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THE FUTURE OF SPONSORSHIP > IN ONE HOUR

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SMCC CONFERENCE > TRAILBLAZING > 2012

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ACTIVATIVE

# The Future Of Sponsorship Activation In One Hour...





MARCH > 2012



ACTIVE  
V

ACTIVE  
> PLATFORM

RUGBY WORLD CUP > 2011  
ACTIVATION ANALYSIS > STATISTICS, STRATEGIES, TACTICS & TRENDS



ACTIVE  
V

ACTIVE  
> CONSULTANCY

SPONSORSHIP ACTIVATION MONITORING



ACTIVE  
V

ACTIVE  
> SOURCE



# Experiment

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

***Charles Arthur, Media and Technology Editor, The Guardian Newspaper***

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

***Steve Jobs, Co-Founder, Apple Inc***

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

***Michael Jordan, Nike Brand Ambassador***

**1** Fanpaign

**2** Socialisation

**3** Dual Screening

**4** Augmented Reality

**5** Tagging & Tracking

**6** Enhanced Experiences

**7** Be Entertaining, Be Good, Be Useful

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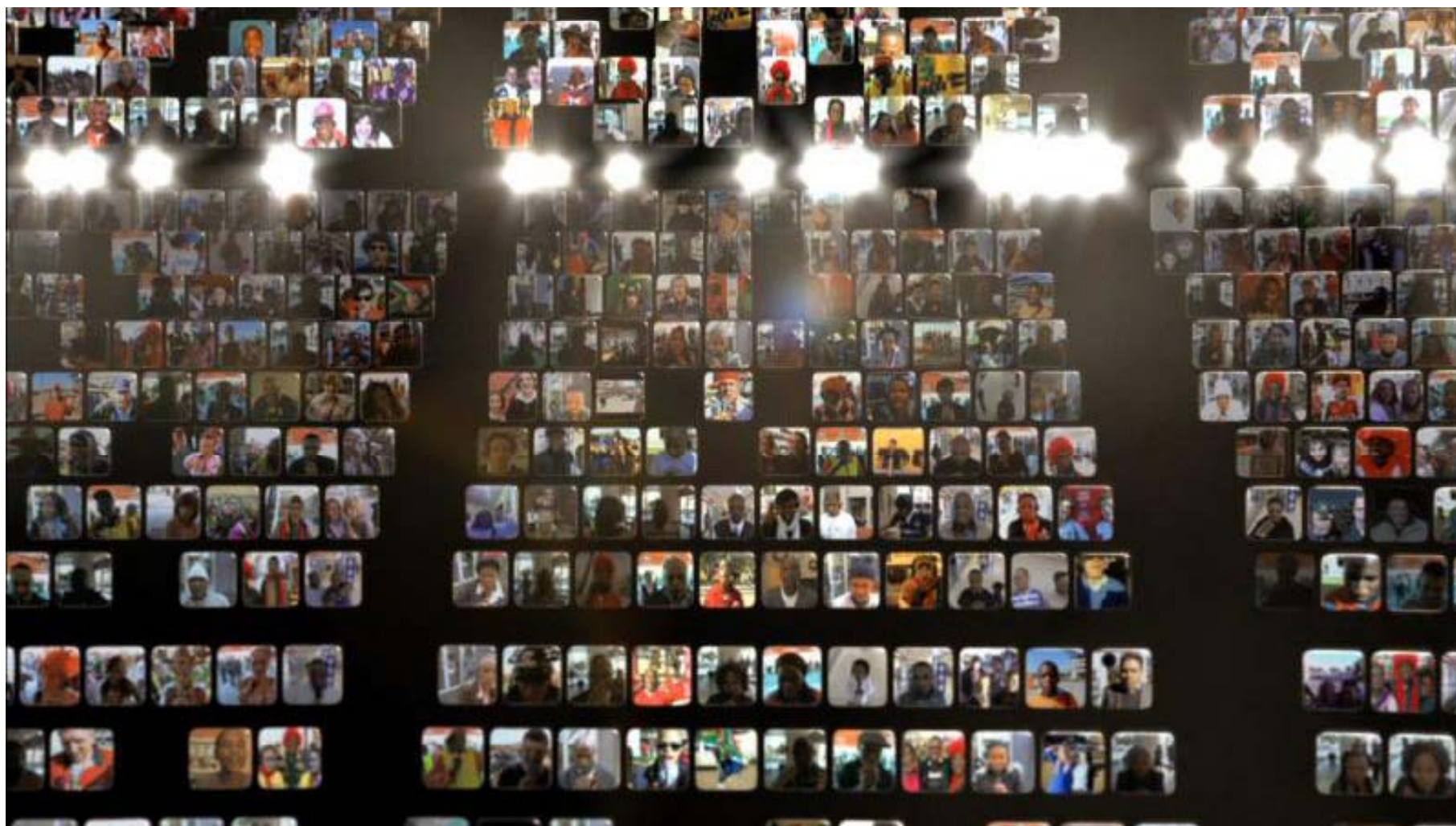
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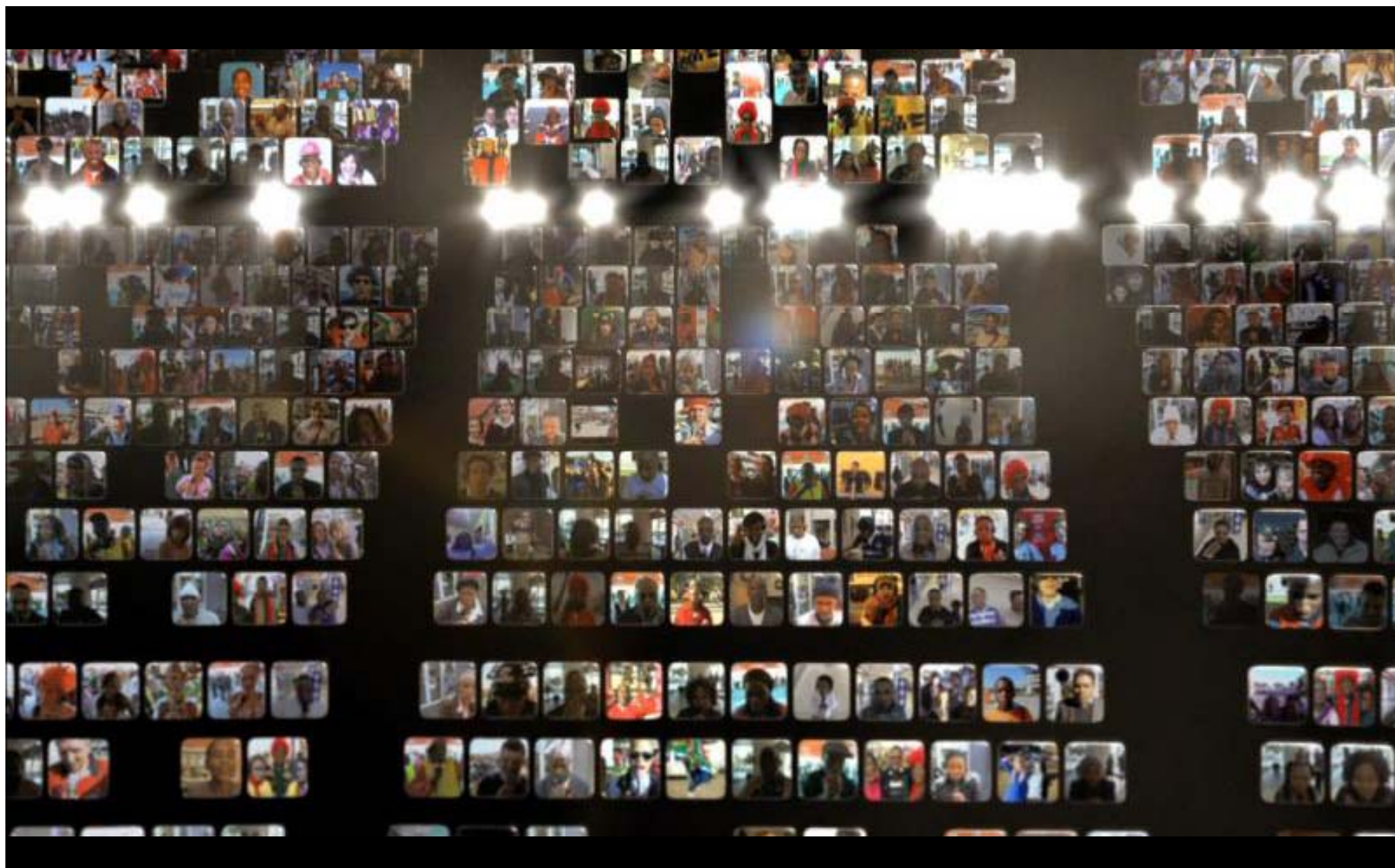




















