing a 12-month deal that see him (and his fancy tricks and flicks) act as the face of Castrol's World Cup promotions.

The partnership was brokered in consultation with Rhodri Burgess of Wasserman Media Group, who previously worked with the sponsor on secure the partnership services of fellow footballers Ronaldo, Cafu and Desailly.

The brand aims to draw synergies between how Neymar's talent pushes the boundaries and sets new standard, just like Castrol's own pioneering approach to fuels and oils.

As, according to Global Marketing VP S Ramchander, Castrol sees see a great synergy between Neymar and Block's pioneering spirits and what our brand stands for.

Comment > The brand's objective is for consumers to see the connection between Castrol's expertise in using pioneering technology and data analysis to understand the performance of their oils and the sponsor's application of the same approach to football expertise in order to create the ranking 'Castrol Index.'

The index is posted to FIFA.com/castrolindex after each round of tournament matches.

Castrol has established a strong heritage in applying its Index at international tournaments - including at the 2010 FIFA World Cup. <

Predictor Challenge > Castrol's FIFA World Cup Predictor Challenge for Brazil 2014 is a real time consumer gaming platform connected to every single match and running on FIFA's own web platform.

The game challenges players to make predictions for each and every one of the 64 matches: including making choices about goals, passes, set-pieces, defence, specific player statistics and the like.

The Predictor Challenge began on 12 June and finished with the World Cup Final itself.

The game aimed to offer fans a fun opportunity to follow the tournament in a new and entertaining way.

It was fronted and promoted by Official Challenge Ambassador (and former World Cup winning Brazil captain) Cafu.

Cafu promoted the game's launch and



Castrol Index Top 11

Mehrdad POOLADI (Iran, Forward) - Score: 9.7

Castrol Index is presented by Castrol EDGE.



offered instructions and advice.

'The first thing participants have to do is study all the teams and assess everything from their tactics and form to their head-to-head records with their opponents. That's the first step to success,' the wing back said.

'Who's going to win? It's going to be very tough but Brazil will win. We have to play our usual game, because there's no doubt that the quality is there. Our last friendly against Serbia showed us that we can't afford to get over-confident, and that means that we will be fine. So I'm definitely predicting a Brazilian win,' he concluded.

Promotional activity, which ran largely across digital platforms, drove consumers to FIFA's official online channels and contestants could sign up and register for the competition on FIFA.com and via the property owners Facebook page.

Each match has five predictions: four have an individual points value, while the fifth 'golden question' is only revealed 24 hours and doubles the player's score total from the first four choices.

The aim for players is to score points for each prediction as they try and climb the leaderboards and win prizes.

FIFA and Castrol provided ongoing input and Challenge details and updates via Facebook and through @fifacomclub on Twitter.

The prize winners won products from FIFA partner adidas (such as Brazuca balls) and Sony (such as an X900B 55" 4K TV and a Sony Xperia Z2 phone), plus Brazil shirts signed by two-time FIFA World Cup winner and Castrol Ambassador Cafu.

The climax of Castrol's FIFA World Cup Predictor Challenge went down to the wire, but eventually it was American FIFA.com Club member Seytom who scooped the top prize.

Comment > Castrol's Predictor Challenge was actually just one of several challenge-style World Cup gaming initiatives: other notable games included Adidas Golden Ball Predictor, McDonald's FIFA World Cup Fantasy and Kick-Off Ball FIFA Coins Xbox.

Indeed, Castrol itself also takes a similar approach to its motor racing sponsorship via its F1 'Castrol Edge Grand Prix Predictor Challenge'.

Thus ensuring activation consistency across its sports properties and maximising value from its investment in and development of the concept. <

Links:

> [Castrol Edge Football Website](http://castroledge.com/football)
<http://castroledge.com/football>

> [Castrol Index](http://www.fifa.com/worldcup/statistics/castrol-index/)
<http://www.fifa.com/worldcup/statistics/castrol-index/>

> [Castrol on YouTube](https://www.youtube.com/castrol)
<https://www.youtube.com/castrol>

> [Castrol On Facebook](https://www.facebook.com/castrol)
<https://www.facebook.com/castrol>

> [Castrol Predictor Challenge](http://en.castrol.predictor.fifa.com/groups/5125)
<http://en.castrol.predictor.fifa.com/groups/5125>

> [Castrol Predictor Challenge FIFA](http://en.m.castrol.predictor.fifa.com/)
<http://en.m.castrol.predictor.fifa.com/>

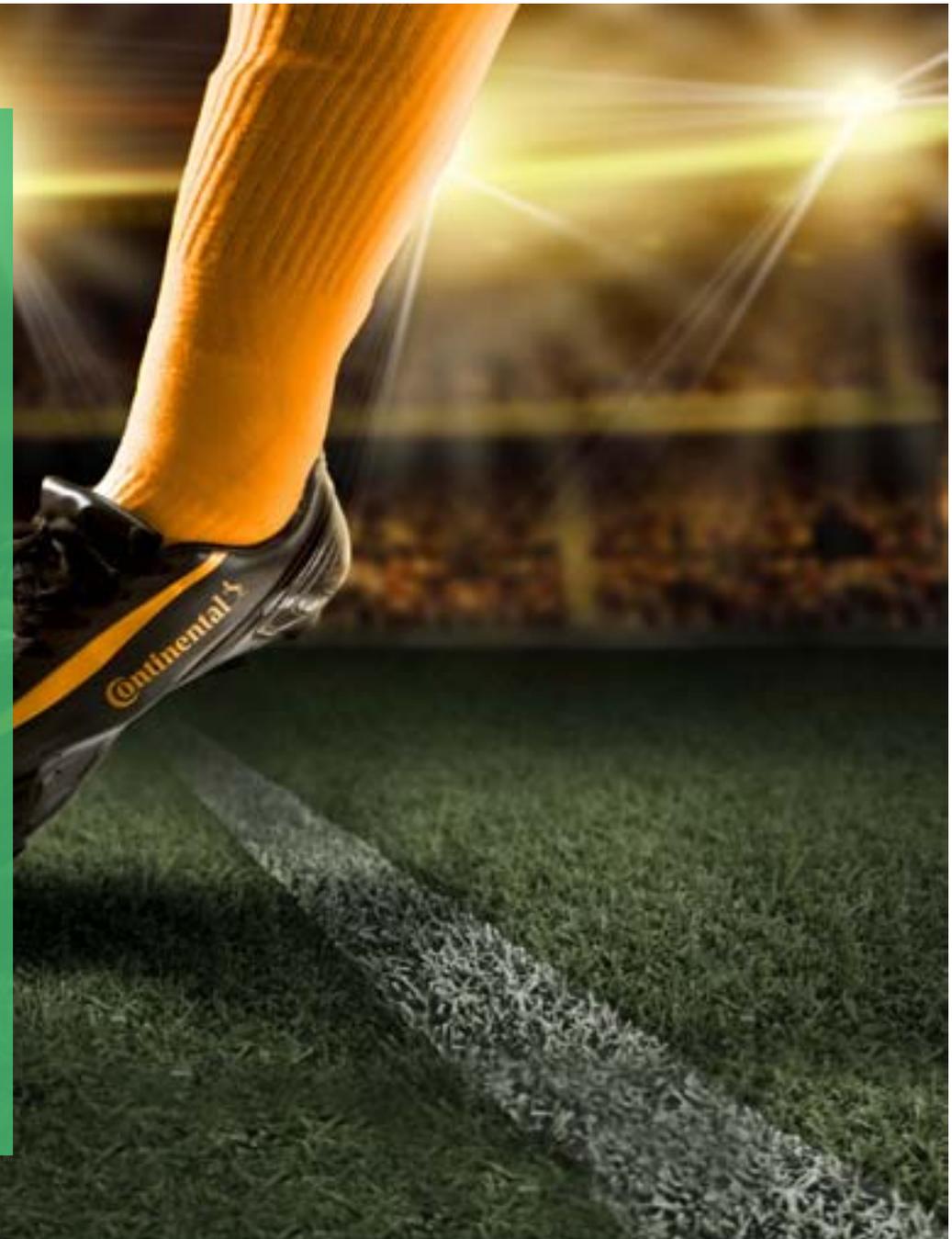
> [Castrol Predictor Facebook](https://www.facebook.com/CastrolChallenge2014Players)
<https://www.facebook.com/CastrolChallenge2014Players>

> [Castrol Grand Prix Predictor](http://gppredictor.com/experts)
<http://gppredictor.com/experts>



Continental > ContiSoccerWorld

One of the earliest partners to seriously activate, the official tire brand's initial 'ContiRioKick' gaming promo began back in July 2013, while it also ran pre-tournament roadshows and a 'Road To Rio' initiative. Its global work was based around its ongoing ContiSoccerWorld website (which acts as an umbrella online focal point for all the brand's football partnerships) and supported by more traditional advertising. Its local market work ranged from linking Brazil 2014 to its MLS sponsorship via #SoccerLove to a real-time, in-match UK social media gaming competition called #ContiPredicts.





Pre-Tournament Promotions > In the lead-up to the tournament, the tire brand ran a series of multi-market and country specific Brazil 2014 promotions.

For example, while FIFA's official tire partner ran several promotions offering consumers a chance to win Brazil 2014 tickets in multiple countries, perhaps the most interesting of these started back in July 2013 Continental rolled out a 'ContiRioKick' mobile game - available as an app for Apple and Android phones.

The objective of this pre-tournament build-up gaming initiative was to start the longest-possible sequences of 'virtual passes' between friends and/or other geographically nearby players located via 'radar mode'.

Hence the very early lead-in time.

Continental then ran monthly draws for the 11 best players and awarded a range of prizes including grand prize trips to the World Cup itself.

Another aspect of its lead-in activation before the tournament actually kicked off was its series of 'Road To Rio' Roadshows.

In the lead-up to Brazil 2014 Continental ran a set of nationwide World Cup 'Road To Rio' Roadshows in key markets with teams playing in the tournament (eg England).

These visited hundreds of locations in each market and were fronted by Brazil 2014 mascot Fuleco and by famous footballers from each country (eg in England Robbie Fowler acted as a brand ambassador).

As well as showcasing the company's product ranges, these roadshows also offered fans the chance to send a personal message to the team via a unique photo booth and included a goal scoring skills challenge to win official FIFA World Cup merchandise.

The company also offered fans a chance to win a trip to Rio for the final. To enter this competition fans were asked to tweet a picture of the roadshow truck when they spot it using the hashtag #contiroadtorio.

'It is great that Continental are doing this, it can really unite everyone to get behind our boys, sending them messages of support and letting everyone feel they can be part of the team - plus someone will actually make it to the final!,' said Fowler.

'With Brazil far away and tough for most fans to get to, we're delighted to be able to bring World Cup fever to locations all over England. It's going to be a lot of fun,' added Continental marketing and communications manager Peter Robb.

Global World Cup Work > While it ran a set of global ads leveraging its World Cup sponsorship, led by a 'What Winners Do' TV spot, the main thrust of its global work saw Continental create a dedicated World Cup space on its ongoing 'ContiSoccerWorld' website.

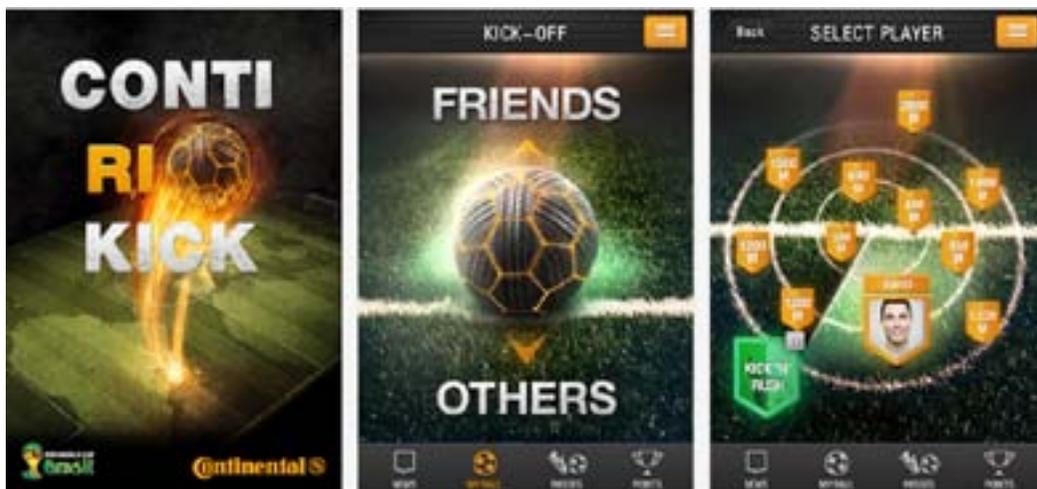
Blah. This site acts as its online hub for all of its football sponsorship programmes (which include its partnerships with UEFA, MLS, FC Bayern Munich and several other soccer properties).

This acted as the central, global hub of its World Cup activation (as it does for all the company's football work).

A dedicated branded team of bi-lingual sports editors and writers enriched the web space with team, player and host country content, as well as match reports and interviews soccer stars and experts.

The sections were titled 'Cities & Venues', 'Team Portraits', 'World Cup Stars', 'German Stars' and 'Former World Champions'.

An 'Insights' section focused on interviews with top coaches, star players, pundits, jour-





I'M SUPPORTING ENGLAND
GOOD LUCK ENGLAND



I'M SUPPORTING ENGLAND
COME ON BOYS







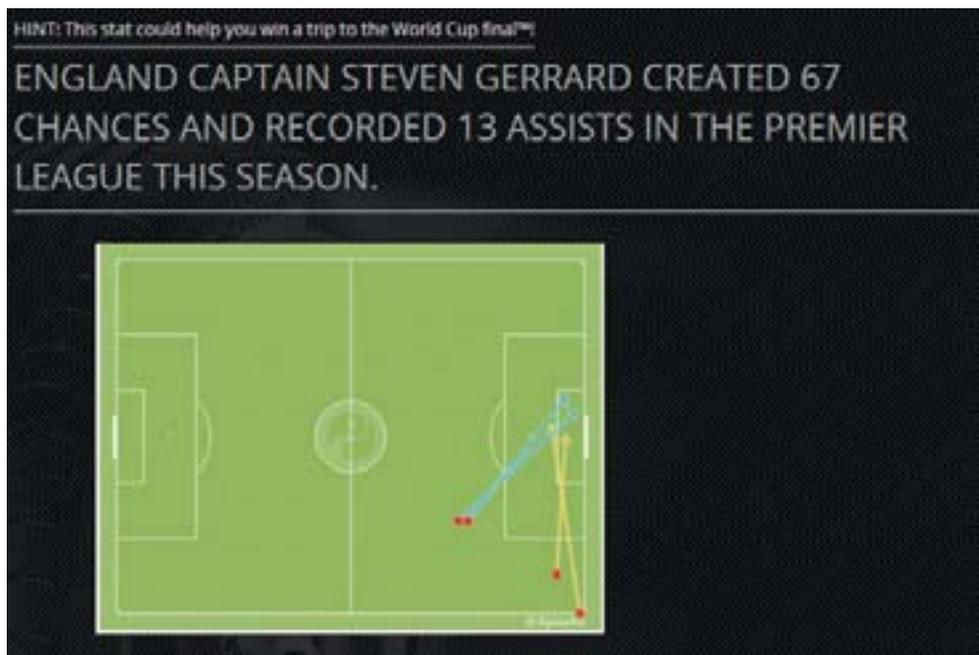
Continental
The Future is Motion

#ContiPredicts

WIN: A trip to the FIFA World Cup™ Final!
Use #ContiPredicts & REPLY with how many goals Brazil will score v Croatia.

Squawka

18 & over. 18+. Normal exclusion. 3 prizes. Entries must follow @ContiSoc. Starts 12.6.14 see @contisoc for details.



HINT: This stat could help you win a trip to the World Cup final™

ENGLAND CAPTAIN STEVEN GERRARD CREATED 67 CHANCES AND RECORDED 13 ASSISTS IN THE PREMIER LEAGUE THIS SEASON.



nalists and experts.

'Our football website www.ContiSoccerWorld.com is committed to presenting reports on every aspect of our key sponsoring activities in professional football,' explained Continental press spokesman Alexander Bahlmann.

'Up to May the focus was still very much on [our other properties] Germany's DFB Cup and the Bundesliga, plus Major League Soccer in the USA and Canada. But then the 2014 FIFA World Cup was clearly on centre stage.'

Local Market Activity (Eg #SoccerLove & #ContiPredicts) > In addition to its global 'ContiSoccerWorld' web hub, the brand also ran a set of local market initiatives.

For example, in America it ran #SoccerLove.

This US campaign saw Continental link its MLS partnership to its World Cup sponsorship via a campaign running under the hashtag #SoccerLove.

This was spearheaded by online spots and TV ads featuring star US players (such as Graham Zusi) talking about their love of the sport and their hopes for Brazil 2014 and linked across social channels through the hashtag.

While in the UK it rolled out a #ContiPredicts Live Social Q&A Gaming Promo

While Continental continued to use its ongoing football Twitter hashtags - #ContiSoccerWorld and #WeLoveSoccer - to activate before, during and after the World Cup, in the UK it also ran real time, in-game social media competitions to win tickets to the final.

For example, as the tournament kicked off in early June, Continental linked with Initiative to roll out a social media competition to win one of five all-inclusive tickets to the World Cup final.

The social promotion asks fans and followers to guess the answers to a set of tweeted match-related teaser questions to be in with a chance of winning.

These ranged from 'How many passes will Rooney make in the first half?', to 'How many shots on target will Ronaldo make?'

These questions were matched against re-

al-time data (supplied by Squawka) during key matches in order to engage supporters while they followed specific matches online.

Each teaser appeared as a type of digital display ad and/or promoted tweets - accompanied by live data visualisations from the selected matches.

These digital executions linked through to a Continental-branded landing page on the Squawka site.

The campaign targeted national news and sports media channels - including The Guardian, The Independent and Sky Sports.

Continental also advertised on Storm Digital's screen at iconic London venue Piccadilly Circus (the UK equivalent of Times Square).

The giant outdoor spot, which appeared in the afternoon of England's match with Uruguay, consisted of good luck messages tweeted in from fans to the England team.

This was the centrepiece of nationwide digital and outdoor matchday activity around the UK

'We know that football fans talk about football online, particularly on Twitter, and this will no doubt be at its highest during the world cup.

'The partnership with Squawka allows us to put Continental at the heart of these conversations,' commented Initiative's head of digital Ben Walton.

'By using real time data from Squawka we can provide football fans with interesting and relevant stats that can help fuel the football conversation, allowing Continental to bring to life their world cup sponsorship.'

Peter Robb, marketing communications manager, Continental Tyres, said:

'I'm thrilled that we are activating a campaign which is markedly different from the traditional approach to sponsorship support,' said Continental's Peter Robb.

'2014 is a big year for Continental as a sponsor of the FIFA World Cup and we think the #Contipredicts engagement mechanic will offer our brand a good deal of stand-out at this pivotal time and also give the fans a chance to win an unforgettable prize.'



Comment > The brand's activation seemingly divides into two silos: its digital work is fairly inventive, while its more traditional advertising activity seems rather old-school and sometimes uses repurposed executions rather than entirely original content.

This seems somewhat surprising considering its experience of working in and around the sport.

After all, Continental's football partnerships date back at least to 1995.

The brand was an official UEFA Champions League sponsor from 1995-2000. It was also a partner of the UEFA EURO 2008 tournament and it also partnered with FIFAS for the 2006 and 2010 FIFA World Cups.

These international football tournaments are used by the company as central platforms to both enhance visibility and consolidate its premium brand position within its industry.

A further umbrella objective behind its football association is to 'charge the brand with positive emotions experienced during matches'.

Continental has backed up its front-line football sponsoring activities on ContiSoccerWorld since 2005.

The objective is to ensure the site offers a global overview of the Hanover-based tire manufacturer's football-led strategic communications platforms.

After the World Cup, August once again saw the site will shift the focus back to its other ongoing properties – such as Germany's DFB Cup, the Bundesliga (where Continental is involved as an official partner and lead sponsor of Hannover 96), plus Major League Soccer, UEFA Euro 2016 qualifying and the Asian Cup 2015 in Australia. <

Links:

> [ContiSoccerWorld Website](http://ContiSoccerWorld.com)
www.ContiSoccerWorld.com



Hublot > #HublotLovesFootball

From its 'Countdown Clock' launch events and pre-tournament roadshows, to a high profile ambassadorial programme led by Pele and several managers, referees and players, the striking campaign signature ball image by Brazilian artist Romero Britto, a distinctive in-stadium match official digital board and the Hublot Palace branded space in Rio, the official timekeeper's integrated, global #HublotLovesFootball campaign stretched from traditional VIP hospitality, classic in-store work and old-school advertising, to high in-match visibility and a multi-platform digital hub.



LOVES FOOTBALL 





Hublot's World Cup partnership was reflected across all of the brand's communications media, particularly via its advertising, in-store work and digital channels.

Blending its practical in-match role as the tournament's timekeeping partner with promotion for the products in its World Cup Collection, the official timekeeper's predominantly activity revolved around its 'Hublot Loves Football' campaign concept.

Countdown Clocks > Hublot's activation really kicked into gear back in June 2013 when Hublot and its brand ambassador Pele joined FIFA bosses, tournament organisers and members of Brazil's government officials to unveil the official 365-day World Cup countdown clock on Copacabana beach in Rio de Janeiro.

Well, actually, three clocks were revealed simultaneously: one in Rio de Janeiro, one in Sao Paulo, and the other in the capital Brasilia.

Among those present were Hublot brand ambassador Pelé, FIFA Secretary General Jérôme Valcke and Hublot chairman Jean-Claude Biver.

A carefully designed and timed ceremony saw FIFA's official timekeeper and official watch partner Hublot inaugurate official countdown clocks designed for the upmarket watch brand by legendary Brazilian architect Oscar Niemeyer, by unveiling them at celebrity gatherings.

In addition to generating PR for the countdown clock unveiling and rolling out digital activation led by online film, Hublot will gain strong on-pitch visibility benefits through the tournament itself with its branding on the referee boards.

The clocks are set to all countdown for T-365 and aim to symbolise a welcome to the world and the pride of hosting the 2014 FIFA World Cup Brazil.

Comment > Designed to generate PR for the upcoming tournament, the countdown clock unveiling event was partly overshadowed in the world's media by the major street protests that resulted in riot police firing tear gas and rubber bullets.

The timing actually coincided with Brazil president Dilma Rousseff calling off a trip to Japan and call an emergency cabinet meeting).

Indeed, this event served as something of a warning to Brazil 2014 to plan for potential protests and be flexible enough to cope with backlash and adjust their activation accordingly. <

Loves Football > The premium watch brand also ran a pre-tournament roadshow-style tour to build awareness of its association, to promote its Big Bang World Cup watch and to launch its #HublotLovesFootball Brazil 2014 campaign.

Blah. The tour visited a set of key market global cities including Basel, Beijing, Lisbon, Miami and Milan and some stops saw the World Cup trophy presented by Hublot to offer photo opportunities for VIPs and visitors.

The global tour also saw Hublot award local head coaches with timepieces.

As is often the case with premium brands seeking to position themselves as knowledgeable, established, admirable authorities, Hublot favoured more mature ambassadors for its activation.

These included legendary former players like Pele (who takes centre stage), plus managers such as Brazil's Scolari, England's Hodgson, Italy's Marcello Lippi and Chelsea boss Mourinho, plus referee Howard Webb (as well as several current players).





Each ambassador collaborated with Hublot to create a personalised, limited edition watch.

Hublot's brand ambassador team of legends, coaches, referees and players starred in a photo shoot led pre-tournament campaign that featured the main two watches in its Brazil2014 collection (the Big Bang Unico Bi-Retrograde Chrono and the Classic Fusion) in striking ambassador portraits and which was shot by Swiss photographer Fred Merz.

The images also feature Hublot's 'Loves Football' campaign symbol: a multi-coloured football designed by Brazilian artist Romero Britto.

During 2014, in the lead-up to kick-off, Hublot ad activity was spearheaded by a global World Cup TV spot featuring its Big Bang watch and three of its brand ambassadors.

The spot is also hosted on the dedicated Hublot Loves Football website which also showcases the World Cup watch collection, along with designer and ambassador interviews, tournament related content, live updates, as well as links to the brand's social media channels.

Additional microsite content included a diary revolving around the watchmaker's activities while in Brazil, a live stream from the Hublot Palace brand space and interactions with the Hublot Twitter feed and Instagram account.

In a branded space move not dissimilar to AB-InBev, Hublot rebranded an existing Rio hotel as the Hublot Palace for the duration of the tournament. The boutique style space acted as a centre for Hublot promotions, events, parties, competition winners and VIP hospitality.

The World Cup was also used as a fulcrum to energize Hublot's sales network and its own stores as well as its various points of sale outlets were decorated in the campaign colours and featured various Love Football strands.

The best-performing Hublot partners, around 1,000 people, were invited to stay at the Hublot Palace base on Copacabana Beach during the four-week tournament.

During matches themselves Hublot branded devices ensured on-site presence through the distinctive Big Bang watch-shaped and Hublot

branded referee signage boards.

These digital boards, held up by the fourth official, show how much added time referees have stipulated at the end of each half and indicate substitutions.

The highly visible and heavily branded boards, which were something of a first, certainly ensured high in-stadium and on-TV visibility in a way that was integrated to the game.

Comment > Hublot was one of the first luxury brands to invest in the football space.

'Be the first, be unique, be different,' was the philosophy applied to all of the brand's World Cup activities according to Hublot bosses Jean-Claude Biver and Ricardo Guadalupe when they took the helm of the business in 2004 and they turned to football to try and achieve this in 2006 with a FIFA partnership.

And in 2010 it became FIFA's Official Timekeeper and Official Watch of the World Cup.

'This carefully considered strategic choice heralded the start of our phenomenally successful partnership with football,' says marketing director Philippe Tardivel.

Hublot subsequently added addition sponsorships with links to several top European clubs (including Bayern Munich, Juventus and Paris Saint Germain) and soccer personalities.

The 2014 campaign aims to highlight Hublot's dedication to the sport and the tournament itself

But, like many luxury brands, its digital content lacks consumer created material and feels short of fan interaction - particularly when compared to the work from more FMCG style FIFA sponsors.

It primarily uses the tournament as a platform to build its brand and reinforce its premium positioning at a global level and the 2014 campaign aims to highlight Hublot's dedication to the sport and the tournament itself.

But, like many luxury brands, its digital content lacks consumer created material and feels short of fan interaction - particularly when compared to the work from more FMCG style FIFA sponsors. <





Links:

> Hublot Loves Football Website:
<http://www.hublot.com/hublotlovesfootball/>

> Hublot World Cup TVC:
<https://www.youtube.com/watch?v=n3X01ci6t68>

> Hublot World Cup Campaign YouTube:
https://www.youtube.com/watch?v=8857LkKd_OY

> Hublot Palace YouTube:
<https://www.youtube.com/watch?v=OAJ686C7xlg>

> Hublot Website:
<http://www.hublot.com/>

> Hublot Blog:
<http://www.hublotnation.com/>

> Hublot Facebook:
<https://www.facebook.com/Hublot>

> Hublot Twitter:
<https://twitter.com/Hublot>

> Hublot Instagram:
http://instagram.com/hublot_watches





Johnson & Johnson > Care Inspires Care

FIFA's first official healthcare provider aimed to bring its partnership to life through a broad range of corporate programmes, product campaigns, CSR initiatives and on-site services to encourage healthier lifestyles for football fans around the world and revive 'caring'. The global 'Care Inspires Care' initiative spearheaded its activation on the corporate level, while it also ran brand-specific campaigns for several flagship products (such as Listerine and Band-Aid). Its marketing tactics ranged from featuring Brazil's Dante as an ambassador, to a host nation 'Blood Bus' donation tour, standardised stadium medical services and rewarding consumer-chosen 'Care Champions'.

inho
ra
inho™



The official healthcare supplier's main World Cup sponsorship strategy splits between driving Johnson & Johnson's corporate, global 'Care Inspires Care' programme and a local brand activation strand focusing on advertising and promotional campaigns for Listerine.

The umbrella international platform, which exists outside World Cup activation, blends real-world CSR programme strands with interactivity, engagement and advertising that taps into consumer emotion.

While the brand work mixes a global social media initiative and a multi-market TV spot, with local market promotions and build outs.

Other elements of its activation ranged from a kids books strand in the USA to a host nation blood donation drive.

While J&J's on-site presence at the World Cup saw it work closely with FIFA and the organising committee to ensure standardised medical services.

The US based conglomerate is FIFA's first official healthcare sponsor and it sees J&J provide all the competing team physios, doctors and volunteers with healthcare backpacks (full of J&J brand health-related products – and even a branded defibrillator).

The company's on-the-ground role also saw it work with the property owner and organisers to ensure standardised care signage and medical personnel uniforms for the stadiums and fan zones, as well as organising standardised medical bags for all team doctors to treat players and all medical professional looking after fans.

Care Inspires Care > Based on company consumer research back in 2011 which suggested that people all over the world felt that 'care' was becoming rare, the objective of the Care Inspires Care programme is simple: inspire care!

The global campaign creative is further tied together by a branded graphic device called the 'Care Inspires Care Infinity Ribbon' - which aims to 'symbolise the caring touch that J&J brings to the FIFA World Cup.

The advertising is led by a global World Cup TVC, which is largely standard, upbeat international advertising family fare that is formed from a classic mix of celebratory fan and football footage, spectacular shots of the host nation and emotive consumer-product vignettes, the editing is careful to ensure an appropriate mix of ethnicity, gender, age and country and set to sweeping, inspirational music.

Both TV and print ads drive consumers to the campaign's online hub: a central global platform called 'Care Inspires Care' (or Carinho Inspira Carinho in Portuguese).

This aims to reflect and spread the brand's underlying philosophy of encouraging selfless acts of care – big and small – with the goal of making the world a more caring place.

The hub hosts campaign content that ranges from inspirational individual stories, to consumer creation opportunities and more practical elements.

This includes a central three-minute "Once Upon a Care" video, asks parents if they themselves are inspiring their own children to care for others, is posted on the website and promoted via digital media (including Facebook, Twitter, Pandora, Men's Health, ABC News, CNN, Yahoo, AOL and NBC News).

The site also connects its wider work with the World Cup by highlighting famous tournament 'moments of care' on the pitch through links to images and film: such as when Pele and Bobby Moore swapped jerseys in 1970 as a sign of personal respect, when Di Canio spurned an open goal to stop play when the opposition keeper was injured and when Matheus consoled his defeated English opponent before celebrating with his teammates.







The initiative also saw the company air its first corporate brand advertising in the host country Brazil – which included a highly emotive, parent-child spot built around ‘acts of caring’.

The site also acts as the focal point for the ‘Champions of Care’ consumer program which was launched during the 2013 FIFA Confederations Cup warm up tournament and aims to recognise caring voluntary workers in the US and Brazil who have gone ‘above and beyond’ in caring for the health and well-being of visitors and fans in Brazil.

It was launched with a call for nominations programme that included online film such as this spot led by Mexican TV star Karla Martinez,

Consumers were initially asked to make nominations and from these six finalists were selected for the shortlist and were profiled online.

A grand prize winner was then chosen via a public voting and the champion won a trip to the World Cup final.

In the social space, a similarly positioned J&J Care Inspires Care Facebook page, which boasts 3m-plus likes, has similar content as the web hub and also invites consumers to share their own ‘caring stories’.

A target donation matching campaign strand sees each and every post, like and share to #JNJ and #inspirecare tracked through a branded ‘Caremeter’ with J&J promising charity cash donations to Save The Children to if the goal of reaching 50m ‘cares’ during World Cup year.

A further add on to J&J’s ‘Care Inspires’ Care’ central idea was a set of ‘Caring For Your Team’ initiatives in local markets.

Comment > J&J’s World Cup activation follows the path it first took with its work around the 2013 Brazil Confederations Cup as its aims to use its FIFA partnership to reach a worldwide audience to ignite what it describes as ‘a movement of caring’.

While much of the international creative is fairly standard, which is perhaps not that surprising for a first time FIFA sponsor, the inspiring CSR work on the ground and some of the company’s

local market work is much more notable and impressive.

One interesting aspect of J&J’s umbrella ‘Care Inspires Care’ initiative is that it has distinct similarities to P&G’s much admired ‘Thank You Mum’ Olympic concept, while another notable fact is that so much of its work includes no specific reference to football, the tournament itself or to Brazil.

One wonders if such an approach is genuinely original enough, or genuinely makes best use of the expensive rights it has purchased. <

Once Upon A Care > J&J’s US local market World Cup work, whilst still running under the global platform’s ‘Care Inspires Care’ tagline, takes quite different approach to most Brazil 2014 sponsor activation in so much as it doesn’t feature football.

There are no soccer stars, no pitches, no kits and no live action shots – there weren’t even any stunning shots of host city Rio or host nation Brazil.

Instead, FIFA’s official health-care sponsor launched its US marketing push for the tournament, called ‘Once Upon A Care’ without actually mentioning the tournament.

The initiative is fronted by children’s author Patricia Lakin and built around kids’ books and asks parents if they are doing enough to inspire their children.

Launched with an online film, the campaign is built around Lakin interviewing New York City school kids about why they think ‘it is important to care’ and turning their answers into personalised illustrated story books.

Developed in tandem with agency JWT and production company Rooster, the outcome of the project is that the parents discover that their kids actually care about more about their friends, loved ones and communities than they do about video games and ice cream

The campaign’s endline is ‘The care you give your children, they give back to the world. Care inspires care.’

The web film is hosted on a central online website and being supported across Facebook,

Twitter and Pandora, and the programme includes a set of media partnership with established brands including Men's Health, ABC, NBC, CNN, Yahoo and AOL.

Within the creative – from the video closing shot, to the site – one of the few references to World Cup on the campaign creative – from the video to the website is a small FIFA World Cup Brazil logo used in tandem with a line noting J&J's official health-care sponsorship status.

Wendy Tull Bucaro, J&J's marketing director-corporate equity, said in a statement that the strategy is all about connecting "our passion for caring with the world's passion for football."

She explains that 'Once Upon a Care' promotes 'a mindful awareness among fans about the importance of care that we teach our children, even at young ages, that translates across cultures and generations'.

Despite minimal World Cup reference or presence, interestingly the campaign ideas was actually inspired by a previous viral by JWT Brazil in 2013 that went viral.

Comment > The bravery and sense of this US strategy, which had little to do with the World Cup or with football itself, was debateable.

Did this show an understanding of the property's standing (and soccer's standing) in the USA, or was it illustrative of J&J's failure to realise that the sport's reach in America has now shifted dramatically and a tipping point was missed? <

Brazilian Blood Bus > In addition to global 'Care Inspires Care' umbrella platform, the FIFA healthcare partner also ran a powerful CSR led campaign strand initiative in the host nation – a health push that included a series of initiatives aimed at touching the lives of millions of Brazilians called the 'Tour Do Carinho' (The Tour Of Affection).

Over three months, the Tour of Affection visited the 12 FIFA World Cup host cities via a branded bus which collected what the sponsor calls 'acts of affection' in the form of blood donations.

The J&J Blood Bus visited donation centres near all the stadiums and generated city campaigns via PR work, press executions and social media activity to increase blood donations in each host venue.

Creatively the drive was based around creating a collective human work of art curated by Brazilian artist Eduardo Srur.

The call-to-action asked Brazilians 'Do you ever imagine being part of a work of art? By donating blood to the Tour of Affection, each donor helped compose a work by the artist Eduardo Srur.'

Srur himself accompanied the bus during the 12-city tour.

In mid May, the blood bus was driven to Rio's Maracana stadium to celebrate achieving the campaign goal.

More than 20,000 donations filled four giant blood bags created by Srur – which were four feet in height and were filled heart-shaped blood vials signed by every donor.

Each representing one of the donations that helped save a Maracanã live – the hearts were then returned to blood centres and health partners across the country creating a brand-backed chain in support of the cause.

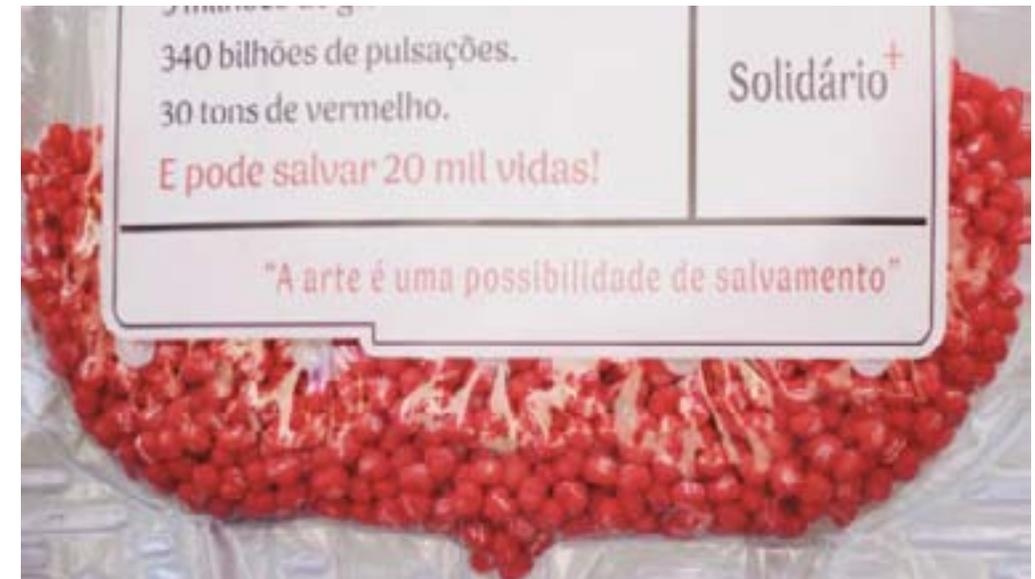
Comment > This blood donation drive in the host nation Brazil – an admirable activation and one that is appropriate to both brand, market and property.

Indeed, this host nation campaign seems far more dynamic and creatively cutting edge than its more generic, global World Cup work.

'Johnson & Johnson has a longstanding history of serving the people and communities of Brazil and we are thrilled by the opportunity to support the 2014 FIFA World Cup Brazil and share in the pride of this spectacular event,' said Brazil's Managing Director for Johnson & Johnson Consumer Brands Duda Kertesz.

'Given the inherent passion Brazilians have for the sport, we hope to leverage this sponsorship to support the communities in which we live and work and improve Brazilian quality of life'.







It also follows in the footsteps of blood donation drives from this World Cup in particular in the form of the German Red Cross' 'Give Blood, Give Power' national team campaign (see case study), the Brazilian blood drive built around Vittoria FC's shirt-led 'My Blood Is Red And Black' initiative (see case study), and, of course, last year's inspiring and brilliant Brazilian 'Immortal Fans' organ donation programme focusing on Sports Club Recife. <

Brand Campaigns (Eg Listerine & Band Aid) > J&J mixed international and local market work for specific flagship brands and predominant amongst these was World Cup led work for Listerine based around the 'Power to Your Mouth' idea.

Listerine launched its largest global marketing social activation around the world when it set up two news teams of experts, content creators and illustrators in New York and London in order to react to the World Cup action in real time, to respond to stories and recap the football through its social channels using the hashtag #PowerToYourMouth.

The international nature of the social push is reinforced by dual language Twitter content through @listerineglobal (in English and Spanish), while Facebook content was also in Arabic, Italian and Portuguese).

The global social strand was reinforced with TV work exploring what the mouths of World Cup fans go through in the form of a 30-second spot that aired in 40 countries.

There was a also a set of Listerine 'Road 2 Brazil' country-specific consumer promotion and ticket competitions.

The international 'Road 2 Brazil' contest, which stretched from the USA to Malaysia and included a travelling J&J roadshow running through March and April, offered winners a VIP trip to the opening ceremony and first match in Sao Paulo.

There were also other J&J local market, brand-specific World Cup activations such as web build outs, ads, promotions and in-store campaigns.

For example, in the UK is extended its World Cup webpage through a promotion offering a limited-edition World Cup rinse cup with all purchases.

While in the USA an alternative brand promotion saw J&J's Band-Aid brand run a mail-in free World Cup collectable Band-Aid tin with proof of purchase of any three Band-Aid products.

While in its UK and Ireland Vision Care division's ACUUV campaign which offered customers at participating practices signing up a contact lens trial to also enter a competition to win tickets to the World Cup via an in-store and online campaign that drew links between clear vision and successful footballing performance. <

Links:

> [J&J Care Inspires Care Website: www.careinspirescare.com](http://www.careinspirescare.com)

> [J&J World Cup Global TVC Youtube https://www.youtube.com/watch?v=AJWs4YOPIms&feature=youtu.be](https://www.youtube.com/watch?v=AJWs4YOPIms&feature=youtu.be)

> [J&J FIFA PR Website http://www.jnj.com/caring/patient-stories/Kicking-Off-A-Global-Movement-Of-Caring-In-Brazil](http://www.jnj.com/caring/patient-stories/Kicking-Off-A-Global-Movement-Of-Caring-In-Brazil)

> [J&J Care Inspires Care Brazil Facebook https://www.facebook.com/carinhoinspiracarinho](https://www.facebook.com/carinhoinspiracarinho)

> [J&J Care Inspires Care USA Facebook https://www.facebook.com/careinspirescare](https://www.facebook.com/careinspirescare)

> [J&J Brazil Website https://www.facebook.com/careinspirescare](https://www.facebook.com/careinspirescare)

> [J&J Listerine TVC https://www.youtube.com/watch?v=L1_StPxoYsg](https://www.youtube.com/watch?v=L1_StPxoYsg)

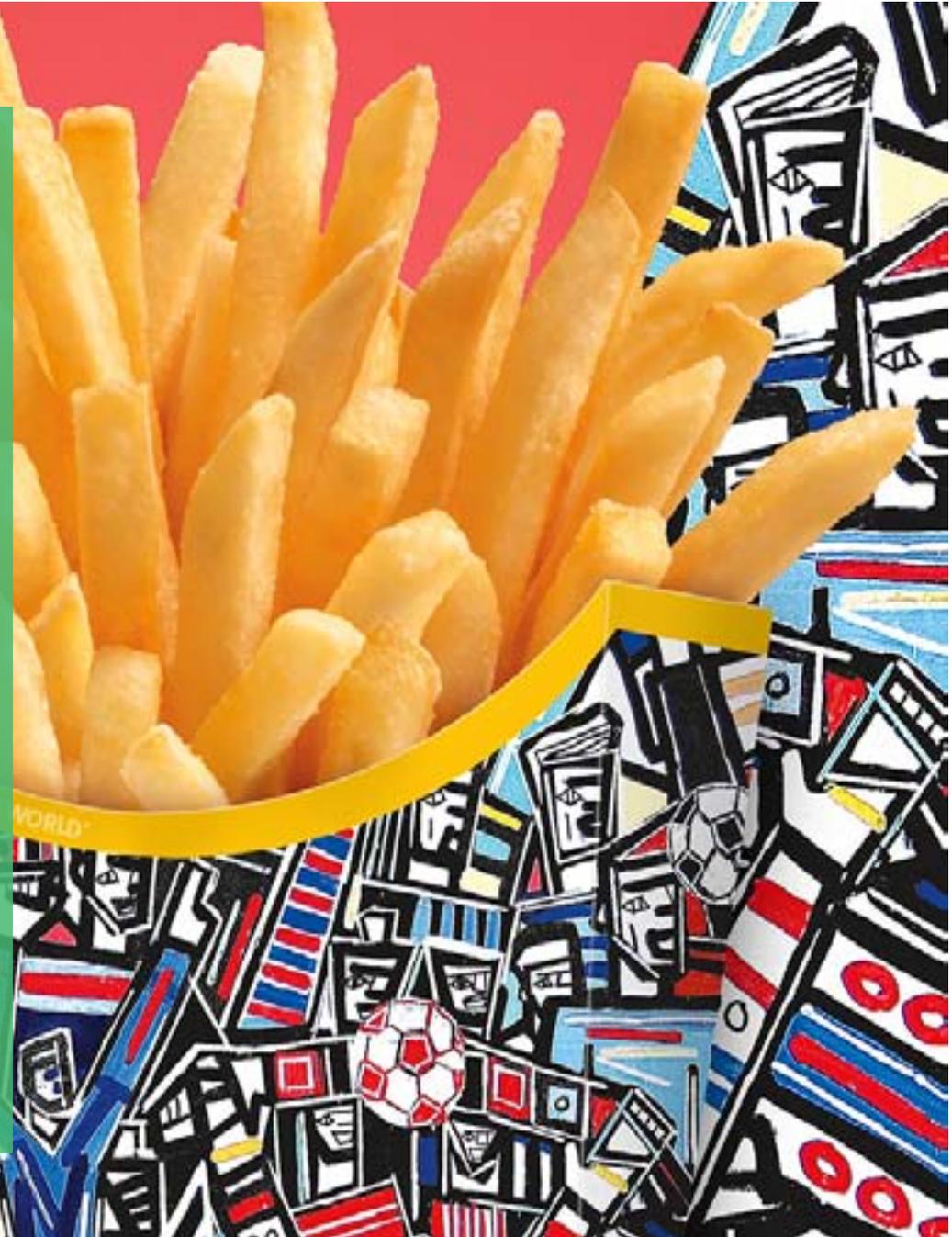
> [Listerine Facebook https://www.facebook.com/ListerineMal..](https://www.facebook.com/ListerineMal..)

> [Listerine Website http://www.listerine.com/](http://www.listerine.com/)



McDonald's > Gol!

In addition to its ongoing on-site Player Escort global programme, an 'Ultimate FIFA World Cup Fan' promotion, sponsorship of FIFA's Official World Cup Fantasy Tournament on the rights owner's website and a series of local market ad campaigns, the centrepiece of McDonald's Brazil 2014 activation was its 'Gol!' initiative which, as well as including a striking skills spot, for the first time ever replaced its iconic french fry packaging globally with a set of scannable Brazilian street art inspired designs that trigger an augmented reality app based on a virtual trick-shot game that was socially shareable.





McDonald's has been an Official Sponsor and the Official Restaurant of the FIFA World Cup for the last 20 years and, in addition to its global 'Go!' campaign, it ran a number of other initiatives activating its rights.

Following the format it first established during the 2002 World Cup, the tournament's official restaurant continued to conduct its ongoing and much admired Player Escort Program.

The 2014 version provided 1,408 kids – aged between 6 and 10 – from 69 different countries the unique opportunity and momentous experience of walking hand-in-hand with players onto the pitch before all Brazil 2014 games.

McDonald's also brought together some of the most passionate fans from around the world with the 'ultimate trip to the 2014 FIFA World Cup.

Customers selected as a McDonald's Ultimate FIFA World Cup Futbol Fan had an opportunity to attend matches, have their photo taken with the FIFA World Cup Trophy, have VIP treatment at exclusive parties during Tournament and more. Each market determines the criteria and selection process for their selected fans.

Another strand of its World Cup work saw it leverage the ongoing fantasy sports games trend by sponsoring the FIFA World Cup Fantasy Tournament on FIFA.com.

Before the tournament had even kicked off, 608,000 users had already registered to play the official game.

Global 'Go!' Initiative > McDonald's kicked off its global World Cup activation with its first ever French Fry packaging redesign which links to a branded augmented reality trick-shot app.

Late May saw the fast food giant swap its well known and widely recognised red French fry packs with fresh Brazilian-inspired artwork developed from an exclusive collection of original Brazilian street art produced to a brief based around reflecting the beauty and passion of the game.

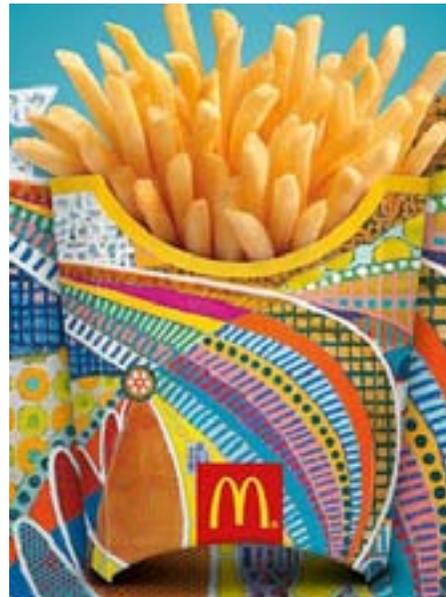
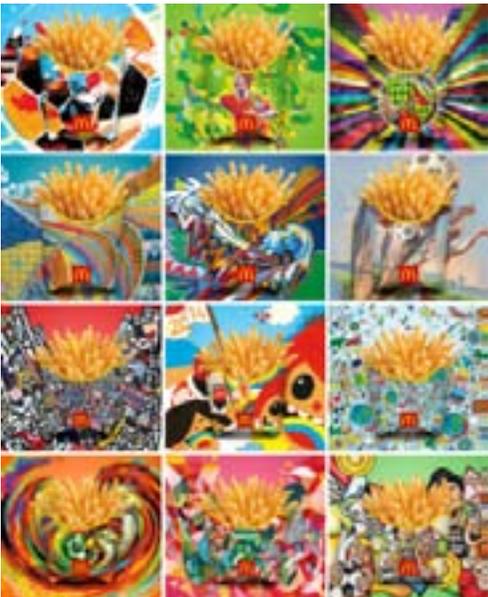
The brand worked with 12 artists from around the world to create the designs:

- > Australia: David Spencer's 'The Perfect Kick'
- > Brazil: Eduardo Kobra's 'The world united by football'
- > Canada: Mügluc's 'Unite Together'
- > China: Hua Tunan's 'World of Victory'
- > England: Ben Mosley's 'Fans of the World'
- > France: Skwak's 'The Maniac Football Party'
- > Germany: Roman Klonek's 'Freaky Fan Club'
- > Japan: Doppel's 'Kick the One'
- > Russia: Egor Koshelev's 'The Perfect Goal'
- > South Africa: Adele Bantjes's 'Heart of the Game'
- > Spain: Martin Sat's 'Flamenco Number One'
- > USA: Tes One's 'Formations'

These on-pack designs also act as a key to 'unlocking' the brand's gaming app which challenges customers to compete in a global soccer trick-shot competition – called 'McDonald's GOL!'

Customers with a World Cup designed chip box can download the app by simply holding the screen of their mobile phone up to the front of the box.

The device then recognises the artwork and a football pitch appears on screen in an AR







scene with the fry box as the goal and other built-in objects as obstacles to shoot past.

The objective is to kick the ball by flicking a finger across the screen and to divert/use obstacles in order to get the ball into the goal.

To promote this global FIFA 2014 World Cup 'Goll' activation, McDonald's is running several activities (from advertising, a microsite and social media, to point of sale work and menu promotions) led by a soccer trick-shot spot featuring an array of talented players from around the world showing off their soccer skills in unlikely and mischievous places.

The online ad, which generated 35,000+ views in its first week, drives viewers to download the gaming app itself.

The McDonald's GOL! App is compatible with both Android and Apple devices and can be downloaded from the Google Play store and Apple App Store from 26 May.

The art design work was led by The Marketing Store, while agency DDB Chicago helped conceptualise using art as an app trigger alongside tech partners Qualcomm and Trigger.

The game was created for McDonald's in collaboration Qualcomm's Vuforia mobile-vision platform and Trigger.

Comment > his focus on connected in-restaurant with mobile follows McDonald's recent launch of a mobile coupon app and a click-and-collect service as it seeks to win back younger customers who have moved to more mobile-savvy rivals such as Subway and Nando's.