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[MY SPONSORSHIP](#)
[BECOME A FAN](#)

LEARN MORE

SEE IT NOW

SIGN UP NOW

THE OFFICIAL BEER YOU

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

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

GET SPONSORED NOW

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[Real Riders](#)
[Athletes](#)
[Next Demo Day](#)
[Inside Giant](#)
[Community Login](#)

## GIANT REAL RIDERS JOIN OUR COMMUNITY

WHAT IS THE REAL RIDERS COMMUNITY YOU ASK?

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

THE REAL RIDERS COMMUNITY WILL LET YOU:

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

SIGN UP NOW

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[Pepsi.com](#)

kevbosaurus  
Rookie • 3 Caps

You got 0 for 0 comment this week

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

[Refresh Comments](#)

**PEPSI VIP**  
GEORGE G. SMITH JR.

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

**IN THE SPOTLIGHT**  
TOP USERS THIS WEEK

106	83	78	76

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

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

[VIEW LEADERBOARDS](#)

**WOW**

Pepsi creates the new culture of the world

**CURATOR**

0 REPLIES 0

Chuck Ryant  
Curator 0 this week

2 minutes ago  
[Flag as inappropriate](#)

**HONCHO**

Yeah, I'm a Honcho. NBD.

2 REPLIES 4

Kevin Eder  
Honcho 9 this week

47 minutes ago  
[Flag as inappropriate](#)

**NEXT LEVEL**  
**Pledge**

**CONVERSATIONS**

[ALL TOPICS](#)

**MOST POPULAR**

#Pepsilcon

#PepsiSoundOff

[+ NEW TOPIC](#)