Indeed, according to McDonald's chief digital officer Atif Rafiq, the aim of the initiative is to bring fun and convenience to customers' lives.

'Our digital vision at McDonald's is to bring an entirely new level of everyday convenience and fun to the world, and our Aug-

mented Reality app is just one example of how we are bringing fun to our customers' lives,' adds Rafiq.

Another example of this strategic approach in April saw McDonald's link with eReading provider Kobo and publisher Hodder to offer Happy Meal buyers access to free 'Secret Seven' digital books (see www.kobobooks.com/uk/happyreaders).

'We are very excited about the numerous opportunities in front of us to bring even more innovative digital experiences to our customers in ways only McDonald's can do.'

This objective is shared by McDonald's SEVP and Global Chief Brand Officer Steve Easterbrook.

'This is about bringing fun, innovative programming to our customers and celebrating our shared love of football. We're excited to be able to do that through an engaging, interactive mobile experience.'

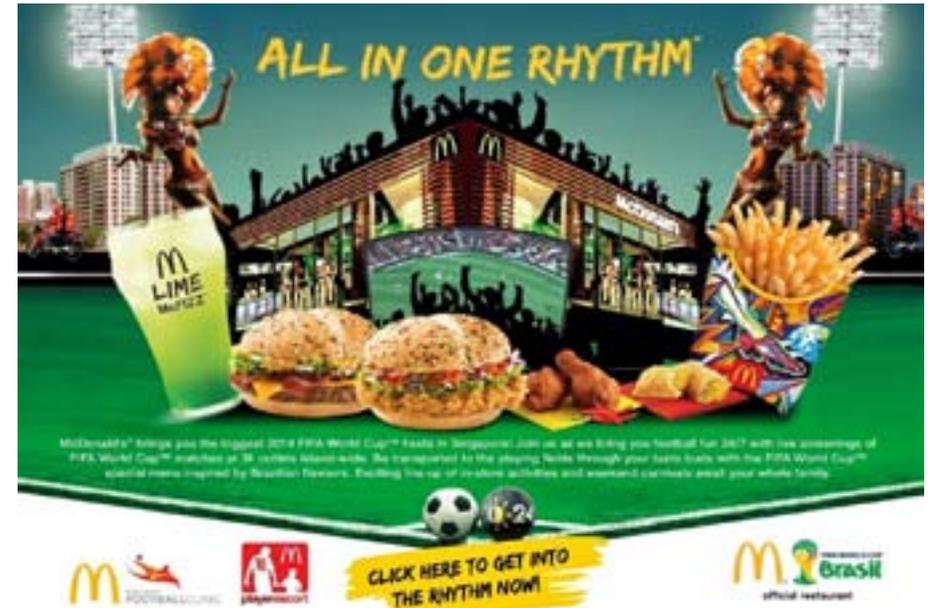
Internally, the fresh fries packaging is a big move for McDonald's as it marks the first time in brand history it's changed the packaging design of its customers' favourite global menu items.

'What better reason [for the first ever packaging change] than to share in the excitement of one of the most prestigious sporting events in the world?' says Easterbrook. <

Local Market Promotions: 'House Divided' (USA) > McDonald's is also running local marketing activities too - typically with a ticket giveaway promotion as the central strand of the country-specific campaigns.

One of the more notable of these, for example, was led by a US TV spot running through Brazil 2014 explores identity confusion, immigration legacies and cross-generational tensions.

The commercial, called 'House Divided', focuses on a joint Mexican-American household as it imagines the two nations meeting in a World Cup match.



Based on the insight that Hispanic-American family loyalties can be split. The parents support is for their country of birth and the history of fandom that comes with that, while the kids who have grown up in America support the US national side.

The narrative follows a father watching a football match with his friends, when his son turns up with a group of mates wearing USA kits.

Eventually their mutual passion for soccer and food (from McDonald's) trumps all divisions.

With fiction following real life, the spot was actually shot by Mexican actor-director Diego Luna, who lives in both Los Angeles and Mexico.

Elsewhere in the world, from May to July, McDonald's ran a series of special Brazil 2014 favourites menus in competing countries - often featuring burger buns that look like footballs.

These included a Brazil Burger, An Argentina Burger, an Australia Burger, an England Fish Pie, a Spain Wrap, an Italian McFlurry and even a Rio Frozen Sprite.

Other in-restaurant initiatives included themed World Cup Coca-Cola glasses in markets such as Australia and Brazil, while the Japanese World Cup menu included a Japan Beef Menchi Burger and a French Chicken Cordon Bleu Burger.

Comment > McDonald's is certainly establishing a gold standard reputation for multi ethnic marketing. Indeed, 2014 saw it named 'Marketer of the Year' at the annual conference in Miami of AHAA: The Voice of Hispanic Marketing.

Indeed, the company has an interesting team structure that includes three different marketing directors for Hispanic, African American and Asian American consumers and each acts as a champion for their segment and they are armed with silo-relevant data and insights to align the strategy, planning and creative.

This World Cup spot, which cleverly leverages high levels of Latin interest in soccer, is now part of an impressive heritage that ranges from sponsoring the Latin Grammys to creating an educational scholarship programme. <



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Links:

- > McDonald's Gol App
<http://gol.mcd.com/>
- > McDonald's Gol! Trailer YouTube
<https://www.youtube.com/watch?v=T7zyezBkuY>
- > McDonald's Goal App YouTube
<https://www.youtube.com/watch?v=9ZcB3-35VFE>
- > The Marketing Store
<http://www.tmsw.com/>
- > Vuforia Website
www.vuforia.com.
- > Trigger Website
www.triggerglobal.com





Moy Park > Wing Your Way To Brazil

Unconnected business reasons led to the Brazilian-based food giant Mafrig focusing its World Cup rights around poultry brand Moy Park with an integrated approach that ranged from a PR and media relations push, an advertising and on-pack promotional campaign primarily based around a ticket sweepstakes, TV, press and outdoor advertising, PR and social media activity, an internal employee engagement programme, World Cup customer/stakeholder live events and a set of activities fronted by former England player football ambassadors Sir Geoff Hurst and David Seaman.



The screenshot shows the Moy Park website's announcement for the 2014 FIFA World Cup Brazil sponsorship. At the top, there are navigation links: Home, Contact Us, Media Centre, and Our Contact Policy. Below this is a secondary navigation menu: ABOUT US, OUR CORPORATE RESPONSIBILITY, WHAT WE DO, OUR BRANDS, NEWS, and CAREERS. The main content area features a large, colorful graphic with the text '2014 FIFA WORLD CUP BRAZIL™' and a play button icon. To the right of the graphic, the text reads: 'We are delighted to be an official sponsorship of 2014 FIFA World Cup™ in fabulous Brazil. This sponsorship offers Moy Park an amazing opportunity to reach out to millions of viewers across the globe. Find out more... Moy Park is now an Official FIFA World Cup™ Sponsor. Moy Park CEO Janet McCollum is an Official FIFA World Cup™ Sponsor. Visit our new to Brazil for 2014 FIFA World Cup™.' The Moy Park logo and the 2014 FIFA World Cup logo are also visible.

The advertisement features a yellow background with the headline 'OUR TEAM ALWAYS GIVES 100%' in large, bold, green letters. Below the headline, five orange t-shirts are displayed, each with a name and '100' on the back. The names are: DOWDAN 100, KIEV 100, KENNEDY 100, HUGGETT 100, and MCDONALD 100. A play button icon is overlaid on the middle t-shirt. At the bottom, the text reads: 'SEE SPECIAL PACKS OF OUR 100% IRISH CHICKEN'.

Poultry processor Moy Park, which supplies 25% of the total European chicken market and is the UK's largest producer of organic and free range chicken, became one of the more unlikely FIFA sponsors when it signed up in 2012 as the World Cup's official frozen food and meat partner.

Its parent company is Sao Paulo-based Marfrig Group, the second biggest Brazilian poultry producer and the third largest Brazilian food processor and beef producer.

Indeed, Marfrig is one of the globe's major food companies with production, commercial and distribution units located in 18 countries in five continents and around 90,000 employees.

Moy Park itself is based in Northern Ireland and conducts business in France, Ireland, Netherlands and the UK.

It has been reported that originally Marfrig's Brazil 2014 strategy was to associate its Seara brand with the World Cup, but it then sold Seara Brazil in October 2013 and only retained the Seara brand in Europe.

Initially work was led by a sustained media relations campaign, in partnership with agency Morrow Communications, to raise the company profile.

This kicked off with the announcement of the sponsorship deal and followed with the appointment of a World Cup co-ordinator, several 'landmark' announcements about its other activation initiatives, as well as negotiating extensive broadcast coverage on BBC, UTV, RTE and Radio 5 Live.

Of course, like other FIFA sponsors, the Moy Park brand was also beamed to millions of viewers around the world on pitch perimeter boards during matches.

This led to some puzzlement for viewers and many surprised fans took to social channels to comment about the brand's presence in Brazil via tweets and Facebook questions and queries which the Moy Park team did their best to answer swiftly.

Other parts of the sponsorship deal with FIFA, saw the Moy Park brand feature on the FIFA.com website and the Marfrig brand appeared on the official FIFA 2014 video game.

'The FIFA World Cup is among the world's most widely viewed sporting events watched in over 200 countries by over 715 million people and Moy Park is delighted to be an official sponsor of the tournament,' commented Moy Park CEO Janet McCollum when the deal was announced.

'As well as supporting the sponsorship with a comprehensive advertising, promotional and marketing campaign, we are also really excited about our plans to celebrate this fantastic event with our employees, customers and consumers.

Our plans include launching an on-pack promotion that will give a lucky shopper the chance to win a once-in-a-lifetime trip for two to the FIFA World Cup™ semi finals in Brazil.'

Moy Park's UK and Irish World Cup activation included a classic sweepstakes promotion offering a VIP trip to the World Cup semi-finals.

The 'Wing Your Way to Brazil' for 2014 FIFA World Cup promotion appeared on packages of Moy Park's Kickin' Chicken product line.

Moy Park aimed to give football fans across the UK and Ireland the chance to jet off to Brazil in July to soak up the football fever at the 2014 FIFA World Cup.

Through May the company offered one lucky winner the chance to get their hands on an exclusive trip for two to Brazil: with flights, accommodation at the 4 Star Faria Lima Hotel in Sao Paulo and two tickets to the FIFA World Cup Semi-Final on 9 July.

Entry was either via on-pack branded products and by visiting the website at www.moypark.com



Moy Park Chicken
 @MoyParkChicken
 Our #TeamMoypark snacking range, for when an opponent's shoulder just won't satisfy. #worldcup #Suarez
 8:10 PM - 24 Jun 2014



moyparkchicken.com and answering a multiple choice question.

The sweepstakes was also supported by an advertising campaign.

This included press work, outdoor billboard executions, plus via 30-second TV commercials for the brand's Chicken Kiev product (see <https://www.youtube.com/watch?v=DomyBYuCkiE>).

'The FIFA World Cup is among the world's most widely viewed sporting events and we're delighted to be able to offer shoppers the chance to get in on the action with this incredible on-pack promotion,' commented Moy Park brand marketing manager Paul McGurk.

As seems appropriate for a largely B2B brand, employee engagement was a key part of its activation strategy.

For Moy Park's 12,000 staff across 16 sites a key part of the strategy was to engage employees through the partnership.

So it aimed to ensure that football fever spread across all 16 sites with games screened live in the canteens, a 'Flavour of Brazil' menu served to staff through the tournament and a 'Kicking Chicken Quiz' giving away hundreds of prizes to lucky staff.

In-house Moy Park also ran a competition for all 12,000 staff across Northern Ireland, England and Europe to win the trip of a lifetime to watch England play Costa Rica in Brazil on 24th June. The winning couple, Teresa and Martin Robinson, have both worked at Moy Park's Craigavon site for over 25 years.

Online, the Moy Park has referenced its World Cup rights across its corporate web, Facebook and Twitter accounts.

Its activation team reacted in real time across its own channels through the tournament as the football action unfolded and the World Cup stories emerged as its aimed to engage consumers on Twitter and Facebook.

Indeed, by almost entirely transforming its Twitter page into a World Cup platform prior to the tournament, including the use of campaign hashtag #TeamMoyPark, Moy Park tried to amplify the sponsorship to thousands of people who probably would not have engaged with them otherwise.

With 3,403 Twitter followers and 7,974 Facebook likes, Moy Park Chicken is obviously dwarfed by consumer-facing FIFA sponsors in terms of social reach.

Despite not being a brand normally associated with football or sports in general (it has a Brazilian parent company, explaining the decision to be a sponsor), we found that not only is it embracing the World Cup through humorous marketing engagement but also promptly answering any customer service queries.

In terms of experiential initiatives, the company organised three World Cup parties for Moy Park customers and stakeholders in Paris, London and Belfast which included samba bands, au-





thentic Brazilian food and drink and football legends Sir Geoff Hurst and David Seaman.

Hurst also hosted a consumer Q&A, answering questions asked via the brand's social media sites (see <https://www.youtube.com/watch?v=q1G7jPKIWLM>).

Furthermore, a Moy Park booth at The Balmoral Show, Ireland's biggest agricultural food event, included a World Cup-branded play area which challenged kids to score goals in a penalty shoot-out competition with Moy Park prizes on offer for those successful from the spot. .<

Links:

> [Moy Park Website](http://www.moypark.com/)
<http://www.moypark.com/>

> [Kickin' Chicken TV Spot YouTube](https://www.youtube.com/watch?v=DomyBYuCkiE)
<https://www.youtube.com/watch?v=DomyBYuCkiE>

> [Moy Park Chicken Football Competition Website](http://www.moyparkchicken.com/FootballCompetition)
<http://www.moyparkchicken.com/FootballCompetition>

> [Moy Park YouTube](https://www.youtube.com/channel/UCTDuytoHGMPiKCyt4-bj_mA)
https://www.youtube.com/channel/UCTDuytoHGMPiKCyt4-bj_mA

> [Marfrig Website](http://www.marfrig.com.br/)
<http://www.marfrig.com.br/>





Oi > Campo / Dream Team

From its host country infrastructure role in building wi-fi networks, erecting hot spots and boosting mobile coverage capacity, to its marketing activity which ranged from sponsoring the official FIFA 'Dream Team' initiative, to its 'Entra Em Campo' campaign and a bundle-led ticket sweepstakes promotion, the official telecoms service provider was highly visible in the host nation throughout the tournament. A series of TV spots led a rolling Brazilian ad campaign fronted by actress/comedian ambassador Tata Werneck which dovetailed with a live social media wall and a multi-channel digital engagement push.







Oi, the World Cup's official telecommunications service provider, first announced its FIFA deal back in 2010 when it became the first domestic sponsor of the tournament.

The partnership, which was reported to be worth \$80m, officially ran from 2011 through 2014.

The agreement not only saw the telco giant secure global 2014 FIFA World Cup Supporter promotional rights aimed at boosting awareness and consolidating the Oi brand in Brazil and throughout Latin America, but also ensure it would built much of the tournament's communications infrastructure.

As part of its FIFA partnership, Oi built extensive wi-fi networks to cope with the increased fan and media demand during the tournament. It also boosted the coverage and capacity of its 2G, 3G and 4G mobile networks at key points throughout tournament cities and increased its number of hotspots from 78,000 to 700,000.

On-site, it also made a major delivery of telecommunications services at all the host stadiums themselves (see https://www.youtube.com/watch?v=T_z28KZqsXE#t=25).

According to Oi, the World Cup's official channels produced an astonishing 32 tera-bytes of data in the first 10 days alone.

Formerly known as Telemar, Oi, which acquired Brazil Telecom shortly before the deal, is the largest telco in Brazil. It offers local and long-distance voice transmission, mobile telephony, data communication, internet and entertainment – is already a significant sponsors of sports properties and grass roots programmes in the host nation.

Activation really began during the warm up Confederations Cup tournament in 2013 when Oi linked with fellow FIFA partner Sony to launch a 'You Are Taking Part' marketing initiative.

This campaign offered consumers a chance to win tickets to games in one of the once they'd committed to an Oi Smartphone plan and a Sony Smartphone package.

At both tournaments, Oi business partners were given an exclusive behind-the-scenes look at the telco's matchday operations with a guided tour of stadium services and Oi's role in building the media and broadcast centre facilities for the 20,000 journalists, plus the organisational and operational nerve centres.

Oi's uniformed staff were on hand on-site throughout the tournament to help the world's media with their telco and connectivity needs.

Oi also constructed a unique commercial display in Rio to give fans the opportunity to have an 'I was there' photographic souvenir.

Early activity also included its 'Entra Em Campo' digital initiative, whilst Oi also linked up with the property owner to sponsor the official FIFA Dream Team.

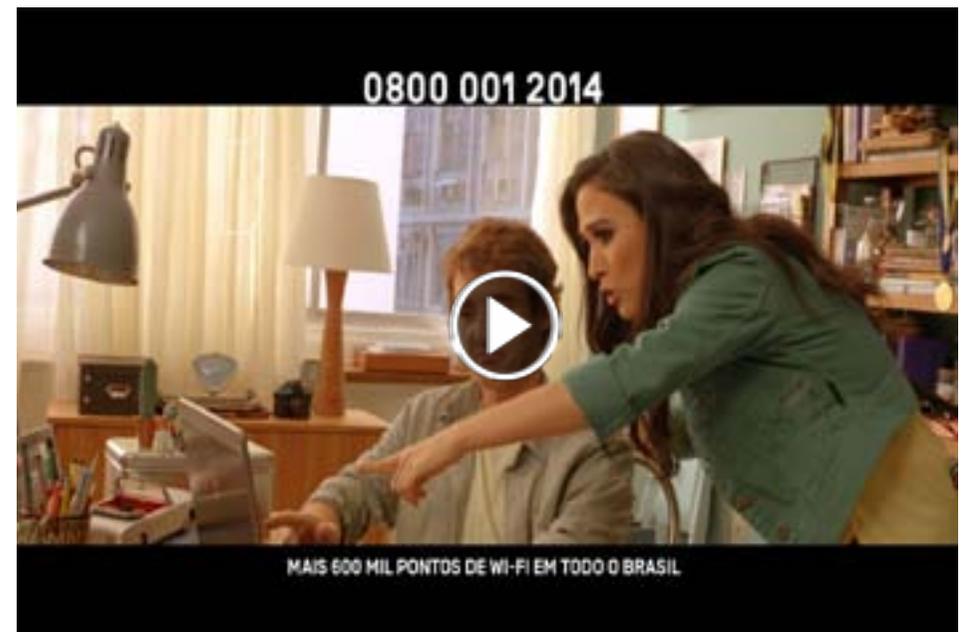
One of the key planks of the Brazilian teleco's activation was a major ticket sweepstakes for buyers of its own bundled services.

The promotion saw purchasers of any one of 14 different broadband, mobile, TV, wireless bundles entered into a ticket draw for World Cup games (and even a 'super prize' of \$500,000).

The company ran a series of World Cup TV spots in Brazil which were supported by other advertising platforms and channels.

Many of these were fronted by brand ambassador Tatá Werneck (a Brazilian actress, comedian, show host and reporter).

Wernec appeared in a series of spots such as those for the bundle ticket promotion initiative (see <https://www.youtube.com/watch?v=ipiRZVTnAUy&list=PL1C8B79B372DB607>





6&index=14), plus related World Cup commercials such as 'Sorte' (a ticket competition promo spot based around fan lucky charms from rabbit's feet, horseshoes, four leaf clover and lucky underwear), and 'Selfie' (which pushed the hashtag #LokadoSelfie and revolved around a comic take on the idea that vanity is a vice),

<https://www.youtube.com/watch?v=LMSlptXEc6E&index=6&list=PL1C8B79B372DB6076>

as well as a spot called 'Look' (which was a funny take on planning your World Cup watching wardrobe).

<https://www.youtube.com/watch?v=MvVlqkhtry0&index=8&list=PL1C8B79B372DB6076>

and finally 'Simpatia'# (Sympathy).

<https://www.youtube.com/watch?v=pK9RBEV7nZ0>

Oi's corporate website introduced a bespoke section dedicated to World Cup with content ranging from tournament related copy, content and stats, to the brand's own promotions and advertising.

On FIFA.com, Oi is the presenting sponsor of the FIFA Dream Team, which allows users to choose their ultimate World Cup all-star squad and be entered into a random prize draw. >

Links:

> Oi Website
<http://www.oi.com.br/>

> Oi Live Media Wall Microsite
<http://vocenacopa.oi.com.br/>

> Oi Facebook
<https://www.facebook.com/OiOficial>

> Oi Twitter
<https://twitter.com/digaoi>

> Oi YouTube
<https://www.youtube.com/user/oi>

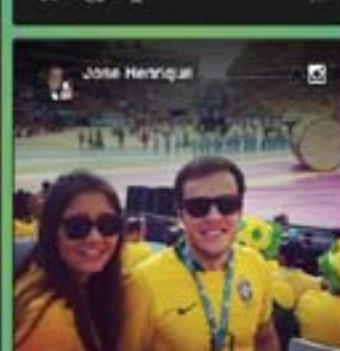
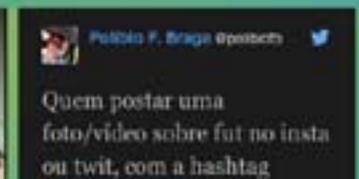
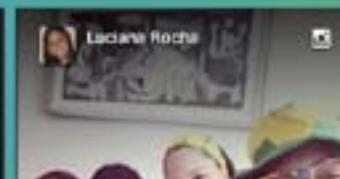
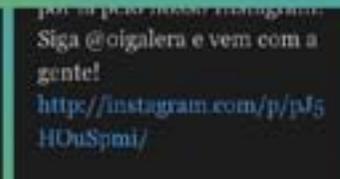
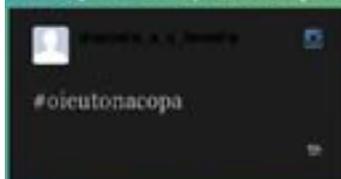
> Oi Google +
<https://plus.google.com/u/0/+Oi/posts>

> Oi FIFA Dream Team
<http://www.fifa.com/worldcup/news/y=2014/m=5/news=dream-team-2337155.html>



#OIEUTONACOPA

Publique suas fotos e vídeos com a hashtag #oieutonacopa no Instagram ou Twitter e mostre aqui toda a animação da sua torcida. Para aparecer aqui, o seu perfil precisa estar público, ok? ;]





Yingli > All Under One Sun

The World Cup's official solar energy provider's Brazil 2014 marketing programme, which aimed to boost brand awareness and educate consumers and companies about sustainable energy, ran under the title 'All Under One Sun'. Its partnership ranged from installing solar power generation at the Pernambuco and Maracana stadiums and installing solar charging points and off-grid fan zone lighting, to a refreshed identity, ticket promotions, TV work and both brand and product advertising, social media activity, hospitality and experiential initiatives.





Yingli, the World Cup's official solar energy provider, is a Chinese company listed in New York that is the world's biggest solar panel maker.

It first partnered with FIFA during the 2010 tournament, in doing so it became FIFA's first Chinese company partner, where it initially focused on basic brand exposure.

Like other FIFA sponsors, Yingli's deal includes global marketing rights, logo and emblem usage, ticket promotions, perimeter-board advertising and media rights, plus the right to showcase its solar products on-site at FIFA stadiums and fan zones

But what was the strategy behind the partnership?

Back in 2010 Yingli felt a solar industry tipping point was approaching and felt the importance of boosting brand awareness, recognition and differentiation across the sector was vital to leverage the movement.

Thus it turned to football as a major marketing platform for this objective.

Thus its key objectives are to increase our brand awareness and exposure, to use its advertising and digital campaigns to educate consumers and businesses, to drive demand for Yingli Solar projects and bring solar energy into the mainstream.

It has continued its 2010 World Cup programme via an ongoing CSR initiative providing customised solar solutions to 20 'Football for Hope' centres across Africa through its 'Football for Hope, Energy for Hope' program.

All Under One Sun > For the 2014 tournament in Brazil Yingli's involvement was deeper and broader - both in terms of on-site tournament contribution and its marketing - and it ran under the umbrella 'All Under One Sun' concept.

The theme was chosen to reflect's the company's belief that that 'the sun has no boundaries and is an endless energy that touches all of us'.

Its objective was not just brand awareness and solar education, but also to leave a sustainable legacy in Brazil - an aim that included becoming the first ever carbon neutral sponsor of the FIFA World Cup.

Yingli directly provided solar power to two of the World Cup stadiums ensuring that, for the first time, the final was powered by solar energy.

A combined total of more than one million watts was generating through Yingli Solar panels to power both Arena Pernambuco and the Maracanã Stadium itself.

In Recife's Pernambuco, Yingli installed 3,650 ground-mounted solar panels powered the stadium to the tune of 1MW of power.

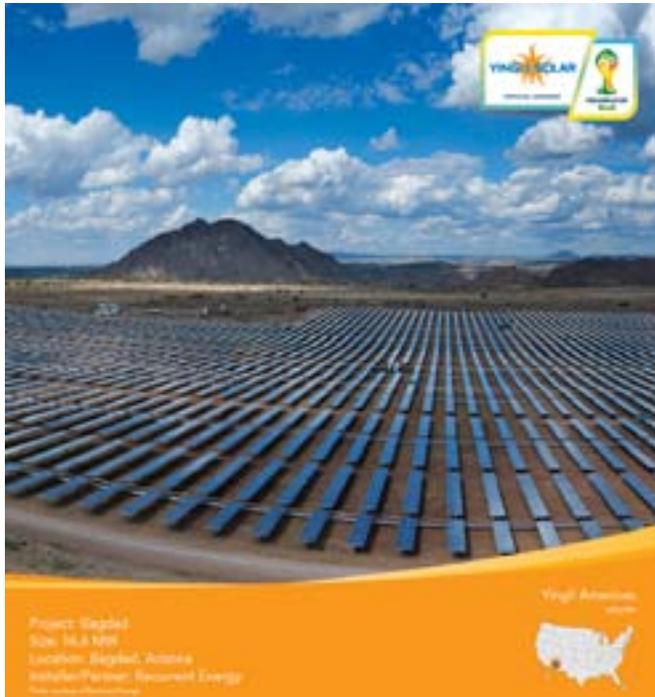
While Rio's famous stadium renovations included a 390kW solar installation

Its on-site work also included Yingli Solar charging stations and co-branded FIFA information towers powered by off-grid solar lighting kits in all FIFA World Cup stadiums, while it also ran customer hospitality programmes, as well as partnering with Budweiser in its stadium beer gardens to spread the solar message to fans.