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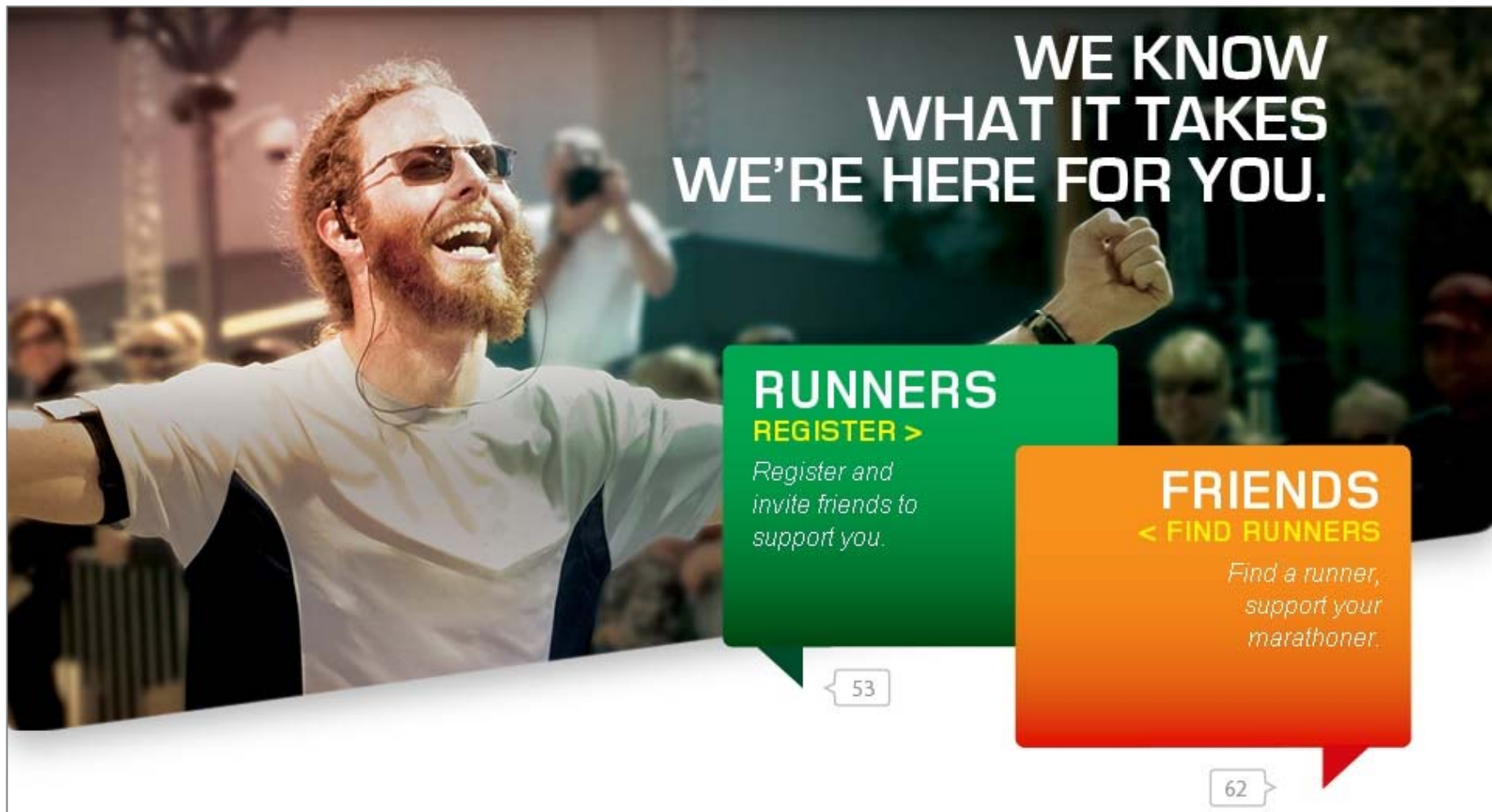
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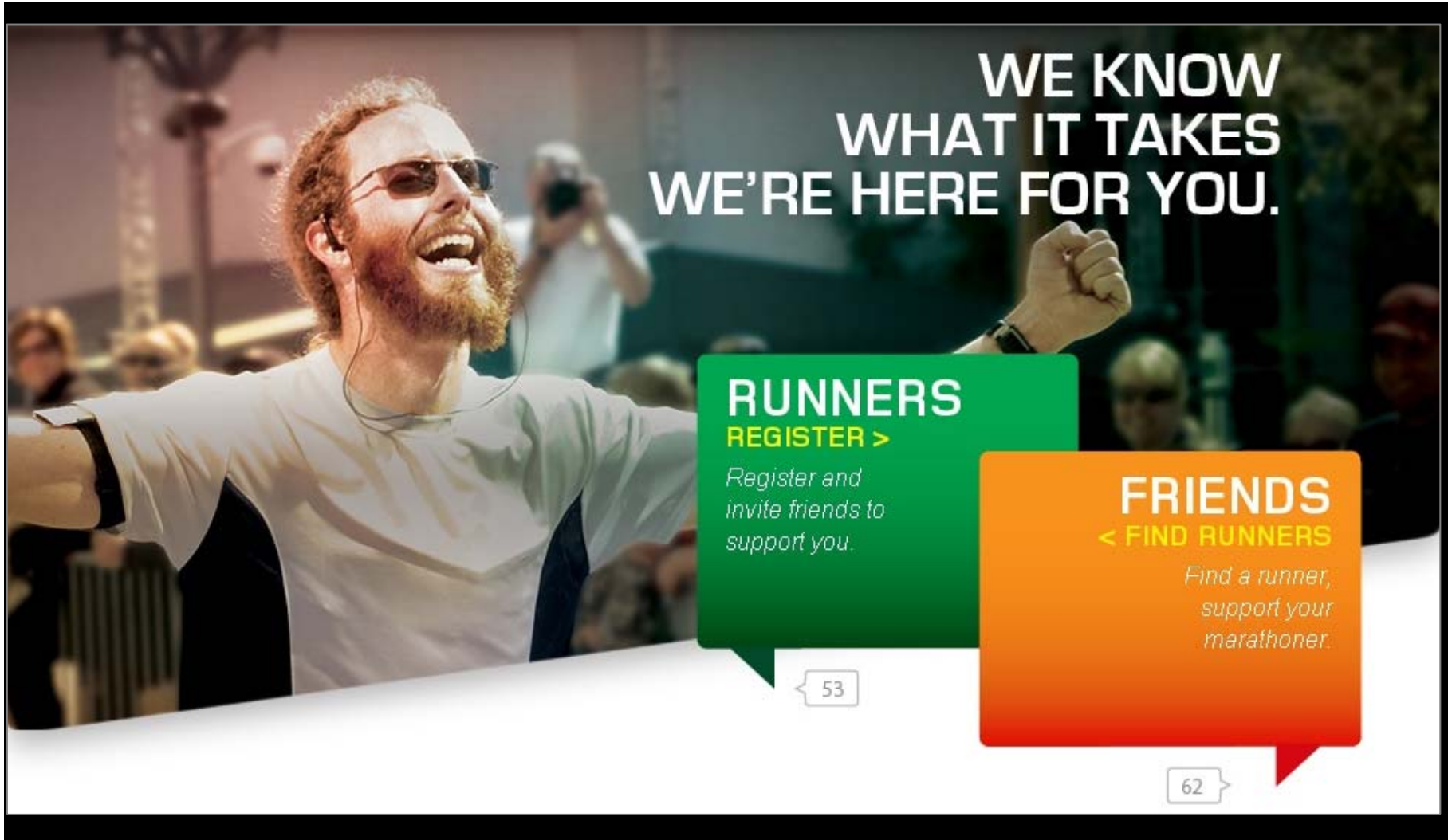
WE KNOW  
WHAT IT TAKES  
WE'RE HERE FOR YOU.