Yingli ran both global and regional campaigns (some of which were co-marketed) built around ticket giveaways and sweepstakes, plus a 'Fuleco' focused campaign in major public areas across China and other public match viewing venues in plazas and shopping centres in various key solar market cities

One interesting change since 2010 is that Yingli's 2014 World Cup related advertising is more frequently targeting consumers than businesses.

Indeed, Yingli's Chinese advertising slogan on the billboards in Brazil 'solar power in your home' is clearly aimed at households rather than companies.



2014 even saw Yingli roll out a 30-second TV spot called 'Solar on the World Stage' which offered an animated illustration of how the company is helping power the World Cup.

It also posted the film to its YouTube channel where it has notched up 74,000 views to date and dedicated a page of its corporate website to offer details of its contribution to the competition.

It also ran a programme social media campaigns and digital advertising promoting its World Cup sponsorship and linked World Cup content with consumer-friendly content about how solar energy works.

It also ran World Cup content on its Twitter feed and its Facebook app ran a countdown to kick-off ticker prior to the tournament.

Its corporate blog even included a post explaining the company's thinking behind its synergies with football which argued that:

'We get asked all the time: why does Yingli Solar sponsor so many football events?

'I mean really: what's the connection between solar and football? It isn't always immediately obvious.

'While they may seem different on the surface, there are deep affinities between the world's most popular game and the world's most abundant energy resource.

'Like football, solar energy has also been around basically forever. And like football, solar energy is remarkably simple and accessible. Perhaps it's not that solar and football are so similar, but rather that they both remind us of our commonalities.'

Indeed, Yingli Solar used its social media channels proactively to engage with consumers through World Cup content. Linking its World Cup approach to both customer service issues and to sustainability benefits with the campaign hashtag #allunderonesun

At a more basic level Yingli also created a World Cup 2014 visual identity and co-branding programme in partnership with agency Katland.

Strands of this initiative varied in scope ranging from detail-oriented communications graphics, product cut-sheets, data sheets, and trade

show graphics, to large-scale long-term project management applications and company-wide advertising design such as co-branded materials celebrating Yingli's sponsorship of the 2014 FIFA World Cup that included logo work, corporate collateral design, business cards, brochures, as well as billboards and banners.

Comment > Yingli's football ties date back to 2009, when the company was first formed, when it sponsored a deaf and mute football team in the Chinese rural Hebei province as it aimed to use football to positively impact disadvantaged societies and bring awareness to social and eco causes.

Since then Yingli has steadily built its football foothold through its FIFA deal, its 'Friends and Family' sponsorship of the US Soccer Federation, its work with ambassador Mia Hamm and its sponsorship of FC Bayern Munich, it certainly seems to be the odd one out when it comes to FIFA's corporate family.

Can Yingli's sponsorship be justified?

Especially considering it hasn't made a profit in two or three years and its comparatively small scale compared to other sponsors!

After all, Yingli may be the world's biggest solar panel manufacturer, but that company is still dwarfed in size and scale when compared with all FIFA's other partners and sponsors.

Of the 11 FIFA sponsors that officially disclose their financial figures, Yingli is by far the smallest in revenues and market value.

The difference is vast.

The other 10 companies have an average market capitalisation of \$105bn, while Yingli's is just \$700m.

In revenue terms Yingli's \$2.2bn in 2013 is only 5% of the \$46.7bn that the other 10 generate on average.

Back during the 2010 World Cup Yingli's PR boss Liang Tang claimed the sponsorship a success and cited the 2,200 articles about Yingli and the World Cup (an 800% rise in media coverage), and its 20,000 website visits per day during the tournament, as evidence. He also mentioned that



These World Cup venues produce more solar energy than many of the countries competing in the Cup: join us in fighting to end energy poverty!

	<p>The Maracana stadium can produce 500KW of solar energy.</p> <p>In Cameroon:</p> <ul style="list-style-type: none"> The solar available figures indicate the entire country produces just 500KW of solar energy. The average person in the US uses 22 times as much energy as the average person in Cameroon. The country has a population of 22 bn, of which only 16% have access to clean fuel, and 78% of the country use solid fuel for energy. 	
	<p>The Estadio Nacional (Brasilia) stadium is the greenest of all world cup stadia, producing a staggering 2.5MW of solar power.</p> <p>In Ghana:</p> <ul style="list-style-type: none"> The entire country produces approximately the same amount of solar energy as this one stadium. 90% of Ghana's 21.5 million people rely on dirty solid fuels for energy and only 17% of the population have access to clean fuel. 	
	<p>The Mineirão stadium is fitted with huge solar panels capable of producing 1.4MW of power. In comparison, Ivory Coast:</p> <ul style="list-style-type: none"> produces just over half the solar power of this one stadium. 79% of its population uses dirty fuel as a primary energy source and only 14% of the population have access to clean fuel for cooking such as electricity or gas. 	
	<p>The Estadio Arena in Pernambuco can produce 1MW of solar power. Compared to World Cup contender Honduras:</p> <ul style="list-style-type: none"> produces just over half the solar power of this one stadium. 79% of its population uses dirty fuel as a primary energy source and only 14% of the population have access to clean fuel for cooking such as electricity or gas. 	



Yingli's selling prices rose between 3% and 5% in the period immediate after the last World Cup

This, he said, ensured that Yingli made a \$50m profit out of its FIFA partnership.

Another sign of its growth since signing its FIFA deal is that it has increased its global solar panel market share from 3% to 10% during that period.

Yet these statistics, like so much marketing return on investment data, assume a chain of causality from sponsorship rights fees and advertising expenses to sales revenue that might not truly exist - particularly not in such black and white terms.

Indeed, the company's own annual says the most important factors driving its performance and growth were growing industry demand, government subsidies, availability of financing, competition and silicon prices.

So, with no specific mention of the World Cup in the report, it is hard to make a clear judgement on Yingli's World Cup success. <



Links:

> Yingli World Cup Website:
<http://www.yinglisolar.com/en/about/sponsorships/fifa-world-cup/>

> Yingli Solar Website
www.yinglisolar.com/

> Yingli World Cup Ad YouTube:
<https://www.youtube.com/watch?v=lkVFSWJISno>

> Yingli YouTube
<https://www.youtube.com/user/YingliSolar>

> Yingli Blog
<http://blog.yinglisolar.com/solarfootball/>

National Supporters

With a combined host country rights package investment of around \$170m, this third tier is another group that tends to lack homogeneity. From classic host nation consumer brands and retailers (Garoto and Centauro), to supporters playing more of a service provision role in the running of the tournament (Liberty Seguros and Apex) and cause focused organisations (WiseUp and Football For Hope). So unsurprisingly there are few discernable shared trends or common patterns that link national supporter activation. Their objectives are often very different from one another and they often adopt an eclectic or limited set of tactics in order to cut through.

- > Apex
- > Wise Up
- > Centauro '#apaixonadospofutebol'
- > Garoto 'Sonho / Vai'
- > Itau 'Transformation / Heartbeat'
- > Liberty Seguros 'Meu Exemplo'



Apex & Wise Up > Boosting Business

Both these supporters aimed to use the tournament to benefit Brazil's employees and businesses. Export and investment promotions agency Apex's three-year relationship marketing programme - spanning promotions and events, sampling sessions and site visits (and hospitality) aimed to connect entrepreneurs and business leaders to boost Brazilian business. While English language school Wise Up's player-led campaign had twin objectives: to create more English-speaking Brazilians able to welcome World Cup visitors and to provide a language led legacy based on improved job and earnings opportunities.

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PRO JOGO.**



WISEUP.COM



FIFA WORLD CUP
Brasil



ESCOLA DE INGLÊS OFICIAL DA COPA DO MUNDO DA FIFA 2014™



Apex > Apex-Brazil (the Brazilian Export and Investment Promotion Agency) became a FIFA partner in November 2012 in order to use its FIFA relationship and rights to boost Brazilian business trade promotion opportunities through both the 2013 Confederations Cup and the 2014 World Cup.

Its activation was almost entirely built around a three-year relationship marketing programme which it planned in partnership with more than 25 leading Brazilian companies and official industry associations.

Apex activity brought together more than 2,300 international buyers and at least 1,000 entrepreneurs and business leaders from 70 different countries around the globe in order to meet Brazilian business leaders from across almost all industry sectors.

During the tournaments, Apex organised a range of trade promotion events and investment attraction activities, sampling opportunities and even site visits.

For the matches, it ran an extensive match day hospitality programme linked to the business summits and meetings - thus enabling business leaders to watch games from Apex-Brazil's own on-site hospitality areas in Belo Horizonte Brasilia, Fortaleza, Rio and Sao Paulo.

In terms of results, Apex itself claims the programme generated around \$3bn of business. <

Wise Up > Wise Up, a leading adult English language school in Latin America, is the first FIFA World Cup education partner in the tournament's history.

The alliance was based on the idea that 'football is the world's game and English the world's language' and that 'both are universal languages that bring people from different cultures together'.

The central phase of Wise Up activation programme aimed to revolutionise English language teaching of in Brazil predominantly through an 18-month adult education course.

The aim was to leave a legacy by helping students improve their language skills and thus access the better jobs and higher salaries that come with an improved command of the language, and also to ensure thousands more Brazilians were able to welcome, embrace and help fans and journalists from over the world visiting Brazil for the World Cup.

Wise Up advertised on traditional and digital platforms with ambassadors Kaka and Rodrigo Santoro. <

Links:

> [Apex-Brazil Website](http://www2.apexbrasil.com.br/en)
<http://www2.apexbrasil.com.br/en>

> [Wise Up Website](http://wiseup.com/)
<http://wiseup.com/>





Centauro > #apaixonadospofutebol

Latin America's largest sports equipment retailer ran a seemingly endless stream of match-relevant product offers and ticket sweepstakes - with creative swathed in the host country's national colours and campaigns fronted by famous Brazilian faces. These rotated around a core consumer-created web-video activation strand that incentivised Brazilian supporters to share their own personal soccer stories through the lure of big match tickets and live VIP game experiences.



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Latin America's largest sports retailer built its activation around the hashtag #apaixonadospofutebol and Centauro ran an integrated, multi-channel campaign led by product advertising and ticket promotions.

This included connected TV spots and digital platform activity (across Facebook, Twitter and YouTube).

The initiative used the hashtag #apaixonadospofutebol to invite fans to submit soccer stories with the lure of the consumers themselves starring in their own video in the brand's online film gallery.

For example, among the dozens of stories submitted by soccer supporters across Brazil was a video by interior designer Gilmar Ferreira revolving around the Brazilian classic match between rivals Corinthians and Palmeiras.

Ferreira tells a story of his own love for the Corinthians and the challenge of dating the daughter of Palmeiras fanatic (particularly the reaction of his now father-in-law when he found out his daughter was going out with a Corinthians fan).

From November 2013 onwards Centauro began running ticket giveaway promotions as a way of incentivising customers into the shop or onto its digital platforms.

This saw the World Cup supporter give away as many as 2000 tickets - from the opening ceremony to games during the all-important knock-out stages of the tournament.

The mechanic behind the ticket promotion saw each customer who spent £50 either in-person or online they earn a 'lucky number' which was entered into the ticket draw.

This promotion ran through June and even included a competition for 100 tickets to the final in the Maracana itself.

As part of this it also ran 'Meet The Winners' style creative ads.

These primarily focused on showing the delighted faces of the lucky winners as they receive their tickets to World Cup games.

Other ads, both in the lead up to kick off and through the tournament itself, focused on a range of World Cup related sports product, equipment and price offers - such as May's 'Mega Offer' interest free price promotion on Brazil shirts and other host nation items. <

Links:

> ?Centauro Website
www.centauro.com.br

> Centauro Facebook
<https://www.facebook.com/centauroesporte>

> Centauro Twitter
<https://twitter.com/centauroesporte>

> Centauro YouTube
<https://www.youtube.com/user/centauroweb>





Garoto > Sonho / Vai

From the 'Vai Garoto' ticket sweepstakes and the 'O Sonho' consumer-created Facebook competition, and from a unique pre-match in-stadium experience for kids to ambassador-led activity with artists Michel Telo and Claudio Leitte and former Brazilian goalkeeper Marcos Roberto Silveira Reis, the official World Cup chocolate and ice cream supporter was every present throughout the tournament from its on-site displays and booths to its Brazil 2014 product range - which included a 300g milk chocolate replica of the World Cup trophy itself.





Brazil's Nestle-owned chocolate and ice cream brand Garoto, which typically bases its marketing around the themes of 'happiness', 'boy-ishness' and 'being Brazilian', focused its World Cup activity around consumer-creation and property-related products.

Its familiar sunny yellow branding (matching Brazil's national colours and football kit) was a familiar sight throughout both the 2013 Confederations Cup and the 2014 World Cup itself.

It kicked-off its activation back in 2013 with a Confederations Cup campaign, a ticket sweepstakes and by inviting young Brazilian consumers to design recipes and develop World Cup chocolate products.

This was a Facebook focused campaign based around tournament's Fuleco mascot standing in funny poses.

It saw more than 200,000 consumers engage with the initiative by designing and choosing their favourite options through the Facebook app.

In addition, this online recipe search competition offered lucky winners aged 12 to 15 an unforgettable opportunity to experience the pre-game atmosphere and environment - just as the players themselves do.

These pre-game experiences, running under the title 'Sonho de Garoto / Boy Dream', included a visit a dressing room and a chance to join in singing the national anthem.

Former Brazil keeper Marcos was the brand ambassador for the initiative and accompanied the children during their stadium visit.

Another strand of this campaign saw adult winners invited as matchday VIP guests.

A further phase of its campaign saw the brand bring together two famous Brazilian artists, Michel Telo and Claudia Leitte, to sing Garoto's 'Cheering Song' in another consumer contest which involved 200 songs and 200,000 entrants.

In addition to being part of the World Cup food & drink programme, Garoto chocolates and ice creams were sold at all on-site concession stands and in all stadiums.

Garoto also erected commercial displays at each of the six host city venues which aimed to attract and engage both adults and kids with both products and football skills related interactive experiences such as a soccer game measuring the strength of each player's kick.

But perhaps Garoto's most notable piece of activity was its centerpiece World Cup product - a milk chocolate World Cup trophy.

Which gave Brazilian fans a chance not only to lift the hallowed prize for themselves, but also to eat it

The national sponsor made the 300 gram chocolate replica to celebrate football's most famous competition and it was available exclusively in Brazil from March until the end of the tournament.

The chocolate replica, which included all the trophy details, was sold in a specially designed folding paperboard packaging. <



Links:

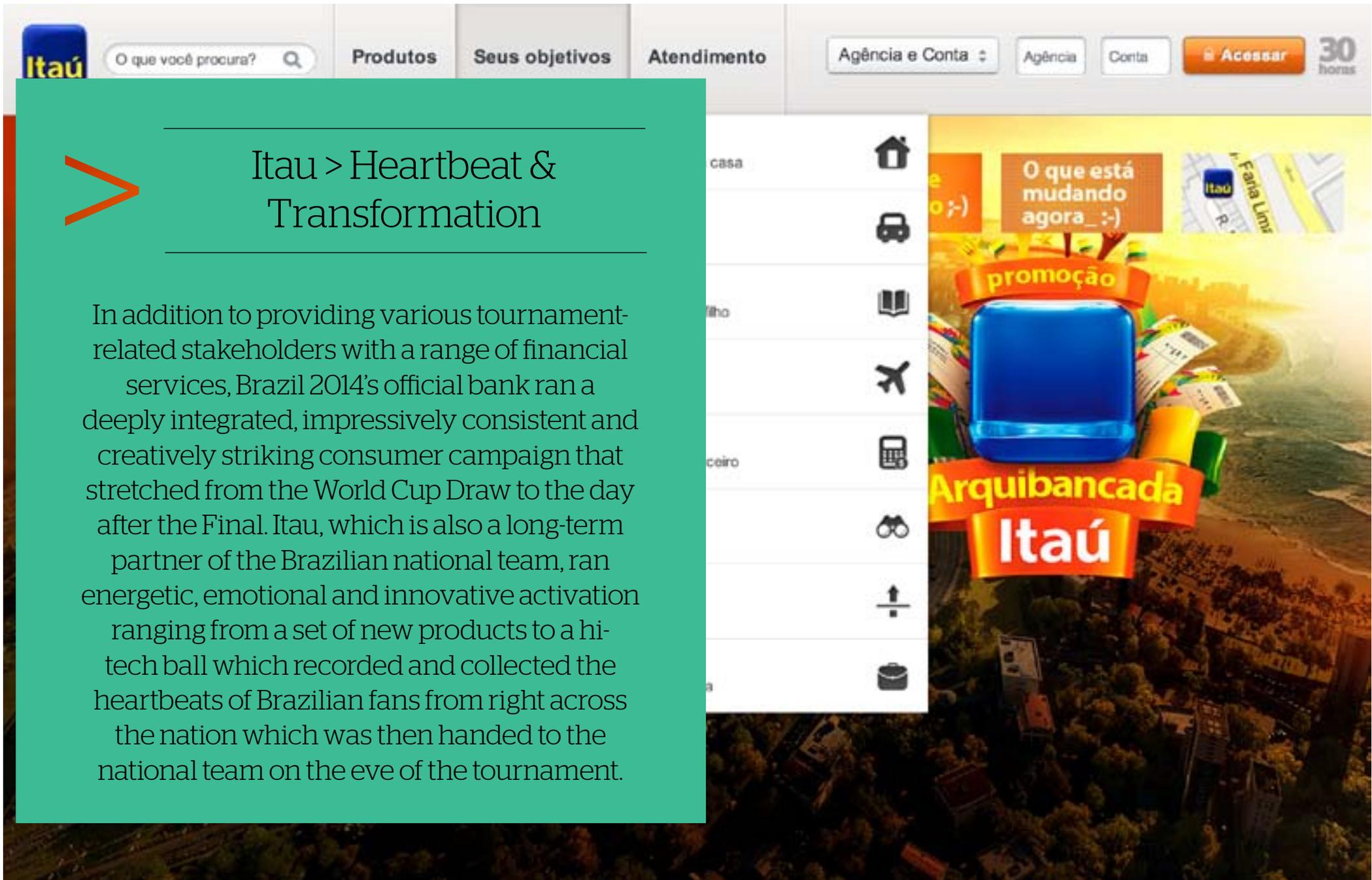
- > [Garoto Website](https://www.garoto.com.br/)
- > [Garoto Facebook](https://www.facebook.com/garoto)
- > [Garoto Twitter](https://twitter.com/sacgaroto)
- > [Garoto YouTube](https://www.youtube.com/user/GarotoChocolates)
- > [Garoto Instagram](http://instagram.com/chocolatesgaroto)





Itau > Heartbeat & Transformation

In addition to providing various tournament-related stakeholders with a range of financial services, Brazil 2014's official bank ran a deeply integrated, impressively consistent and creatively striking consumer campaign that stretched from the World Cup Draw to the day after the Final. Itau, which is also a long-term partner of the Brazilian national team, ran energetic, emotional and innovative activation ranging from a set of new products to a hi-tech ball which recorded and collected the heartbeats of Brazilian fans from right across the nation which was then handed to the national team on the eve of the tournament.





World Cup Draw > Itau, the official bank of the FIFA World Cup and of the Brazilian National Football Team, rolled out a late 2013 World Cup Draw campaign revolving around two matching TVCs with different endings.

The spots explore the tension and expectation that accompany the tournament draw.

Using light-hearted humour, they focus on fans from various countries around the world hoping, praying and cheering that their country doesn't draw the host nation Brazil

The Brazilian's bank message is clear - participating nations across the globe will want to avoid the world's most powerful football nation (and its 200 million fans) at all costs.

The matching ads show two different endings: one with fans cheering as they avoid being drawn in Brazil's group and the others looking miserable as they go into Brazil's pot.

The draw recreation for the commercial shoot, saw Itau and its agency Africa, run a production that involved more than 500 extras (and more than 100 advertising professionals - can you imagine?).

The spot rolled out in Brazil in late November a week before the 6 December live draw itself.

Comment > Earlier in November 2013, Itau signed an eight-year extension to its Brazilian Football Confederation (CBF) sponsorship.

Further consolidating Latin America's largest bank's footballing credentials which date back 20 years in terms of its Brazilian national team partnership which first kicked off with sponsorship of the TV broadcast of Brazil World Cup qualifiers, exhibition matches and games in the Brazil Cup.

Then in October 2008, its role was reinforced when Itaú became the official sponsor of Brazil's national team in all its categories.

Then, in April 2009, the bank became the first company to sign as a National Supporter of the 2014 FIFA World Cup.

After warming up with a multi-platform campaign for the FIFA Confederations Cup Brazil 2013 - which included a competition encouraging fans to dress up in eye-catching styles, as well as more

traditional advertising and hospitality work, the bank is now gearing up for the main event itself.

Itau says its Brazil 2014 activation was designed to include the launch of some new products, massive advertising campaigns, plus celebrations for fans and customers outside of the stadiums in order to 'expand the experience of the World Cup' to as many Brazilians as possible.

Great Transformation > Following Itau's initial World Cup Draw design-led poster and print initiative, its December 2013 pre World Cup campaign continued at the very end of 2013 led by a spot called 'The Great Transformation'.

Developed by Agencia Africa, the commercial transforms Brazil into one giant stadium.

The spot's production team travelled the length and breadth of the country on a 20-day shoot which focused on nine host cities and included many of Brazil's main tourist attractions.

The film has four variants with special edits of different scenes: an extended version at 1 minute and 45 seconds, a 60-second version and two 30-second cuts.

It is running across national TV, in Brazilian cinemas and online.

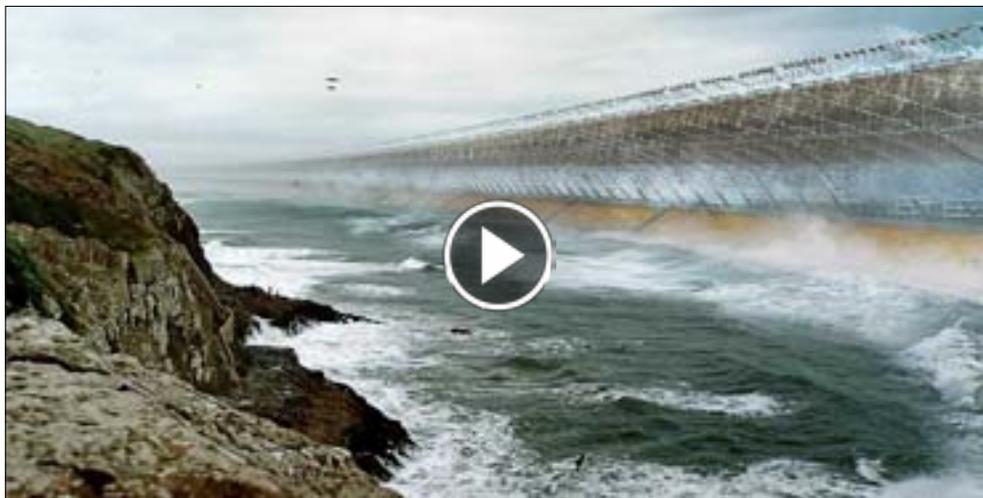
This campaign aims to show the bank's belief in the power of the fans to change the game, help the team and to ensure that the 2014 World Cup can change their nation for the better.

'During the World Cup, we'll have Brazilian fans with energy capable of changing the game all around the country.

'Itau knows that only those that believe and take the position of millions of Brazilians can cheer, believing that everything will go well,' said Andrea Pinotti Cordeiro, Institutional Marketing Director at Itau Unibanco.

'This campaign is a milestone for our World Cup projects. 'The film represents a belief that we want to share with the whole nation: Brazilian fans have great power to change things. After filming for days and numerous hours of computer editing, the clip shows our Brazil being transformed into a huge field, an immense stadium. It is reminding us that this World Cup of all World Cups





won't be played just in the beautiful stadiums that have been constructed, nor just by the 22 selected players, but in each corner of the street, and square in Brazil, and by all Brazilians,' commented Africa Co-President and CCO Sergio Gordilho.

Pulse Ball > World Cup supporter and national team sponsor Itau has activated its Brazilian squad partnership by capturing Brazilian fan heartbeats inside a football.

At the heart of the Brazilian bank's activation are high-tech balls designed specially for the campaign - each one equipped with heart monitors.

So when fans of the host nation's hold the balls the sensors interpret their pulse as sound waves and record it to create and collate the heartbeat of the nation..

An Itau Unibanco tour team is criss-crossing the country - visiting World Cup host cities São Paulo, Rio de Janeiro, Porto Alegre and Fortaleza - offering fans the chance to record their collective heartbeats.

The sponsor further amplified its support by invited the current squad's families and loved ones, plus an elite group of former Brazil legends to all record their hearts beating for Brazil.

The vibrations were stored and transferred to a single ball which was delivered to the players on the first day when Brazil took on Croatia to kick-off the tournament.

The online teaser alone has racked up more than one million YouTube views to date.

The bank is also supporting the initiative through the World Cup with print, outdoor, experiential and online work.

A second strand of the bank's World Cup campaign is its documentary series focusing on fans own stories about their Brazilian footballing passion.

The 10-part programme was aired on Itau's YouTube channel.

Each short film is around two or three minutes long and follows one fan's passion.

Comment > Itau, Latin America's biggest bank, is aiming to encapsulate the emotional passion of its customers and the Brazilian people for its national team into a physical object.

While Itau has been backing the Brazilian team in various guises for more than 20 years now, it became the official national team sponsor in 2008.

The brand's lengthy commitment to the side sees it align its brand, alues and marketing into the national passion for the game.

The brand's football marketing aims to both bring Brazilians closer to their team and also to remind Brazilians that it is a home-grown bank that supports and champions home-grown talent. <

Links:

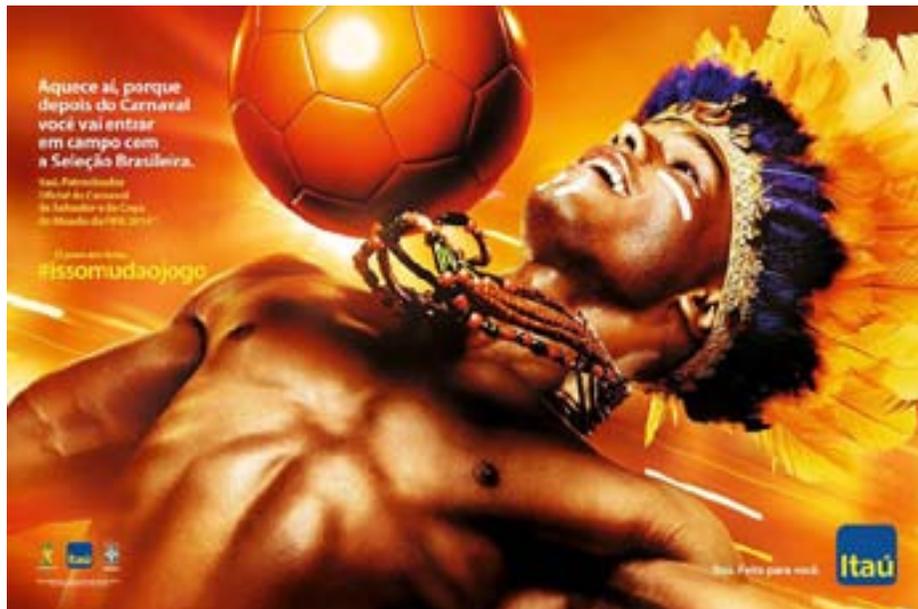
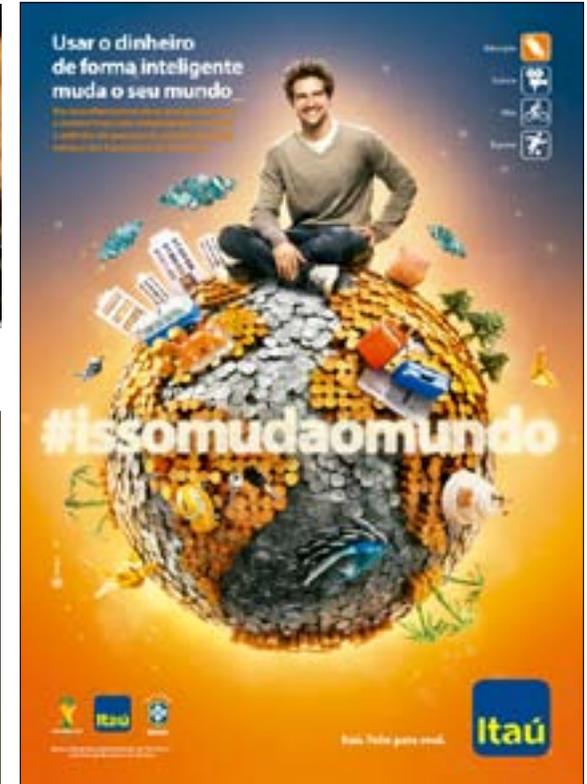
> [Itau Bank Website](https://www.itau.com.br/)
<https://www.itau.com.br/>

> [Itau Twitter](https://twitter.com/itau)
<https://twitter.com/itau>

> [Itau Facebook](https://www.facebook.com/itau)
<https://www.facebook.com/itau>

> [Itau YouTube](https://www.youtube.com/bancoitau)
<https://www.youtube.com/bancoitau>

> [Itau Instagram](http://instagram.com/bancoitau)
<http://instagram.com/bancoitau>

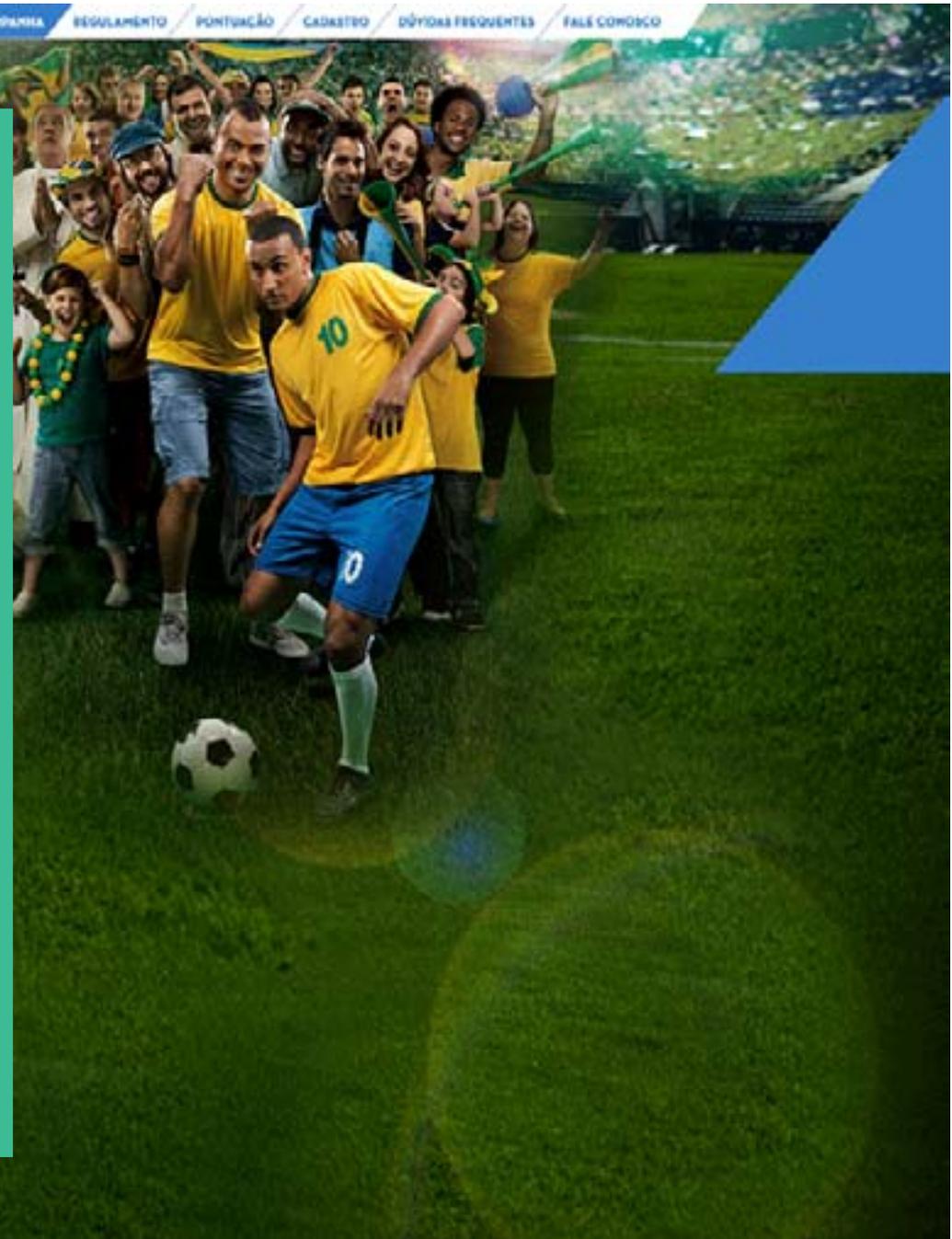


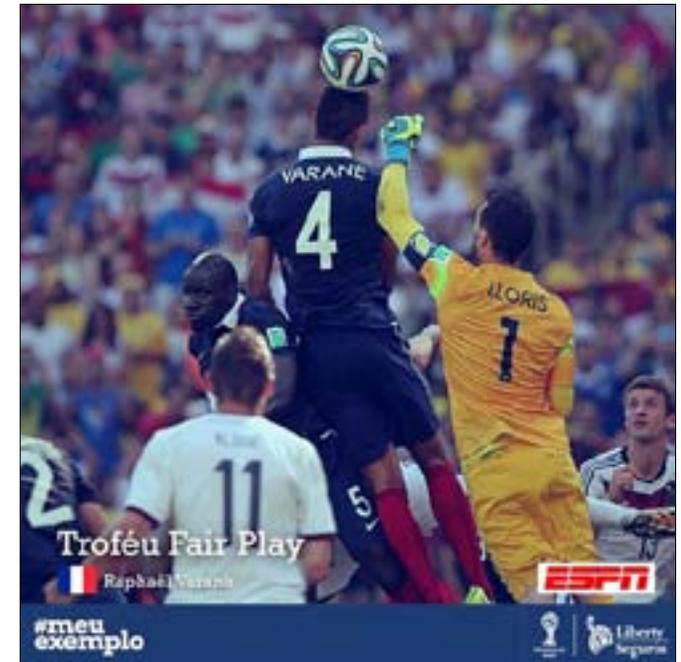




Liberty Seguros > Meu Exemplo

The tournament's official insurance provider, the Brazilian subsidiary of a US based financial giant, layered its World Cup work onto its existing advertising creative templates to ensure marketing consistency and familiarity for a brand without a particularly rich heritage in the sport. It added soccer credibility through ambassador and ad frontman Cafu - a former Brazilian World Cup winning captain, while its 'My Example' inspirational big idea revolved around setting a good example, good behaviour and everyday kindness. Perhaps this was intended to help combat any ongoing post-credit crunch anti-financial sector sentiment?







Liberty Seguros, the official insurance provider, originally signed up as a national supporter back in May 2011.

The Brazilian subsidiary of Boston-based Liberty Mutual insurance company, aimed to build brand awareness through the World Cup and also use it as a benchmark for future sports sponsorships.

It ran integrated Brazil 2014 ad campaigns, reported to be valued at £17m, fronted by ambassador and 2002 World Cup winner Cafu and spanning TV, print, outdoor and online work.

#MyExample > Its #MeuExemplo (#MyExample) World Cup campaign focused on shared responsibility and positive ideas and actions.

Its 2014 campaign aimed to inspire, recognise and appreciate the good example set by ordinary Brazilians every day with work based around the #MyExample hashtag.

'We believe that the FIFA World Cup is an opportunity to show the world that Brazil is the protagonist. Sure that we have, and we believe that if everyone does their part responsibly, the FIFA World Cup will be a great success,' explained Liberty marketing director Adriana Gomes.

'We want to show the ID of Liberty with Brazil and Cafu is a player who embodies the values that are associated with the brand.

'Cafu is responsible, optimistic, charismatic, an expert at it and it fills us with inspiration.

'The player represents both Liberty and the passion of the Brazilian that is football.'

The campaign launched with the first in a series of films that aimed to tell stories of people who inspire their family, friends and colleagues.

The first spot tells the story of brand ambassador and former Brazilian star Cafu through his childhood to his four World Cups, three finals and two trophies.

The ad was shot in Jardim Irene, the soccer field where Cafu trained as a child and it features several local neighbourhood characters.

The campaign was developed in part nership with agency Rai Assessoria de Comunicação Ltda.

The whole campaign also linked to his Cafu Foundation and.

The media plan saw the spot roll out across so-

Links:

> Liberty Seguros #MeuExemplo Website

<http://www.libertyseguros.com.br/libertynacopa2014/sitepages/index.aspx>

> Liberty Seguros YouTube

<https://www.youtube.com/channel/UCtwxzHCAMEMg50iInu1u8mw>

> Liberty Seguros Facebook

<https://www.facebook.com/libertyseg>

> Liberty Seguros Twitter

<https://twitter.com/libertyseguros>



cial networks: including major news sites, to YouTube, Facebook, Google Plus channel and Liberty's own corporate channels.

This dovetailed with Liberty's ongoing re-focusing around online emdia which has seen the insurer rack up more than six million YouTube views and 594 000 Facebook fans.

On-site it aimed to set its own example by running electric cart transport shuttles for disabled fans between parking lots and the stadiums themselves.

Another arm of the 'My Example' campaign saw the insurer link with ESPN. It sponsored the sports broadcaster's World Cup TV coverage and ran a promotional ad campaign highlighting the partnership which saw multiple print executions featuring acts of kindness and goodheartedness from the tournament itself.

Liberty also ran a metro rail train takeover initiative as part of the 'My Example' campaign and it owned media activity also included the use of branded trucks in and around the host cities,

In addition, it also leveraged the usual logo, pitch side and on-site stadium commercial display stand rights that come with its supporter package. <



Ambush & Guerrilla Snapshot

It is impossible to track all the 1000s of brands with no official FIFA ties who leveraged the World Cup. Indeed, Brazil 2014 illustrated that it's not just commercial companies that ambush the tournament, but also governments (from defence departments to police forces), celebrities (from Presidents to Popes) and not-for-profits (from charities to community bodies). Despite ever tougher legislation, less controllable digital media channels and uncontrollable consumer 'headspace' means pretty much everyone wants in on the action. So this is merely a snapshot of some of the best blockbuster ambush activity and guerilla campaigns - from fierce rivals of official sponsors to SME casual opportunists.

- > Activia 'Shakira La La La / World Food Programme'
- > Beats Audio 'The Game Before The Game'
- > Foca 'Futebol Religiao'
- > Gatorade 'Sweat It, Get It'
- > Havaianas 'Romario & Maradona'
- > MLS 'It All Starts Here'
- > Nike 'Risk Everything'
- > Orangina 'Anti Foot'
- > Pepsi 'Futbol Now!'
- > Samsung 'Galaxy 11'

> Activia > Shakira 'La La La' & WFP

While Danone doesn't have an official relationship with FIFA, this is arguably not strictly an ambush but rather a semi-official initiative as the music track is actually an official Brazil 2014 anthem and is included on the FIFA/Sony Music Entertainment World Cup album 'One World, One Rythm'. Whichever way you look at it, Activia's advertising funded content partnership with Shakira, part of a fund-raising campaign for the World Food Programme's school meals initiative, is a huge success. Not only has it raised funds to provide more than four million meals, but it sees the brand linked to what is by the far the most watched World Cup spot on YouTube with nearly 300m views.





Singing super star Shakira teams up with Activia on a CSR initiative leveraging the World Cup and its stars in order to drive support for the World Food Programme's 'School Meals' programme.

The fused singer/brand World Cup CSR ambush revolves around a football-themed music video starring the Colombian musician singing a version of her new single 'La, La, La (Brazil 2014)' that also features an entire squad of World Cup soccer superstars including Ronaldo and Messi, Falcao, Neymar Jr, Fabregas and the singer's boyfriend Gerard Pique.

To add to its Brazil 2014 theme the creative also features fans, flags and symbols of the competing nations, plus kids playing football in the sand and an array of football tricks and flicks.

There is also a 'making of' posted online on the initiative's website at <http://www.activia.com/en-ca/> and on YouTube.

The track title and chorus 'La La La' is deliberately universal and was written to maximise global reach by appealing across all languages.

One objective that was certainly fulfilled as the ad has already racked up an astonishingly enormous 180 million YouTube views to date.

The star-studded campaign video aims to support the World Food Programme, the world's largest humanitarian agency working to build a world with zero hunger, and specifically its school meals initiative which serves meals to 25 million school kids in 60 countries and this campaign aims to boost this number with an additional 3,000,000 meals to support good nutrition and education for children in developing countries.

It aims to raise awareness of the challenge and the programme with a video that conveys a message of 'joy and hope for all the children around the world' and as well as driving viewers to the campaign website it encourages viewers to share the film and thus help spread the word.

It also directly donates school meals as both Shakira and Activia are donating funds to support the WFP's School Meals Programme,

'Partnering with Shakira to support the School Meals initiative is a great fit between Activia's beliefs in good nutrition for all and the

engagement that Shakira has demonstrated for a long time to support access for every child to quality education. We are delighted that together we can relay this message through the video of La La La (Brazil 2014)' says Luca Casaura (Activia Global VP Marketing).

WFP serves meals to around 25 million schoolchildren in 60 countries, often in the hardest-to-reach areas where hunger and poverty are greatest. The world's largest provider of school meals, WFP, gives children in need the nutrition they require to lead healthy, active lives while providing parents with strong incentive to keep their children in school.

'WFP's goal is a world with zero hunger, and this awareness campaign, coupled with Shakira's support, will get us closer to that goal,' says Elisabeth Rasmusson, WFP's Assistant Executive Director for Partnerships and Governance Services.

'La La La' is featured on Shakira's new self-titled album, as well as on the Official 2014 FIFA World Cup Album and it is the soundtrack to Activia's latest traditional TV commercial.

This Activia ad campaign is tied to the cause campaign (included a branded cause microsite) in so much that it also features Shakira as an Activia brand ambassador and features her singing the same 'Dare (La, La, La)' track.

The integrated campaign stretches across multiple channels and also includes a Shakira-led behind-the-scenes online video.

The videos were shot in Barcelona by photographer/director Jaume de Laiguana.

Comment > One of the World Cup's biggest YouTube hits, this sport/music/brand//CSR push mixes a cause initiative with a music release, a traditional advertising campaign and the World Cup.

A great example of the genre-fusion trend.

While Shakira's track is on the official FIFA album, Activia is not a World Cup sponsor so technically this is a form of ambush activity.

With around 200m views this may well be the biggest World Cup ambush of all, but, of course, this isn't the kind of guerrilla work FIFA's anti-ambush legislation is devised to prevent. <

The banner features a green header with the Activia logo and tagline "Feeling good starts from the inside". Navigation links include Home, World Food Programme, Making Of, and About Activia. The main content area shows Shakira standing next to two young boys with a soccer ball. Text on the right reads "SHAKIRA & ACTIVIA" and "SUPPORTING THE World Food Programme". A play button icon is on the left. At the bottom right, it says "3.210.043 SUPPORTERS WORLDWIDE".

Links:

- > Activia Website
<http://www.activia.com>
- > Activia Facebook
<http://www.facebook.com/Activia>
- > World Food Programme School Meals Initiative
<http://cdn.wfp.org/2014/shakira-give-school-meals/>
- > Shakira Single & Album On iTunes
<http://smarturl.it/ShakiraiTunes?IQid=yt>
<http://smarturl.it/ShakiraAlbumCD?Iqi...>
- > Official 2014 FIFA World Cup Album
<http://smarturl.it/FWCalbum?Iqid=Shak>



Beats Audio > The Game Before The Game

At London 2012 Beats By Dre was the new guerrilla on the block, but after Brazil 2014 there is no doubt at all that Beats is the real deal when it comes to impactful and epic ambush activity. Despite direct legal reminders (threats) that aimed to ensure the Apple-owned outfit didn't hijack the World Cup the same way that it did the Olympics (and despite sponsor Sony issuing players with free headphones), it did just that! After all, you can't legislate ambushers out of consumers' headspace. Beats headphones are now the major event 'unofficial accessory'. Its Brazil strategy was different from London 2012 and it took a leaf out of Nike's book on epic cinematic ambush films. Did the Beats ambush film 'out-Nike' Nike?





A powerful World Cup ambush campaign for Beats by Dr Dre based on pre-game player/fan rituals and fronted by Brazilian superstar Neymar is spearheaded by an epic five minute film called 'The Game Before the Game'.

Developed with agency R/GA New York (plus Brewster Parsons and Sword Fight), the campaign revolves around pregame preparation in the form of player rituals and fan ceremonies from good luck charms and prayers, to lucky pants and, yes, finding strength in music.

In addition to the Brazilian player face of the World Cup, it also features the rituals of fellow soccer stars Bacary Sagna, Bastian Schweinsteiger, Blaise Matuidi, Cesc Fàbregas, Daniel Sturridge, Chicharito, Jozy Altidore, Luis Suárez, Mario Götze, and Robin van Persie.

There are also further special appearances from retired and non-footballing Beats ambassadors such as Neymar's father, LeBron James, Lil Wayne, Nicki Minaj, Rafaella Beckran, Rio Ferdinand, Serena Williams, Sydney Leroux, Stuart Scott, and Thierry Henry.

Despite its intensity, cinematic sweeper and refreshing lack of in-game football footage, the creative also includes a welcome dose of humour: from a split second orgasm shot, to a British woman's 1966 tattoo.

The film is directed by photographer-turned-filmmaker Nabil Elderkin, with Danny Hiele working as director of photography, Beats director of marketing Omar Johnson was executive director, Diallo Marvel was creative director and it is produced by Ana Julfayan and Justin Benoliel.

Director Elderkin, who fittingly made his name shooting music videos for stars such as Kanye West, Bon Iver and Nicki Minaj, says The Game Before The Game experience was markedly different.

'A music video is generally shot over one or two days, maximum. The artist is confirmed for that day, and there's a narrative planned for the shoot. I also can talk with the musicians about the videos to make sure we're on the same page,' he outlines.

'With the Beats spot, we had to work around

these athletes' schedules, which can change daily as they have intense schedules during the season, especially leading up to the World Cup. I also hadn't met them prior to the shoot.'

The film, which was shot and post-produced over six weeks, cleverly blends the personal intimacy and individually of player and fan rituals with sweeping epic shots of the host country and Rio itself in setting the scene for the World Cup and building anticipation and expectation.

The film's emotive original music track 'Jungle' is by Jamie N Commons & The X Ambassadors, while the original score is by Michael Einziger and Annmarie Simpson.

The campaign premiered online on 5 June and will run on TV in more than nine countries and in five different languages.

In addition to the blockbuster central film, shorter, cut down versions of the core spot, highlighting market-specific star players, will run in local markets, while the film work is supported by online, on-the-ground and a set of dramatic, movie-style campaign posters.

The film drives fans online to the campaign's digital hub at <http://www.thegamebeforethegame.com>.

Music, headphones and song streaming business Beats also capitalised on the global hype for the World Cup with a major online push.

Part of this saw the Dr Dre fronted brand is pushing contextual video content featuring each of its 14 football ambassadors through Yahoo's sports portal.

Exclusive videos featuring brand ambassadors Neymar, Daniel Sturridge and Luis Suarez will appear throughout the site, which the media owner claims is the biggest sports hub in the world.

Beats then continued to activate through certain points in the tournament - particularly around key market matches.

For example, for the 4 July game between France and Germany Beats By Dre launched a match-specific spot extending its Game Before The Game ambush for the quarter final clash between the European heavyweights.

The 'Allez les Bleus, An Euler Seite' ad, which was posted on the brand's YouTube site on the day of the game, features French and German football fans, musicians and celebrities preparing for the game.

Directed by Marcus Lundin and shot in Berlin and Paris with a backdrop of famous buildings and iconic images from the two nations, the film asks fans to get behind their team and share the spot using the hashtag #gamebeforethegame.

The band behind the track 'Jungle' - which also features on the brand's central epic ambush ad (see case study) - Jamie N Commons & X Ambassadors are featured playing the hit.

They are joined by star supporters for each side.

French rapper Black M from Sexion D'Assaut (on French label WATI B) appears along with five-time Olympic gold medalist Claudia Pechstein.

While German rapping sensation MC Fitti is joined by parkour champion Yoann Zephyr Leroux and German singer Matteo (from Culcha Candela).

Others artists appearing include MAMA, DJ Timeless and Elenka.

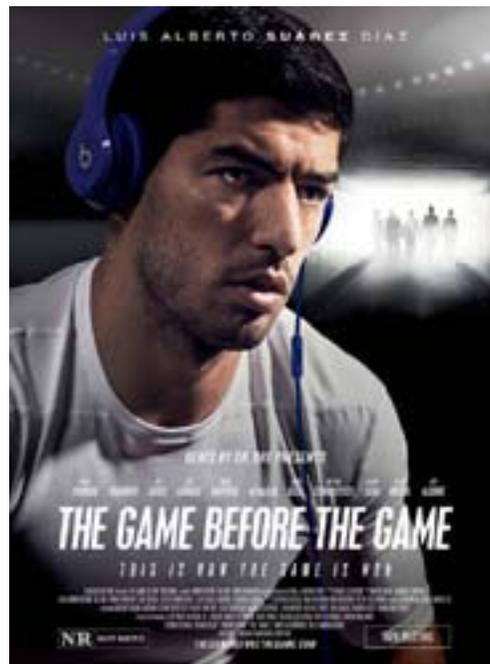
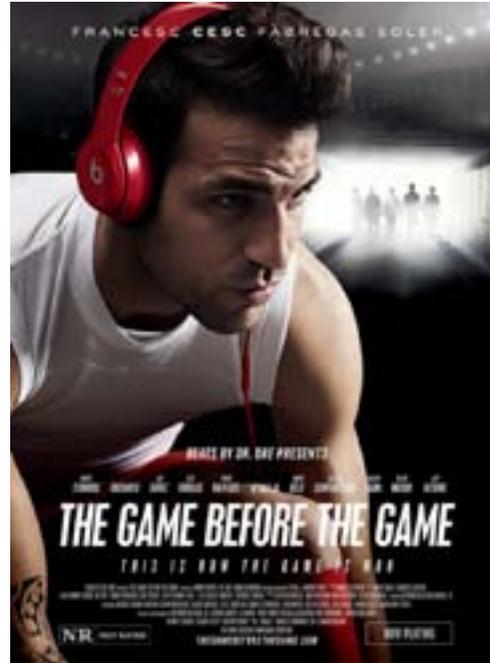
Thus the brand is leveraging its music and athletic ambassadors in specific countries to drive engagement in those markets.