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

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

53

62



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# FOCUS CAM

Coming to Hyde Park London, 21st May 2011

Inspired by the innovative technology in the all-new Ford Focus

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Coming to Hyde Park London, 21st May 2011

Inspired by the innovative technology in the all-new Ford Focus





DOUBLE  
[XP]  
RANK UP  
YOUR GAME

CALL OF DUTY  
MW3

Doritos  
Nacho Cheese

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



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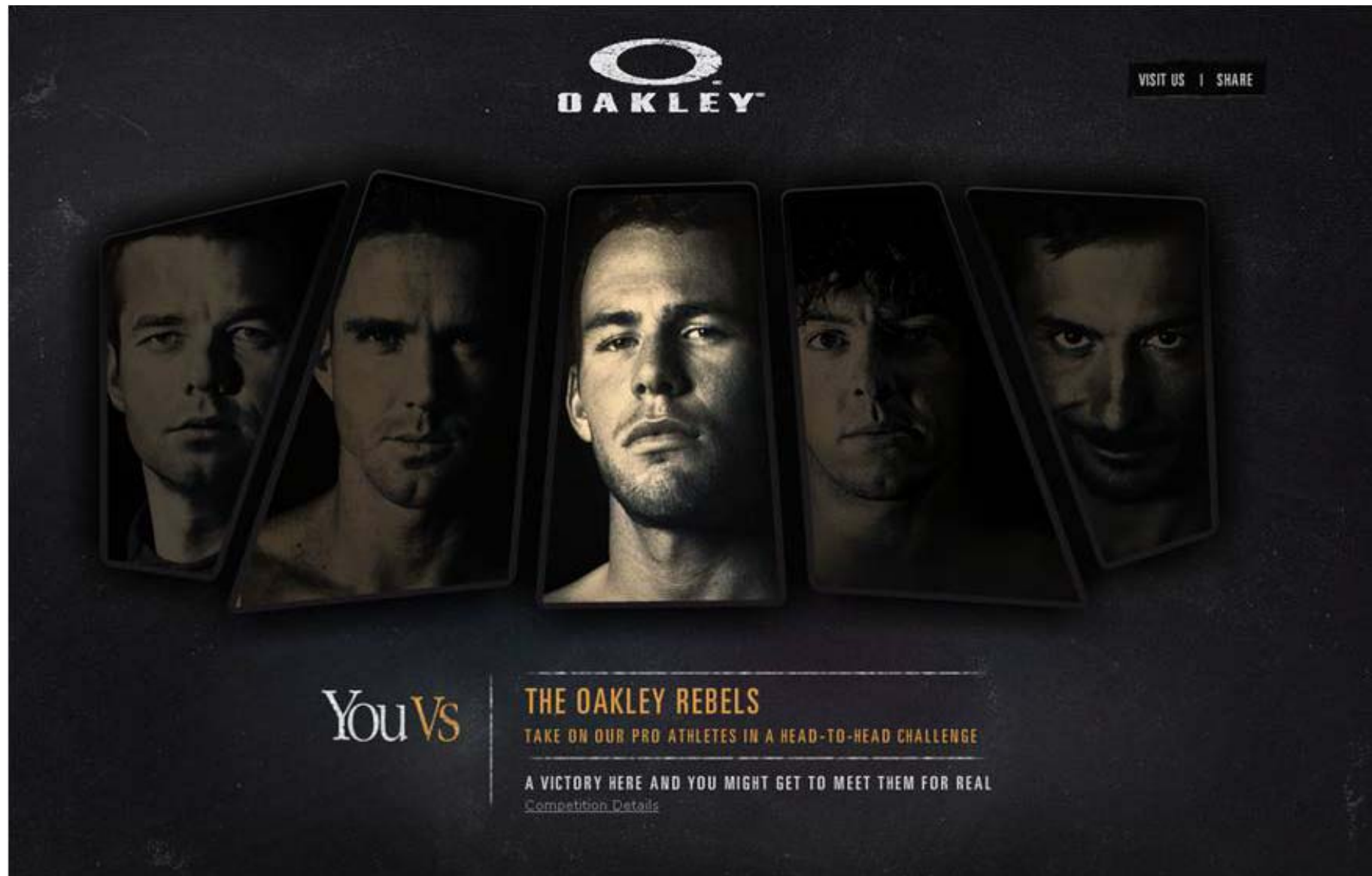
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The advertisement features a dark, textured background. At the top center is the Oakley logo, consisting of a stylized 'O' and the word 'OAKLEY'. In the top right corner, there is a small black box with the text 'VISIT US | SHARE'. Below the logo,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