Interestingly, after all the discussion and debate about guerrilla World Cup activity and official FIFA warnings issued to Beats, this spot actually includes an official Adidas activation in the form of the giant outdoor Ozil #All In image stretching across an entire Berlin tower block.

Comment > The wider push sees Beats pursue its biggest marketing campaign around the tournament to hit ambitious sales targets, particularly to support its expansion in Western Europe.

Beats, recently acquired by Apple, isn't a World Cup sponsor and teams and players are actually banned from wearing its familiar chunky headphones within the vicinity of World Cup venues in order to protect the rights of official partner Sony.

(For Sony's Brazil 2014 sponsorship activa-





tion see our case study).

Yet these tough legislative restrictions, of course, can't stop Beats capturing a significant share of voice, fan headspace and website around FIFA's tournament through this kind of epic film making and the accompanying advertising and PR push.

Nevertheless, Beats have said that it won't run the same kind of mass awareness, on the ground guerrilla marketing programme that we saw at the London 2012 Olympic Games.

The Dr Dre led outfit says it will not flood the World Cup's changing rooms and player walks from coach to stadium with its fashionable headgear as it did at the London Olympics where it gave away specialised headsets to competing athletes (including gold pairs for the US basketball team and Union Jack ones for the British athletes).

With 8.3m YouTube Views in the first week there is clearly a new kid on the block when it comes to blockbuster sports event films!

This epic movie sees Beats join the likes of Nike and Adidas in unveiling cinematic commercials in the lead-up to the major global events.

Indeed, there a familiar Nike feel to the work.

Has Beats out-Niked Nike?

Of course, being a music company, Beats can make a marketing movie that has the feel and look of a giant music video.

Whilst sportswear brands like Adidas and Nike (plus other big property sponsors like Pepsi and Coca-Cola) have increasingly blending entertainment genres within their sports event marketing work, it is not surprising that the trend works the other way with music companies like Beats moving into the sports space.

Indeed, Beats and agency R/GA are building an impressive heritage in a short space of time as they have created some of the year's best sports ads, with Kevin Garnett (4.5m YTVs), Colin Kaepernick (4.2m YTVs), and Richard Sherman (2.4m YTVs). <

Links:

> [Beats The Game Before The Game YouTube](#)

https://www.youtube.com/watch?v=v_i3Lcjl184

> [Beats The Game Before The Game Website](#)

<http://www.thegamebeforethegame.com>

> ['Jungle' by X Ambassadors & Jamie N Commons](#)

<http://beats.mu/blm6>

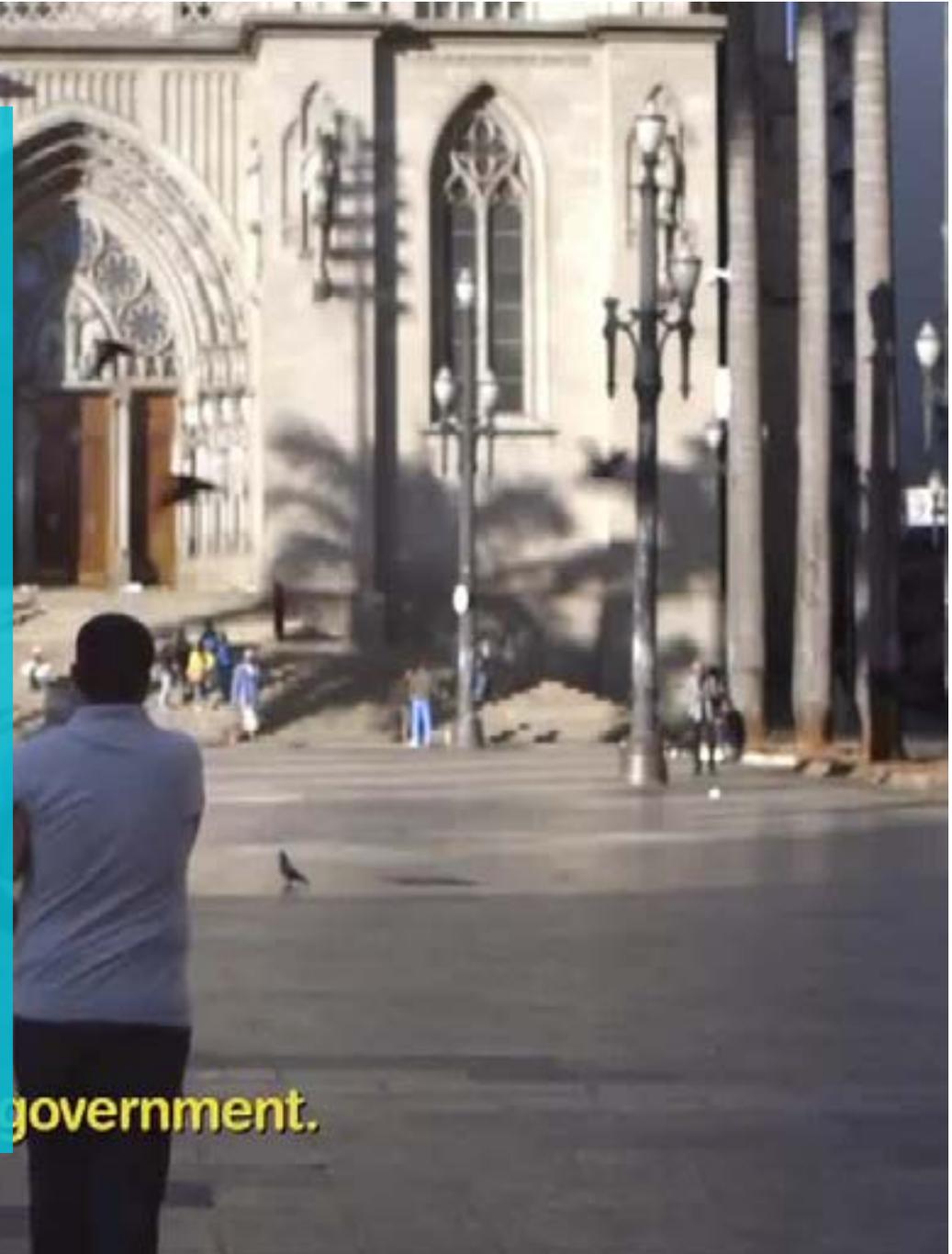
<http://smarturl.it/JungleSOTW>



Foca > Futebol Religiao

Football and religion - two of Latin America's most powerful forces - are combined in this Brazilian beer ambush initiative. The brand itself claims this was a practical project designed to genuinely enforce the legislative rights of football fans to take time off work in order to worship at the altar of the beautiful game. The cynics might suggest it was little more than a fun marketing stunt that leveraged two of the host nation's most popular spaces in order to maximise amplification. You can decide for yourself. Either way, as always seems to be the case, the lawyers got paid!

by the government.





Football has long been described as a religion and now it officially is one thanks to Foca Beer's World Cup Brazilian ambush campaign.

Leveraging the host nation's 'Freedom of Religion' statute, a May initiative saw Foca Beer hire a legal team to register soccer as an official religion in Brazil – thus enabling Brazilian fans to leave work in order to 'observe their 'beliefs'.

The campaign's objective is to enable employees to relax and enjoy watching the World Cup without constantly being on the lookout for their line manager, or worrying that they might get in trouble with their boss for watching matches in working hours.

Working with agency Grey Brazil, Foca aimed to solve the problem.

The brand employed a lawyer to apply for religious status for football under the nation's Freedom Of Religion Law.

This piece of legislation is designed to enforce employers to allow their employees out of work commitments in order to observe their beliefs.

Grey's creative team – led by Daniel Pérez Pallares, Federico Russi and Lucas Heck – released an explanatory online promoting the campaign.

By trying to turn football into an officially registered religion and then sending official notices to employers via email.

The campaign drives football fans in Brazil to log into the campaign website, register their religious stats and click on which games they need to watch in order to 'observe their religion'.

The site then sends an official email to each registered member's boss informing them that the employee needs to take time off on the specific times/dates in order to pay his/her religious respects and to pray to football.

Comment > A sweet and simple piece of guerrilla work from this artisan microbrewer in Brazil.

This obviously isn't the first time anyone has made reference to religion in the context of discussing football. From Eric Cantona's 'You can change your wife, your politics, your religion, but never, never can you change your favourite football team,' to Paul Gardener's 'To the aesthete it (football) is an art form, an athletic ballet. To the spiritually inclined it is a religion.' to Shankly famous 'the game is littered with religious quotes.

So this initiative not only shows an understanding of fan challenges and provides a solution, but it also reflects on the widely held and often quoted idea that football is the world's religion.

This World Cup work ambushes FIFA's official beer partner Anheuser-Busch which is running both global and local campaigns around Brazil 2014. <

Links:

> [Foca TVC YouTube](#)

<https://www.youtube.com/watch?v=qrHL0cS-bZo>

> [Foca Football Religion Website](#)

<http://www.futebolreligio.com.br/>

> [Foca YouTube](#)

<https://www.youtube.com/channel/UCgJUxLW1y6OOXd23WY4rCqg>

> [Foca Facebook](#)

<https://www.facebook.com/cervejafoca>



Gatorade > Sweat It, Get It

With FIFA partner Coca-Cola's Powerade achieving maximum publicity through its official tournament status and role, and England national team sponsor Lucozade bringing the on-pitch playing conditions home to London, Pepsi-owned rival Gatorade couldn't afford to miss out on the World Cup completely. So it went down the tried-and-tested route of leveraging its tournament-relevant player ambassadors - who included two of Brazil 2014's most prominent names in Lionel Messi and David Luiz - in a product-function led technical (almost educational) international campaign all about, err, 'sweat'.





June saw PepsiCo sports drink Gatorade crashed in on the World Cup party (and on official sponsor and Coca-Cola-owned rival Powerade) with the 12 June launch of a new football-focused campaign all about 'sweat'.

'Sweat It. Get It' explores what athletes sacrifice in sweat and what Gatorade helps them replace.

It is fronted by several sports star brand ambassadors both from the world of football and beyond.

But it was World Cup stars such as Argentina's Lionel Messi (Argentina) and Brazil's David Luiz (Brazil) who received major billing.

The campaign theme itself is a technical exploration of what top level professional athletes lose in sweat both in terms of their training regimes as well as in their efforts during the matches themselves.

And, of course, how the drink replaces the liquids and minerals lost through the sweat.

The ad includes the copy:

'Because with every brutal practice, lonely workout, hard win or loss, athletes leave a little piece of themselves behind. Sweat. It says, "I was here, and I gave it my all.'

The spot closes with the brand's 'Win From Within' tagline and by driving viewers online to find further information about how the brand can help replace what you sweat out at <http://www.gatorade.com>.

Comment > Gatorade isn't the only non-FIFA sponsor to activate around the World Cup using the theme of sweat.

England team sponsor (and Suntory-owned sports drink competitor) Lucozade ran a more experiential, more engaging and more directly World Cup relevant campaign fronted by Steven Gerrard and simulating the effects of the heat on the players in Brazil.

This guerrilla campaign aimed to ensure some form of World Cup presence for the Pepsi rival of Coca-Cola's official Brazil 2014 sports drink rival Powerade.

Power's global World Cup work was led by Spanish star Andres Iniesta.

It stretched across both traditional advertising and new platform work and at its centre was a set of documentaries that included the powerful 'Nico's Story' which has racked up around two million YouTube views to date. <

Links:

> [Gatorade Website](http://www.gatorade.com)
<http://www.gatorade.com>

> [Gatorade Twitter](https://twitter.com/Gatorade)
[@Gatorade](https://twitter.com/Gatorade)

> [Gatorade Instagram](https://www.instagram.com/gatorade)
[@Gatorade](https://www.instagram.com/gatorade)



Havaianas > Our Right Foot

Havaianas is one of Brazil's most famous global brands - both its name and its flip-flops are widely recognised right around the world. And yet it was a much less well known rival, Amazonas, that was the official FIFA beach footwear supplier. Of course, that didn't stop Havaianas from leveraging the tournament in a big way - both through product ranges, in-store work, competitions and a major advertising campaign. The spearhead TV spot, fronted by soccer legend Romaria, was actually just as interesting for the former player who was referred to (but didn't actually appear in the creative) Maradona, as it was for the legendary Brazilian striker himself.





Few Brazilian brands are as well known globally as flip-flop giant Havaianas and, despite the official 2014 World Cup flip-flop brand being rival Amazonas, Havaianas has been leveraging Brazil 2014 with a soccer themed 'Teams' range pushed via regional campaigns across the globe.

World Cup host nation Brazil is a tropical country where the classic, casual slip-on shoes are pretty much the default footwear, so it is no surprise that despite not having official status Havaianas has launched a range of football sandals featuring player numbers and country names and colours for every nation taking part.

Of course, they don't bear any of the official team logos or any iconography of Brazil 2014 itself or the official FIFA logo either, but while the official FIFA, Amazonas-made flip-flops retail for for 39.90 reais (\$18), its rival's ambush soccer-themed shoes are cheaper at 31.90.

In Brazil, the brand is using former Brazilian star striker and World Cup her Romario as the brand ambassador for its current campaign.

The campaign is led by a Brazilian TV spot developed by agency Almap BBDO and featuring Romario.

The spot opens with the forward buying a pair of Brazilian soccer-themed flip flops and asking for them to be packaged separately.

Later, while watching a match at home Romario's friends ask him why he is wearing only one flip flop and, as Romario laughs, the camera pans to a package landing on Maradona's doorstep in Buenos Aires.

In-store and on-stand, the company is prominently displaying its football flip-flops - with the Number 10 featuring heavily on various team's shoes representing star strikers such as Argentina's Diego Maradona and Brazil's Pele.

Over in Europe, Havaianas is running a World Cup multi-market tactical campaign - focusing on UK, France, Spain and Italy - based around the idea that no other brand conveys the Brazilian spirit quite like Havaianas.

To celebrate the 2014 FIFA World Cup kick off Havaianas partnered with The Metro Network on a tactical European press and online campaign targeting the media company's nine million daily readers.

The creative was classically colourful and vibrant - as all the brand's work is.

It featured iconic Brazilian images, buildings and beaches and the message spread across the double-page ad said "Bem-Vindo ao Brasil / Welcome to Brazil".

The print execution aimed to drive people to online stores where readers could purchase a special Havaianas suitcase.



This limited edition suitcase contains all the essential items needed for a trip to Brazil: such as a beach towel, a CD of Brazilian music, a guide to how to be a 'Carioca' (a resident of Rio) and, of course, a pair of flip-flops.

While in Asia, Havaianas customers buying pairs of football-themed promotional flip-flops were offered a complimentary limited edition shoe bag and key-ring if you buy a promotional pair of flip-flops.

Comment > The ambush steers clear of breaking FIFA protective legislation and leverages football fever through Havaianas well recognised vibrant and colourful creative approach and its familiar links to Brazil and the country's spirit.

Grupo Amazonas, a Brazilian business that makes rubber for shoe soles and launched its own brand flip-flops outside Brazil just three years ago, won the official contract to supply more than one million FIFA-branded sandals.

These products are being sold across official FIFA online platforms and on-site in Brazil in and around stadiums and in fan zones.

Amazona hopes this partnership with football's global governing body FIFA will bring a massive boost to its international brand awareness and help it win further contracts and licensing deals with other companies.

'It's very powerful when you say you're the official FIFA World Cup maker,' says Amazonas export manager Frederico Pucci.

'It gives us a lot of power in order to sell more and gives more credibility to the company throughout the world and in Brazil.

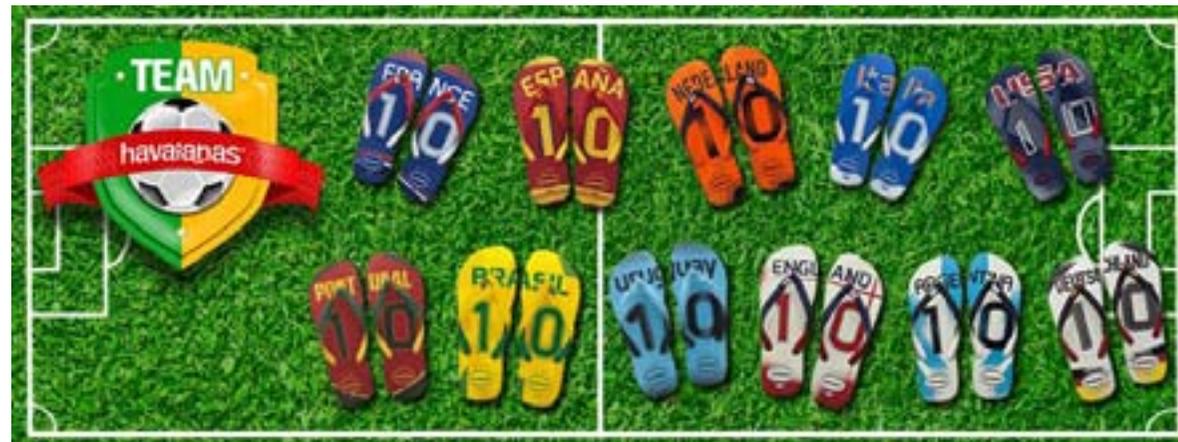
Amazonas' goal is to gain market share in Brazil for its recycled, biodegradable sandals. <



Links:

> Havaianas Website
<http://www.havaianas-store.com/>

> Amazons Website
<http://www.amazonas.com.br/>



MLS > It All Starts Here

The success of the sport in the USA is one of the major stories of the 2014 World Cup. With the sport growing steadily right across the football landscape (from the MLS to the grass roots game), the game was also boosted by heavy media and broadcaster investment and an impressive performance from the team on the pitch. There seems little doubt that Brazil's World Cup marked a tipping point for US soccer. The MLS itself, along with broadcasters NBC and ESPN, both foresaw this possibility and helped to bring it about with long term campaigns that directly linked the domestic league season to the FIFA global showpiece. Go TeamUSA!

MARCH TO BRAZIL
#ITALLSTARTSHERE

MARCH 8TH
3:00 PM ET
NBCSN

presented by

 Windows

GRAHAM ZUSI





Back in March, Major League Soccer ushered in the new season with a multi-channel marketing campaign 'For Club and Country' that leveraged the upcoming FIFA World Cup with the message that to prepare for the world's greatest football tournament you need only look in your own backyard.

The strategy for the MLS' 19th season is to capitalise on the World Cup and use it as a springboard to entice fans of the world's most popular sport to align with and support their domestic league.

The creative approach is to capture the genuine essence of MLS through a patriotic lens and the campaign's visuals aim to reflect the league's authenticity, integrity, inclusiveness, possibility and excellence – for players, teams and fans.

Created in-house by the MLS marketing team, 'For Club and Country' aims to let US football fans know they can watch many of the American and international stars who will grace Brazil's 2014 play in Major League Soccer.

The campaign debuted pre-season with a Times Square billboard and online activation and will continue to roll out throughout the league campaign. It spans TV spots, outdoor work, print executions, digital advertising, social media content, in-stadium and storytelling formats.

The tagline 'March to Brazil' and the hashtag #ItAllStartsHere are also central elements of the new campaign (replacing the league's previous 'This Is Soccer' slogan).

The marketing push is being supported across all five MLS national broadcast partners (ESPN, NBC Sports, Univision, TSN and RDS), as well as its regional broadcasters, plus the MLS digital channels including MLSsoccer.com, MLS+, YouTube, MLS' content creation arm, while KICK-TV will also play a lead role and work will also run across related sports sites such as SB Nation and Bleacher Report.

The campaign also kicks off with a season opening fan Instagram-led competition that asks soccer supporters to upload a picture or video illustrating 'where your soccer passion starts' to be in with a chance of winning a \$100 Gift Card to

MLSGear.com, or the grand prize trip to the 2014 MLS Cup.

The competition is promoted with an online YouTube film and includes a set of player-fronted 'It All Starts' Vine videos – such as this Landon Donovan example.

Comment > We will never quite know whether this campaign actually significantly contributed to the US soccer tipping point that occurred during Brazil 2014, or whether it was just a cleverly timed campaign based on excellent insights.

One thing is for sure, in retrospect it certainly looks like a well thought-out, cleverly planned campaign with a spot on strategy.

More than a dozen of the players set to represent the US national team at this year's World Cup play in MLS – a major shift in domestic power when compared to the fact that during the previous FIFA tournament in South Africa in 2010 only four of the US national team's players played in their home league.

The ever stronger link between the US men's national team and the MLS is something the league is clearly proud of and the campaign's core message is clear: the best way for American soccer fans to tap the excitement and anticipation for World Cup is to follow Major League Soccer.

'Soccer is different from other sports in that a player can play for both club and country,' explains MLS Chief Marketing Officer Howard Handler.

'This campaign speaks to the fact that many MLS stars will be representing their countries this summer in Brazil at the World Cup. To prepare for the world's most popular tournament, fans only have to look in their own backyard.'

Of course 2014 saw numerous marketers riding on the coattails of FIFA's World Cup and the MLS new season campaign was one of the first.

Its new season marketing was launched to coincide with the MLS' first nationally televised game (on NBC) took place on Saturday 8 March when Sporting Kansas City played away at Seattle Sounders FC. <



Links:

- > MLS 'It All Starts Here' Website
<http://www.mlssoccer.com/itallstartshere>
- > MLS 'It All Starts Here' Campaign Hashtag
#ItAllStartsHere
- > MLS 'It All Starts Here' Instagram
<http://instagram.com/p/IKdFKGgiFJ>
<http://instagram.com/mls>
- > MLS 'It All Starts Here' Facebook
https://www.facebook.com/MLS/app_194975693850063
- > MLS Website
<http://www.mlssoccer.com/>
- > KickTV
<https://www.youtube.com/kicktv>





Nike > Risk Everything

While Nike's World Cup work is considered an 'ambush' as the sports equipment giant's great rival Adidas is an official FIFA partner, the US company largely built its activation around a stellar team of Nike player ambassadors and its official sponsorship of the Brazilian national team. While its tournament work began back in 2013 with its Ordem ball launch and 'Dare To Be Brazilian' campaigns, its central #RiskEverything World Cup initiative stretched right across both the channel and tactical landscapes. From its familiar cinematic epics, parallel participatory competitions and real time social content, to street art, projections and its Casa Fenominal in Rio itself, this was one of the biggest and best campaigns in World Cup history.





The epic World Cup battle between official partner adidas and ambusher Nike was played out months before, during and days after the tournament itself.

It was a tournament within the tournament.

Nike was aiming to topple adidas from its football market leader status for the first time and built its strategy around blending its phalanx of player ambassadors, its sponsorship of the host nation Brazilian team, its signature epic films and real time digital engagement.

While the tournament itself ran from June to July 2014, this marketing match actually kicked off in late 2013 with a ball launch battle.

Ordem Ball Launch > While adidas unveiled its official Brazuca ball on 3 December 2013 in Rio, as per usual rival Nike ambushed the launch by unveiling its own new ball - the Ordem - by rolling out a viral on 2 December.

Nike's new ball launch commercial film sees Wayne Rooney surprise Rory McIlroy at the first tee by taking him on for a round of golf: McIlroy plays normally, while Rooney kicks the new ball at the hole (of course, it doesn't actually fit in the hole).

The underlying message aims to showcase the new ball's high quality flight control through its aerodynamic grooves.

The film for the ball, which is available on sale via digital Nike channels from 5 December, was shot on a Cheshire golf course and also features a cameo from former Brazilian football superstar Ronaldo (thus linking it indirectly to the Brazil 2014 and ambushing adidas World Cup ball).

There are some similarities in approach between this spot and a classic adidas ad from 2003 featuring two of its stars from different sports, Johnnie Wilkinson and David Beckham, in a kicking skills viral.

Nike's new ball is being used in a set of pre World Cup friendly matches played by the 10 Nike sponsored teams in the 2014 World Cup, including Brazil.

Comment > A Nike ambush of an adidas offi-

cial global event sponsor campaign has become something of an international marketing tradition. One that reached new levels of competitiveness at Brazil 2014.

As so often is the case in the early stages of a Nike ambush versus official adidas campaign, the guerrilla creative is leading the way.

One week after the ads were posted on their official YouTube sites, adidas' Brazuca spot had racked 371,249 YouTube views, while Nike's Ordem viral boasted 674,990 views. <

Dare To Be Brazilian > Late 2013 also saw Nike kick off its 2014 World Cup Brazilian national team activation with its 'Dare To Be Brazilian' campaign and new national team shirt launch.

Blah. The initial 'Dare to be Brazilian / Ouse Ser Brasileiro' work, created by agency Wieden+Kennedy, is fronted by five of the Brazilian side's star players: Neymar, Thiago Silva, Paulinho, David Luiz and Bernard.

Each player has his own stylised, colour-themed silhouette with a matching slogan referencing his own specific soccer skills.

David Luiz's phrase is 'Jump Over' and the Nike boots he wore during the 16 November friendly against Honduras carried his own personal campaign slogan.

Neymar's slogan is 'Play Kid' and Paulinho's is 'Draws Response'.

Further campaign elements are running across Nike Brazil's website and Facebook page and on Twitter using the hashtag #OuseSer-Brasileiro.

Perhaps the most interesting and interactive element of the campaign is a personalisation application, which sits on Nike's Brazil website, that enables the users to create his or her their own silhouettes, colours and slogans - an individually customised version of those used in the campaign.

These personalised versions can they be shared by Brazil fans Nike consumers shared through social their networks.

Furthermore, they can also be made into a tee-shirt that can be purchased through Nike's

online retail platform.

'This is the biggest Nike campaign in Brazil ever, in terms of amounts, creativity, the number of people involved and engagement opportunities,' says Henry Rabello, Marketing VP at Nike Brasil.

The campaign has also launched a set of YouTube teaser films; both general clips such as 'Ouse ser Brasileiro' and individual player ambassador clips such as one starring Bernard.

These are essentially teasers for the campaigns central TV spot which launched on 1 December.

An explanatory Nike video (in Portuguese) discussing the campaign and the brand's plans for Brazil 2014 is hosted on the sports equipment brand's YouTube channel.

The Nike work continued in late 2013 when the kit which will be worn by the Brazilian team at the 2014 World Cup was first unveiled.

The key product benefit in the campaign is based around the shirt's 'cooling technology' and the launch campaign's central tagline is 'The Pride Of A Nation. Cool Under Pressure'.

Nike linked with the Brazilian FA on an unveiling event in Rio de Janeiro - fronted by former Brazilian great Ronaldo who spoke about his love for the national team and outlined the benefits and details of the new strip.

At the event, national team coach Luiz Felipe Scolari warned Brazil's rivals that the five-times champions aim to make an important alteration to the shirt by winning the competition for a record sixth time and thus adding a sixth star above the shirt badge.

The event was linked to an official unveiling photo shoot showing VfL Wolfsburg midfielder Luiz Gustavo modelling the new strip in Copacabana,

It was further supported by a shirt launch TV spot and online film.

The kit aims to combine performance innovation, cultural design cues and environmentally sustainable materials.

In addition to a funky new shirt colour, one genuinely fresh feature is that for the first time

in a national team kit, the fabric is made from recycled plastic bottles: with shorts made from 100% recycled polyester, shirts from 96% recycled polyester and socks from 78% recycled polyester).

Each kit is made using an average of 18 recycled plastic bottles and since 2010 Nike has collected almost two billion bottles from landfills - enough to cover over 2800 full-sized football pitches.

During the kit development process, Nike designers used three dimensional body scans of the entire Brazilian National Team in order to collect data on the shape of the players to ensure a better body fit.

Behind the crest, on the inside of the shirt, Nike have printed a team slogan: 'Nascido para jogar futebol / Born to Play Football'.

Comment > The Brazil team strip is Nike's number one selling national jersey and the company aims to turnover US\$1bn in Brazil during the next 12 months.

According to Nike vice president of communications Charlie Brooks, the company expects Brazil to be its third largest market in the world by 2017 (behind the USA and China).

The work is the beginning of what looks set to be another titanic marketing battle between the two big beasts of the football world - Nike & adidas.

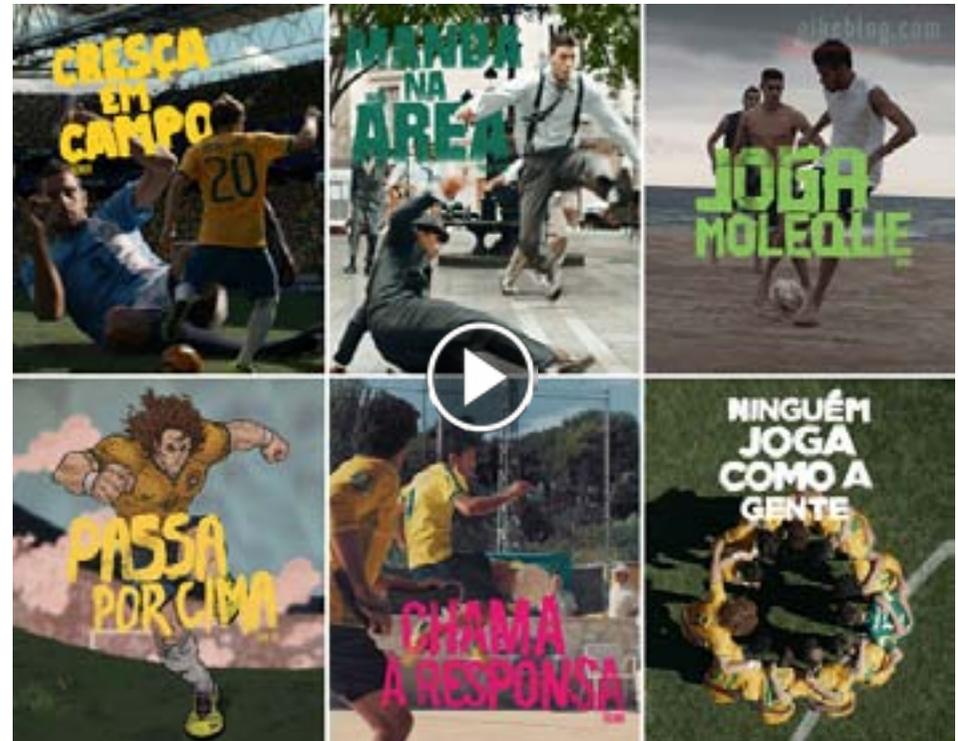
Indeed, the new Nike campaign rolled out hot on the heels of rival adidas' announcement that it had extended its official sponsorship deal with FIFA to 2030.

This deal will see adidas to supply match balls, kit for officials and volunteers and to advertise at World Cup venues.

Indeed, while Nike have the crucial partnership with the host nation, the top four teams in the FIFA rankings - Spain, Germany, Argentina and Colombia - all wear adidas.

Nike's own long-term deal with the Brazilian Football Confederation has run since 1997 when it first signed the Brazilian team.

At the time it was said to be the biggest





sports sponsorship deal ever (it was reported to be a US\$400m, 10-year deal). <

Pressure Shapes Everything > Following Nike's November/December 'Dare To Be Brazilian' campaign and 'Ordem' ball launch, in April Nike kicked off the main global thrust of its rich, integrated and engaging 2014 World Cup work - Risk Everything - with a spearhead TV spot called 'Pressure Shapes Everything'.

The ad starred three key Nike player ambassadors - Wayne Rooney, Cristiano Ronaldo and Neymar (each of whom play for a Nike sponsored national team) - and explored the pressure placed on some of the world's top players as they prepare for Brazil 2014.

The Wieden+Kennedy commercial follows the players travelling to games and explores their fears and challenges: can Ronaldo carry Portugal, will Neymar living up to the iconic Brazil Number 10 shirt and how will Rooney cope with the vicious British media?

The commercial is directed by uber ad (and music video) director Jonathan Glazer and ends with the tagline: 'Pressures shapes legends. Risk Everything'.

The message is simple: to win on the world's biggest stage, the world's greatest footballers must risk everything.

The sombre tone of the spot is reflected in the 'Risk Everything' logo - a skull with the Nike swoosh slashed into the forehead, accompanied by a burning dice and a flaming football.

It was supported by other 'Pressure' activity, including projections on the sides of skyscrapers.

Nike's central initiative is a set of content initiatives under the "Risk Everything" umbrella idea and revolving around a bespoke microsite.

Online the campaign encourages fans to 'show how they risk anything' by uploading videos of themselves and/or their own teams and the best users' content uploaded through the channel will be used in a future campaign creative.

The Twitter hashtag invites consumers to 'share your best moments' by tweeting using #riskeverything to be in with a chance of having

their own creative featured in the campaign.

The participatory pillar of Risk Everything is a global, brand-hosted small-sided football tournament played during the build-up to Brazil.

This not only directly engages brand participation, but enables Nike to have rights over its own parallel competition and introduces an element of 'don't just watch them, join them' to the campaign.

RiskItAll is positioned as the ultimate 'Winner Stays' small-sided tournament where teams take on rivals from their own region and then nation, before the winners go through to take on the best in the world.

The website is also a transactional platform and sells replica kits of the 10 World Cup teams Nike backs, plus a set of Nike football boots appropriate to small-sided tournaments.

Consumers are even invited to interactively 'shop the ad' at http://store.nike.com/us/en_us/pw/riskeverything/dqm and the campaign's website invites viewers/players to 'chase their weapon' (in other words get ready for the initiative's tournament by buying Nike products).

'The expectations - from a nation's hopes to the historic power of a shirt - are massive, but these are players who thrive on that responsibility,' says Nike Chief Marketing Officer Davide Grasso.

'These players play on the edge because they know great moments usually spring from attempts to try something out of the ordinary. Those moments do not occur without fearless risk-taking.'

'This film embodies that sentiment and reminds players in every country at every level: if you are prepared to risk everything, there's no telling what you can do.'

Comment > Nike, of course, isn't an official FIFA World Cup sponsor, but as ever it is leveraging its key official player sponsorships and major team partnerships to engage with consumers around the tournament.

Indeed, Nike will be hoping for more than just simply spoiling adidas' official pitch.

Retail industry analysts report that Nike is hoping that its 2014 World Cup work will finally see it overhaul rival and official FIFA partner adidas as top dog in the global football category.

This new 90-second spot has echoes of Nike's now legendary 'Write The Future' ad for the 2010 World Cup in South Africa.

A spot which many market watchers feel successfully ambushed official FIFA World Cup sponsor adidas' activation.

'Write The Future' also explored player fears about failing on sport's biggest stage, so there is thematic 'World Cup pressure and the psychic stresses of stardom' consistency between the 2010 and 2014 work. <

Winner Stays On > Later in April Nike launched of 'Winner Stays On', the next phase of Nike's #RiskEverything Brazil 2014, which adds a galaxy of stars and some epic story-telling magic to the sportswear giant's World Cup ambush initiative.

The new four-minute commercial opens on a nondescript British park pitch as two teams of young amateurs kick off a pick-up game where the winning team stays on.

As one player imagines himself to be Ronaldo, his opponent responds with banter about playing like Neymar, and thus each player takes on a star persona as the game unfolds.

This is the second major spot in Nike's evolving campaign and it follows the initial campaign launch film which revolved around big tournament player pressure and featured Neymar, Rooney and Ronaldo.

The new work, featuring Diplo's 'Revolution' as a soundtrack features a wider spread of Nike star player ambassadors in addition to Neymar, Rooney and Ronaldo - including David Luiz, Edin Hazard, Zlatan Ibrahimovic, Gonzalo Higuain, Andrea Pirlo, Gerard Piqué, Andrés Iniesta, Mario Götze, Thiago Silva, Thibaut Courtois, Tim Howard (plus Kobe Bryant and The Incredible Hulk).

The latest spot rolled out alongside a less glamorous, more grassroots '#Risk Everything - Show Your Skills' ad and both ask amateur play-

ers and Nike fans to share and show their own skills by uploading and tagging their own best football moments to stand a chance of being featured in a Nike #RiskEverything highlights reel which will be released in a later phase of this evolving campaign.

The work promotes interest in the central participatory pillar of Nike's Risk Everything World Cup initiative - a global, brand-hosted, small-sided football tournament played during the build-up to Brazil.

It also specifically promotes Nike's own brand 'ultimate Winner Stays On' small-sided tournament where teams take on rivals from their own region and then nation, before the winners go through to take on the best in the world.

Thus enabling Nike to activate around its own tournament in parallel to running guerilla work around FIFA's competition and adding a grass roots element of 'don't just watch them, join them' to its work.

'We connect to players' passion for the game, whether it is the world's best in Brazil or players in the park or street,' explains Nike CMO Davide Grasso.

'Winner Stays On' taps into an experience that every young player around the world will recognize - competition with friends and the idea of playing with your heroes or pretending to be them.'

'We're proud of our history of inspirational, fun football campaigns that become one of the talking points around big tournaments. We believe in fearless, exciting joyful football and that's the point of view we want to get across,' Grasso adds.

'Nike players play on the edge because they know great moments spring from attempts to try something unique and out of the ordinary. We watch the game for these moments because they inspire us to create our own.'

This is what Risk Everything is about. If you are prepared to take those risks, there is no telling what you can do.'

Mid April also saw Nike roll out its parallel (albeit less flashy and lower budget) 'We Are Nike





FC' film.

Again the work heavily focuses on the idea that 'without risk, there is no victory' and continues its ongoing brand football club concept #NikeFC

With 165,000 YouTube views and more than 20,000 social shares, this spot was ranked number 10 on last week's Viral Video most shared chart.

Comment > Nike are, of course, famous for putting together teams of star player ambassadors to create amazing World Cup ambush ads: from 'The Scorpion Cage' and 'Brazil Airport', to 'Write The Future'.

While most agree that #RiskEverything has yet to truly hit those creative heights, momentum certainly seems to building around the campaign as it evolves on the approach to the big tournament.

Indeed, 'Winner Stays On' has racked up 36 million YouTube views in less than a week - impressive engagement by anyone's standards. <

The Last Game > Just three days before the big kick off and Nike Football rolls out its latest 'Risk Everything' blockbuster - a five-minute animated feature called 'The Last Game'.

Effectively the third spot-led major phase of its integrated, 360 global #RiskEverything World Cup ambush initiative

The plot sees cartoon versions of Nike player ambassadors on a 'risky' mission to save football from the hands of a villainous mastermind (The Scientist) and his unbeatable squad of grey, characterless clones.

The theme is that the human passion of the real, risk-taking players must triumph over the ruthlessly efficient, but risk averse robots.

The film features Nike player ambassadors Ronaldo, Zlatan, Neymar, Luiz, Iniesta, Ribery, Rooney, Howard (yes, that's US keeper Tim Howard) and retired Brazilian great Ronaldo (most of whom have appeared in previous Risk Everything executions).

The spot also has the now seemingly de-

rigour non-football star cameos from other Nike ambassadors such as LeBron James.

Nike teamed up with long term agency Wieden + Kennedy Portland and with Passion to create the film (with further input from a host of outfits including Whitehouse Post, I Love Dust, Sports On Screen, Finishing Glassworks).

The ad was written by Alberto Ponte, art directed by Ryan O'Rourke and directed by Jon Saunders through Passion.

A warm, friendly and fun tone is something of a departure from the usual Nike combative emotional inspiration.

Indeed it features humorously over the top cartoon characteristics which gently mock the star players - from Zlatan's ego to Rooney's scouse accents (although not retired Brazilian Ronaldo's physique) - and fun references to the 'selfie' trend of the moment and Nike's iconic 2010 World Cup 'Write The Future' ad.

This campaign phase also ties to the previous 'Winner Stays On' spot through its music track - 'Miss Alissa' by Eagles of Death Metal.

'The idea behind "The Last Game" is to show the world that Nike, like any true lover of football, believes that the game should be brilliant, daring and bold,' explains Nike chief marketing officer Davide Grasso.

'Having the confidence to take risks is absolutely vital in football.'

Comment > Creatively it is 'Pixar's The Incredibles meets Write The Future' - it is beautifully crafted and has a detailed, soft touch.

And an impressive 16.8 million YouTube views in just two days 'aint half bad.

That's twice the numbers racked up by Beats By Dr Dre's much discussed and widely admired 'The Game before The Game'.

But does it feel like 'Nike'?

Does it truly project the brand's famous emotional, motivational, inspirational, innovative and powerfully combative values?

Does it truly stir the blood?

Or does it feel more like a beautiful BBC ident? <



Links:

> Nike Ordem Film YouTube
http://www.youtube.com/watch?v=tUsfT3_k10A

> Nike Brazil Website
<http://www.nike.com.br>

> Nike Brazil Facebook
www.facebook.com/nikefutebol

> Nike Brazil Twitter Hashtag
[#OuseSerBrasileiro](https://twitter.com/HashtagOuseSerBrasileiro)

> Nike Football Brazil Kitg USA
http://go.nike.com/CBF_US

> Nike Football Brazil Kit Europe
http://go.nike.com/CBF_EU

> Nike Risk Everything Website
<http://nike.com/riskever>

> Nike Football Website
<http://nikefootball.com>

. Nike Football Twitter
<https://twitter.com/nikefootball>

> Nike Twitter
[#Nike #RiskEverything](https://twitter.com/Nike)

Nike Football Facebook
https://www.facebook.com/nikefootballUK?brand_redir=1

> Nike Soccer Website
<http://nikesoccer.com>



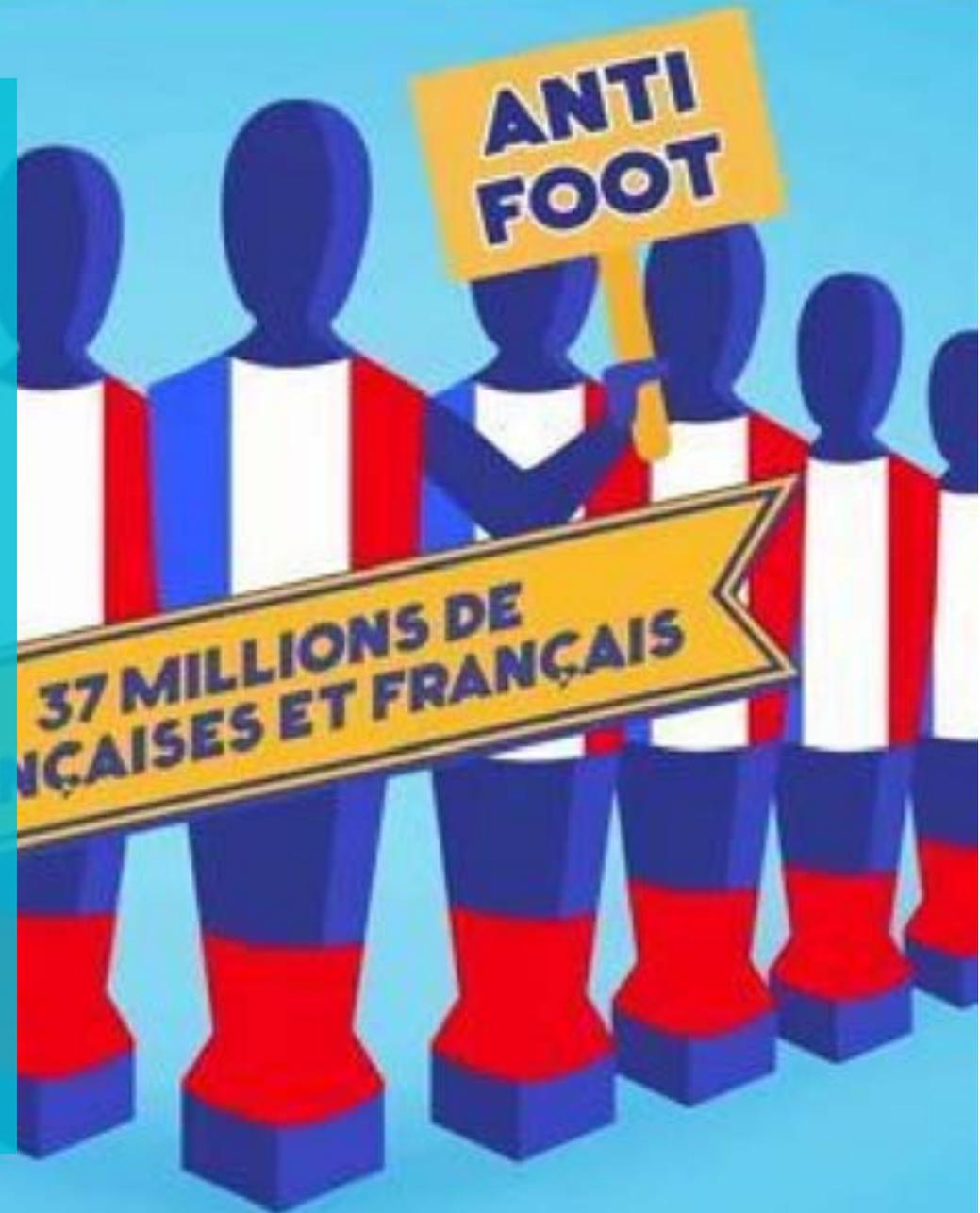


Orangina > Anti Foot

When everyone else is running football campaigns, it's inevitable someone will try and cut through the clutter by rolling out an anti-football campaign.

And perhaps its not surprising that the best of these campaigns in 2014 was from a French brand that largely targets women. After all, the last World Cup was seen as something of a footballing and PR disaster for the French team. Furthermore,

Orangina research suggests that a massive 37 million French people don't like football - most of them women. The tactic seemed sensible and the idea/mechanic was fun, innovative and clever. But post World Cup rival Omnicom data suggests as many as 50% of women were 'highly interested' in watching Brazil 2014.





French drinks brand Orangina aims to cut through all the World Cup clutter with an anti-football marketing stunt for those fed up with Brazil 2014.

Mid June saw sub-brand 'Orangina Miss O' promote an anti-football can (La Canette Antifoot) which it claims, when squeezed, will switch off any football match being shown on TV.

The campaign claims that every four year the four billion non-football fans around the world find it impossible to avoid FIFA's World Cup - until now. The new, clever anti-foot can contains an infra red remote control electronic device that switches off TVs showing matches without anyone finding out who has done it.

The stunt is led by a viral ad which purports to be secret film from a 'can test' showing a mischievous drinker shutting off the TV whilst showing the opening game of the World Cup to a packed audience.

Surprise, surprise, those gathered to watch the first match of Brazil 2014 were not best pleased.

The brand also posted an English language version of the French stunt.

It claims to work within three meters of any TV and all those fed up with football need to do is just press the button on the can.

But the magic can can't simply be bought at retailers, but it can only be won through the brand's social media contests running on its Facebook and Twitter pages.

Thus the online spots drive viewers top the brand's twitter feed at <https://twitter.com/oranginafrance> using the hashtag #CanetteAntifoot where a slew of engagement initiative sbased around the idea are activated - from Vine clips and Suarez memes to competitions.

The campaign, which has been developed in tandem with digital creative group Fred & Farid Paris, is further supported with imaging and digital work that spans pictures of campaign projections onto the Arc De Triumph to more traditional ad executions.

Comment > When everyone else zigs - zag!

This campaign for the 0% added sugar brand variant, which targets the 37 million across France who don't like football (or, err, 'young women'), might have seemed a sensible idea when first conceived - not least because the chances of a backlash seemed low as in 2010 the French football team was widely scorned for its poor performance and public squabbling.

But France's improved showing in Brazil may set this mock campaign in a different light.

Of course, the campaign is tongue-in-cheek and at its heart it is really is a football-led content engagement idea leveraging Brazil 2014 that is simply wrapped as an anti-football initiative. <

Links:

> [Orangina France Twitter](https://twitter.com/oranginafrance)
<https://twitter.com/oranginafrance>

> [Orangina Facebook](https://www.facebook.com/Orangina)
<https://www.facebook.com/Orangina>

> [Orangina France Website](http://www.orangina.fr/?p=3294)
<http://www.orangina.fr/?p=3294>

> [Fred](http://www.fredfarid.com/eng/#/home)
<http://www.fredfarid.com/eng/#/home>





Pepsi > #FutbolNow

Part of Pepsi's relatively new global marketing strategy, the #FutbolNow ambush was its biggest unified international campaign to date with more than 100 markets activating some part of its World Cup ambush. Creatively the campaign saw Pepsi stick with its heritage of aligning with music and popular culture. Thus its work, which stretched across both the parent brand and Pepsi Max (Gatorade ran its own work), was heavily based around various creative ambassador partnerships with players (including superstar Lionel Messi), musicians, filmmakers and artists. It included a set of technical innovations that ranged from interactive online versions of its TV spots to Kinect-powered gaming vending machines.





Pepsi ambushed Coca-Cola's official World Cup sponsorship with a multi-platform and multi-phase #Futbol now platform leveraging excitement around the planet's biggest sporting event.

The campaign's title itself tweaks the brand's global umbrella 'Live For Now' big idea and its approach was true to the brand's history of linking with contemporary pop-culture - particularly music.

The guerilla brand's core approach blended Pepsi's set of player ambassadors with its music partnerships and additional strands stretched from artist-led initiatives. This tactic aimed to use music and art to emphasise the players' creative passion.

Its year-long ambush work was fronted by an impressive squad of 19 star players - each of whom first announced they had signed up for their soft drinks brands at the beginning of the year via social media and all of whom featured on a limited edition player profile can series.

'Pepsi has had a tremendous relationship with football, going back nearly 15 years. We've brought together our most impressive Pepsi football roster yet, comprised of players who truly embody our brand spirit,' commented global chief marketing officer Kristin Patrick back in January.

'Throughout the year we'll be collaborating with them to bring our fans exciting and engaging content, products and experiences - bringing fans closer to the game they love.'

As well as players and creative ambassadors, the long-running campaign also played with several new technologies: from high-tech vending machines and interactive TV spots, to an innovative connected film/music series.

Now Is What You Make It > The first major strand of Pepsi's World Cup ambush, 'Now Is What You Make It', launched on the same day great rival and FIFA partner Coca-Cola's own World Cup campaign.

It was led by a flagship two-minute commercial that blends soccer and song via a light-hearted (and somewhat unlikely) story set in the streets of Rio.

The campaign, which has been developed in partnership with creative agency 180LA, follows YouTube music star 'Stony' as he wanders through the city creating music from his street furniture and everyday objects and stumbling across several of the world's biggest soccer superstars.

Stony is a 19-year-old YouTube musical phenomenon known for mixing digital and street beats and in the creative he plays the role of a 'musical everyman', while the footballers play the star turns.

The six Pepsi players who appear in this international launch spot are Messi and Agüero (Argentina), van Persie (Netherlands), Wilshere (England), Luiz (Brazil) and Ramos (Spain).

In total, the wider Pepsi World Cup campaigns features 19 footballers who will front ad creative and appear on Pepsi cans and local country Pepsi marketers are given the option to feature the players that resonate best in their markets.

Towards the end of the spot Janelle Monáe, The American R&B and soul singer, musician, composer and producer, puts in an appearance performing her Pepsi exclusive re-recording of David Bowie's 'Heroes'.

Fans can download the track, officially called 'Heroes (Pepsi Beats Of The Beautiful Game)' from iTunes for \$1.29 (see <https://itunes.apple.com/us/album/heroes-pepsi-beats-beautiful/id850005232>).

The campaign, shot in host nation Brazil, also includes both 30- and 60-second versions of the spot.

Perhaps more interesting still was Pepsi's interactive video version of the spot, featuring four minutes of additional content and additional Pepsi players (such as US star Clint Dempsey), which comes packed with bonuses that can be unlocked by viewers at various moments.

<http://www.pepsi.com/en-gb/d/content/2559/Pepsi-celebrates-music-and-football-proving-that-NOW-IS-WHAT-YOU-MAKE-IT>

The campaign revolves around <http://www.Pepsi.com/FutbolNow> website (embedded within Pepsi's ongoing umbrella 'Pepsi Pulse' platform) and it also pushes social interaction through the

campaign hashtag #FutbolNow

A further strand of the campaign is Pepsi's 'The Art of Football' project - a series of portraits of the Pepsi players created with photographer Danny Clinch and street artists from the home countries of several of Pepsi's soccer players.

These portraits are also used across billboard and out-of-home executions.

The players also feature on a set of special campaign cans.

'We were inspired by the power and unity that sports and music bring to the world. Our content plan to capture this spirit celebrates the creative passion of footballers with music and how both of these awesome forces inspire us to "Live for Now",' explains Pepsi's global Chief Marketing Officer Kristin Patrick.

'This year, we are giving fans a totally unique and immersive experience of their own - personalised journey that combines iconic music, our stellar roster of football talent and the ability to create your own "Now" - uniting Pepsi fans around the world in a celebration of sport, music, art and everyday moments.'

The Pepsi player-led commercial, shot in the shot nation, has echoes of the brand's 2010 South Africa World Cup ambush campaign.

Comment > 'What's different about this campaign is we're approaching it like the launch of a film,' argues Patrick.

'There are a series of launches and announcements, with something happening almost every month.

'It's very much about this deep pool of content and immersing the brand very deeply in culture and football.'

In recent years PepsiCo has been re-arranging its brands into a global structure - it only broke its first genuinely global Pepsi campaign two years ago - and this football initiative is its greatest global campaign yet.

In total, 100 markets will implement some aspect of the initiative.

The interactivity is certainly fresh and neat and is part of Pepsi's plan to create World Cup

related work through engaging content, products and experiences that personally bring fans 'closer to the game they love'.

The use of Stony aims to tone down the celebrity dominance of some of Pepsi's recent work.

'Celebrity is always going to be an element of this brand. It's definitely part of our DNA, and we're not walking away from that at all, but the idea of making things relatable for this new generation of consumers is really important,' explains Patrick.

'We thought there was something [powerful] about Stony, his social-media following and finding someone who could unite all these personalities.'

But the footballer cameos ensure the star-studded celebrity feel remains.

Using player partnerships to ambush an official tournament is the classic guerrilla tactic when it comes to football tournaments.

And Pepsi has certainly put together its most impressive footballer roster yet - a spread of talented stars who it believes embody the brand's spirit (and have collective reach across its major markets).

And, of course, there are few better players to have in your brand ambassador arsenal than Barcelona and Argentina star Lionel Messi.

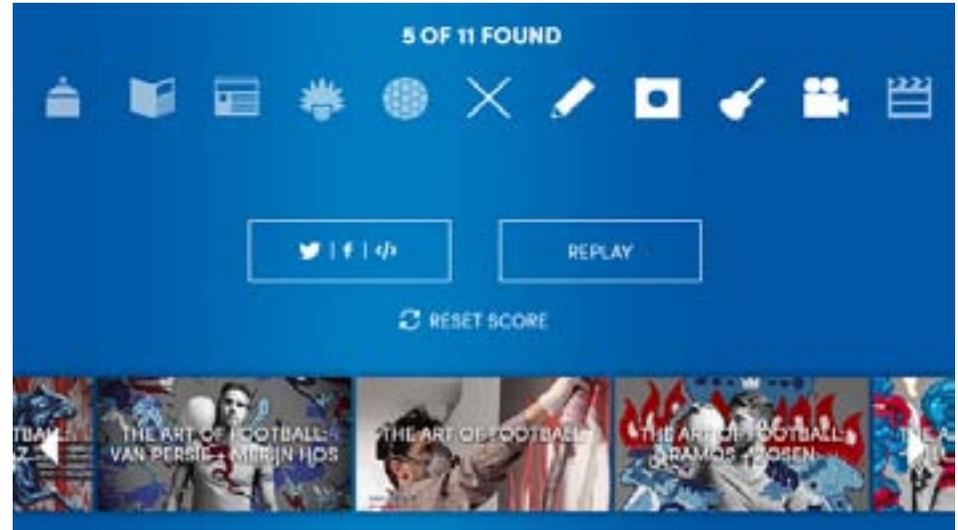
Nevertheless, there's something rather generic about Pepsi's Brazil 2014 work to date.

The allure of star player power is a well worn tactic, while a campaign using a contemporary, inventive musician to build up a song through the everyday sounds of the street and the sport has hints of Coca-Cola's Mark Ronson 'Move To The Beat' campaign at London 2012.

In fact, using David Bowie's 'Heroes' as your event anthem is also all very London Olympics. <

Drinks4Skills > In the US and Europe Pepsi is rolling out hybrid vending machines offering interactive gaming experiences that reward soccer skills with free drinks as part of its evolving #FutbolNow World Cup ambush campaign.

The #FutbolNow drinks dispenser blends







functionality with gaming: using motion-sensor technology from Microsoft Kinect to track fans' football flicks and tricks - from keepy-uppies to stopovers - as they aim to use their skills to earn a free Pepsi.

A large video screen on the front of the machine challenges each customer to 'Move Like The Pros' and asks 'Are You Next?'

Users start by creating their own virtual avatar on the vending machine's screen and are then faced with a set of skills challenges set by players from Pepsi's start-studded World Cup squad: including Dutch striker Robin van Persie, England midfielder Jack Wilshire, Brazilian defender David Luiz and Argentina attacker Lionel Messi.

As they move through the various skills challenges and aim to keep the ball in the air for 30-seconds, they earn points, bonus time and compete for Hall of Fame recognition.

These are the latest part of Pepsi's evolving #FutbolNow World Cup ambush campaign, which runs under the brand's umbrella 'Live For Now' global marcoms big idea, and around 20 machines are being distributed in prime locations across America and Europe.

Comment > It was probably only a matter of time before the soft drinks giants rolled out hybrid vending machines blending gaming and social connectivity.

After all, Pepsi has been experimenting with interactive vending machines and linking them to sponsorship properties for several years now.

Back in 2011 and 2012 PepsiCo's Equipment Innovation Group launched its first vending machines which enabled shoppers to buy drinks remotely for their friends via Facebook.

These enabled consumers to use the machine touch screen in order to buy themselves a drink and simultaneously gift one to a friend or loved one by entering the recipient's name and mobile number along with a personalised text or short video.

These machines actually followed in the footsteps of other groundbreaking new vending machine approaches such as the 'Freestyle' drinks

dispenser projects from Coca-Cola which first rolled out in 2009.

More recently, Pepsi has begun employing innovative stunt vending machines as part of its sponsorship activation and location-specific event marketing armoury.

Most notably in January 2014 when Pepsi used stunt vending machines as part of its wider 'Hyped For Halftime' Super Bowl activation.

This initiative saw Pepsi place a stunt vending machine on city street corners with a 'Free Pepsi' sign on top to engage users in a range of entertaining experiences. <

Beats Of The Beautiful Game > Early June saw Pepsi Max release the latest instalment in its umbrella 'Beats of the Beautiful Game' World Cup ambush initiative in the form of a football-themed short film series which support the music-lead football initiative.

Beats Of The Beautiful Game is a collection of 11 football-inspired companion songs and short films and fronts a campaign that aims to celebrate the sights and sounds of football ahead of Brazil 2014 (and to ambush rival Coca-Cola's official tournament sponsorship by driving conversation and creativity around the World Cup).

The series of short films sees the brand connect sounds and images through creative projects which put together both new and established musicians (such as Rita Ora, Jettie and Timbaland) with big name directors and actors (such as Spike Lee, Diego Luna and Elba).

The first short film released in the series is 'Unstoppable' - which explores the hidden talents within all of us.

It is a 70s-style, six-minute-plus footie film written and directed by Idris Elba and is the first movie from his new production company Green Door Productions.

The extended spot, set to the track 'Unstoppable' by DJ R3HAB and featuring the singer Eva Simons, tells the story of a seemingly geeky schoolboy who unveils secretly hidden soccer skills to defeat a playground bully and win the heart of his shy sweetheart.



'When I first heard the song I really loved the idea of being unstoppable...it's self belief, it's someone that just says "Guess what? I can do anything I want to do," explains Elba.

'I like the whole '70s era, the haircuts and the style, and I chose a character that is stereotypically a nerd, isn't sporty looking...but [it] turns out that he really is good at [football], and he is unstoppable when he starts to let himself go.'

Other films and track partnerships include Don Omar and Jessy Terrero's 'Pura Vida' and Janelle Monáe and the Young Astronaut's David Bowie cover 'Heroes'.

The album and film series is part of a wider 2014 integrated Pepsi Max football campaign, which also includes a 'Live For Now' fashion collection.

Pepsi Max also revealed via a tweet that it would be previewing its 'Beats of the Beautiful Game' album on newly released social media app Tunepics, while the films and soundtracks are available on iTunes at <http://bit.ly/itunes-unstoppable> (International) and <http://smarturl.it/PepsiBOTBG> (USA)

Comment > The initiative claims to be the world's first visual soundtrack: 11 anthemic songs and companion short films (described as 'filmtracks') that capture the indelible spirit of the world's most popular game.

The approach reflects PepsiCo's wider tactic of blending entertainment genres - particularly in sport and music - in its marketing initiatives, sponsorship campaigns and guerrilla work.

By mixing music and art there are not only more creative touch points, but also an opportunity to leverage more Pepsi-sponsored ambassadors within the campaigns and to connect with as wide a global demographic as possible.

Master brand Pepsi's own World Cup ambush work follows a similar route with footballers and musicians fronting the central 'Now Is What You Make It' Brazil 2014 campaign.

This was led by a spearhead TV spot which featured not only many of the brand's leading football ambassadors, but also linked to another track on The Beats Of The Beautiful Game album - Janelle Monáe's cover of David Bowie's 'Heroes' which sees Young Astronauts direct its accompanying movie. <

Links:

> [Pepsi Futbol Now Website](http://www.Pepsi.com/FutbolNow)
<http://www.Pepsi.com/FutbolNow>

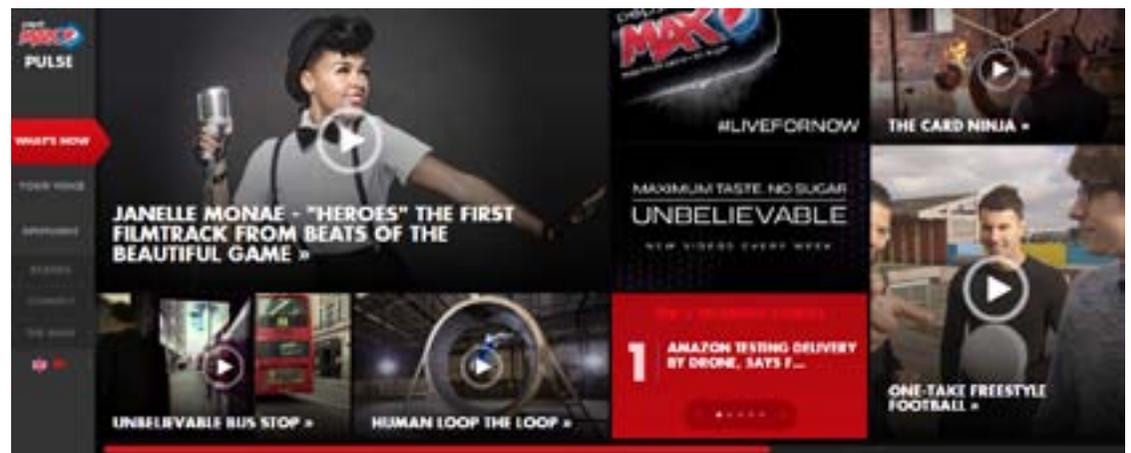
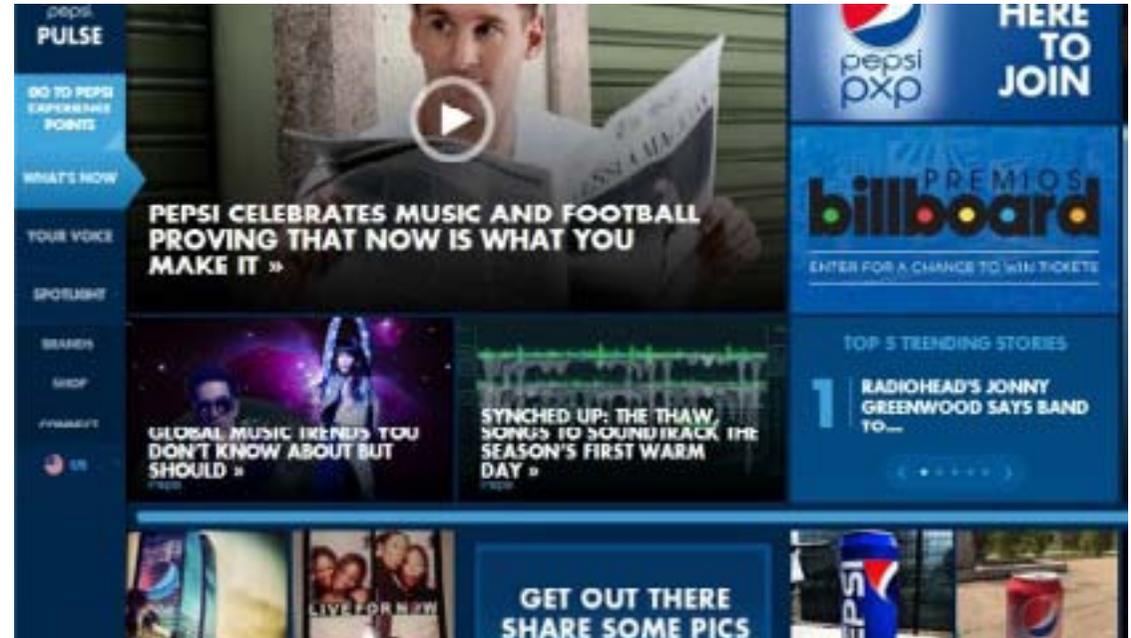
> [Pepsi FutbolNow Twitter](https://twitter.com/hashtag/futbolnow)
<https://twitter.com/hashtag/futbolnow>

> [Pepsi Beats of the Beautiful Game Website](http://www.pepsi.com/thegame)
<http://www.pepsi.com/thegame>

> [Pepsi YouTube Channel](http://www.youtube.com/pepsi)
<http://www.youtube.com/pepsi>

> [Stonys World YouTube](https://www.youtube.com/channel/UC67WsUFgnsXOde3OPYtXw5Q)
<https://www.youtube.com/channel/UC67WsUFgnsXOde3OPYtXw5Q>







Samsung > Galaxy 11

Samsung's World Cup ambush was built around long-form sci-fi storytelling, predominantly across social channels, in the form of an epic 'humans v aliens' football match for control of the earth. This interactive branded entertainment series, featuring a squad of 13 player ambassadors (from all key Samsung regional markets), ran for 10-months - making it Samsung's biggest global campaign ever. It was primarily designed for fan engagement and consumer interactivity, plus a little traditional advertising support too. Samsung also ran several separate local initiatives - some of which leveraged existing football partnerships.





Samsung's almost year-long World Cup guerrilla work centered on its epic, global Galaxy 11, campaign. This was further boosted by several independent (and often non-connected local market initiatives).

The strategy was primarily focused on digital and social media - with around 60% of the campaign running across social channels and just 10% on traditional TV.

This represents a shift for the South Korean giant whose previous campaigns have largely been around 40% TV-based according to Samsung global marketing director Hoon Kang.

Galaxy 11 > The multi-media World Cup ambush, Galaxy 11, was built around long-form storytelling about a football-playing alien invasion.

The epic initiative, running under the tagline 'Football Will Save the Planet', promoted its Galaxy sweet of devices and was Samsung's longest and biggest global campaign ever.

The key platforms included YouTube, Facebook, Twitter, plus a campaign Microsite, a Tumblr and ChatON. These were then supported by some traditional TV and print advertising.

The plot initially unveiled through a series of online films and began with German legend Franz Beckenbauer gathering the world's best players together to save the earth from a soccer-playing race of intergalactic space monsters who challenge humans to a match for the planet.

'If we lose, they will destroy the planet. Now is up to us to put together a team. Only football can save the planet.'

The initiative launched back in November 2013 and ran for 10 months.

The first spot saw Beckenbauer recruit his team via various Samsung products (smartphones, tablets and watches) while the aliens hover threateningly above the planet.

Indeed, as the campaign evolved various features of Samsung devices (such as the Galaxy S5, Tab S, Gear 2 and Gear Fit) were showcased as seweapons to boost the players' powers and skills.

The star players themselves, an impressive

international cast, were selected to appeal to as wide a global audience as possible.

Samsung recruited players from every critical sales region for the company - with players from Europe, North America, Latin America, plus Asia and Africa in the Galaxy team.

The 13-strong squad was captained by Lionel Messi and included Cristiano Ronaldo, Mario Gotze, Wayne Rooney, Radamel Falcao, Landon Donovan, Stephan El Sharaawy, Oscar dos Santos, Wu Lei, Victor Moses, Lee Chung-Yong, Iker Casillas and Aleksandr Kerzhakov.

The second episode features the saviour players training for the planetary play-off. Again, tablets and other Samsung devices are worked into the drills and skills of the creative.

As the campaign involved, consumer engagement and fan interactivity became a more important element of the initiative.

The final game between humans and aliens began at the beginning of the tournament and was split into two halves, but it wasn't until a few days after the real Germany v Argentina final that Samsung's campaign reach its conclusion.

While the first part featured real-life footage of the Galaxy 11 stars, the later videos featured animated avatars of the players.

The campaign included two smartphone games: one a special FIFA edition with EA and the other a mini game version of the 'Galaxy 11 vs. Aliens' ad series.

Combined they have been downloaded more than 1.5 million times.

The big budget blockbuster, which also included animation, events, music and live events, was developed by Samsung and three core agencies - R/GA, Cheil Worldwide and Psyop.

Comment > The objective was to create a brand-owned football experience using sci-fi and soccer ambassadors to bring an epic new slant on leveraging football fever around the World Cup.

The plot may seem bloated to some, but several social analytics sites (including Visible Measures) ranked the campaign as the second-most shared online World Cup campaign (after Nike's



#RiskEverything).

Designed to maximise virality, the success of the spots is demonstrated by the fact that the company claims they were all originally intended for online channels only, but after their social success two were repurposed for TV broadcast.

According to Samsung, the company has increasingly been aiming to engage consumers through social media since the 2012 Olympics and it claims that the Galaxy 11 campaign generated more than 150m video views and 4.7m other social media engagements, plus more than 5m visits to the campaign website.

'There was huge interest to connect with people and try to communicate with people with more product integration through sports,' says Hoon Kang. 'Globally, it's soccer and American football that people are loving the most. And with the World Cup, all people in the world are watching.'

Samsung's huge World Cup ambush, like that of Beats Audio, shows that cinematic World Cup guerrilla epics are no longer the preserve of the sports industry.

'We can create a more emotional and creative marketing platform through sports,' Kang says. 'We are excited to engage more with football fans [both kinds] in the future.'

Selfie4England > Early June saw Samsung roll out several local market World Cup related campaigns which ran separately from its core, global initiative - some of which leveraged other non World Cup partnerships and alliances.

For example its #Selfie4England push aimed to engage and reward England football fans for their shows of support for the team.

The initiative from the Football Association's official consumer electronics and smartphone supplier, simply asks fans to post their #Selfie4England to the Samsung Football Facebook page or Twitter feed and in turn the Korean giant rewards them with one of a range of prizes - including signed England shirts and state-of-the-art Samsung products.

To drive engagement and enhance the Eng-

land fan Brazil 2014 experience, Samsung provides the national team's supporters with exclusive, brand-backed daily film content from Brazil via its Samsung Football Facebook page.

This campaign strand aims to provide a behind-the-scenes perspective on the tournament and its host nation from members England fans who have travelled there.

In addition to its rights to England team logos and iconography, plus access to the fan base, pitch-side ad space and other activation opportunities, Samsung's technology is also being put to use in Brazil by the England squad itself.

The whole squad were given Samsung Galaxy S5s preloaded with state-of-the-art health features, including a heart rate monitor.

Comment > This push came just a few months after Samsung and The FA announced a partnership that sees the Korean conglomerate become the Official Consumer Electronics & Smartphone Supplier to the England Team and this is the first piece of activation from the team's new sponsor. Unsurprisingly, selfies are everywhere in and around this year's World Cup - from fan photos at iconic Brazilian locations, to social media memes and Neymar's self portrait in Nike's animated short film 'The Last Game'.

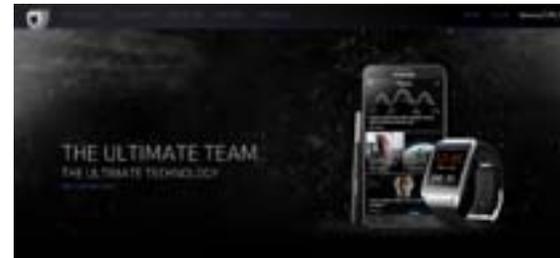
Is Samsung's tactic overkill or does it merely leverage a contemporary cultural phenomenon?

It certainly has its own clear opinion.

'Selfies have become a cultural phenomenon and a fantastic way for people to express themselves, whilst many of our products include features to help take the perfect selfie,' comments Samsung Sponsorship Director Ben Blanco.

'We have already seen many national teams send selfies to their fans this summer so we want to reward England fans for sending their #Selfie4England in support of our boys out in Brazil.'

'Through the Samsung #Selfie4England campaign and our daily video updates from Brazil on Samsung Football Facebook we want to provide fans with new ways of connecting with their favourite passions through our amazing technology.'



Links:

> [Galaxy 11 Microsite](http://www.thegalaxy11.com/en/home)
<http://www.thegalaxy11.com/en/home>

> [Galaxy 11 YouTube](https://www.youtube.com/user/SamsungMobile)
<https://www.youtube.com/user/SamsungMobile>

> [Galaxy 11 Facebook](https://www.facebook.com/galaxy11team)
<https://www.facebook.com/galaxy11team>

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> [Galaxy 11 ChatON](https://web.samsungchaton.com/)
<https://web.samsungchaton.com/>

> [Samsung Football Facebook](http://www.facebook.com/samsungfootball)
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> [Samsung Football Twitter](https://twitter.com/samsungfootball)
[@samsungfootball](https://twitter.com/samsungfootball)
[#Selfie4England](https://twitter.com/samsungfootball)

The activation of sponsorship rights is now more creatively and strategically complex than ever – but the potential rewards are far greater too. The challenge for sponsorship marketers is to keep up with the most relevant ways of maximising value and to keep ahead of the competition.

Activative provides intelligence and insights services that help our clients – rights owners, brands, agencies and professional services – stay at the forefront of this evolving landscape. We focus on emerging strategies and tactics, original and innovative ideas, future facing media and new technologies across the sponsorship community – from sports, music, arts and culture, to education, ecology, cause and corporate social responsibility.

Our role is to advise, analyse, explore, filter and stimulate marketers across the entire space – from traditional sponsorships, to brand tie-ins, strategic collaborations and commercial partnerships. Activative provides clients and subscribers with trends insights, activation stimulus, creative idea generation, competitor/sector analysis and strategic planning. Through our interactive trends, reports and showcases, publishing, online monitoring source and our research and consultancy we guide sponsorship professionals through this changing space.

The old sponsorship model, based on one directional brand-biased claims, vanilla hospitality, badging brands with logos, eye-ball metrics, cost per thousand, reach and frequency, is being replaced by one based on authenticity, customisation, dialogue, interactivity and permissive engagement. Sponsorship is flourishing in this new communications environment as brands seek symbiotic passionate platforms around which to build consumer conversations.

So Activative looks beyond the sponsorship stalwarts of logo rights, arena billboards, shirt sponsorship, celebrity spokespeople, on-pack ticket promotions and traditional above-the-line advertising, and focuses on original ideas and fresh initiatives that leverage new technologies and trends, including: ambush and guerrilla work, branded content and entertainment, blogs and social media, consumer creation and generation, experiential and interactive, gaming and video, utilities, word of mouth and relationship marketing.

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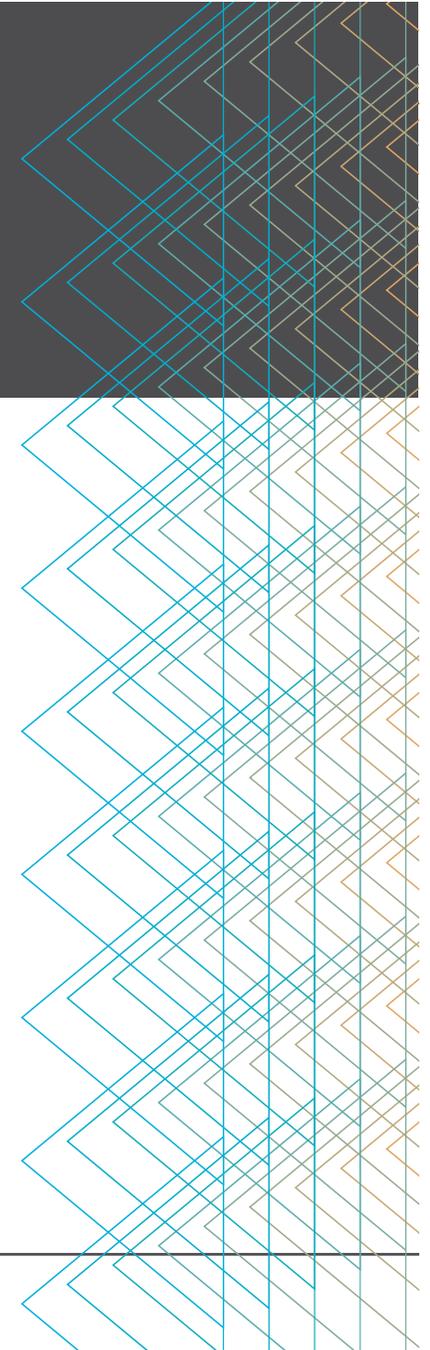
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