OAKLEY

VISIT US | SHARE

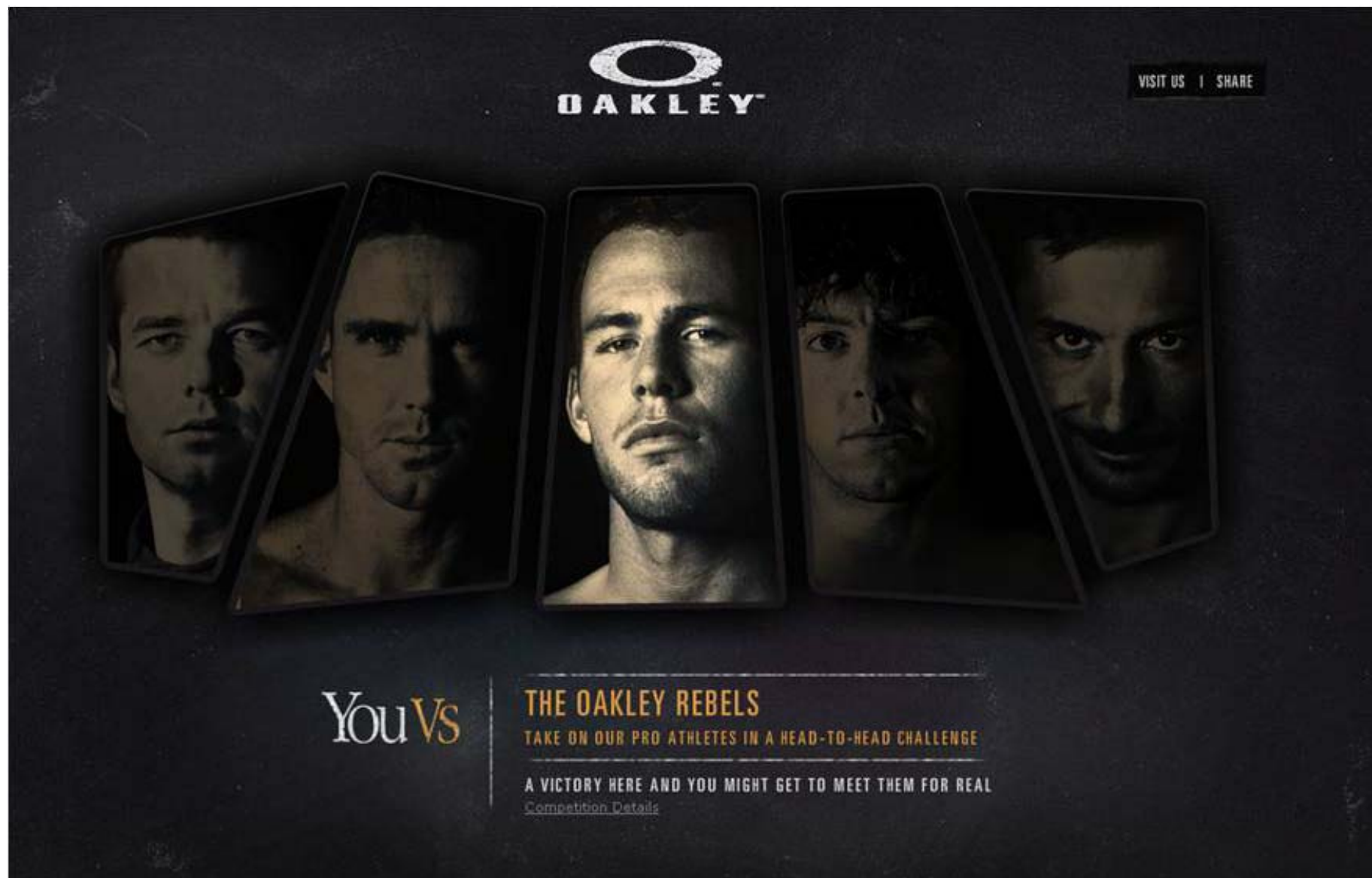
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OAKLEY

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You Vs

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[Competition Details](#)



# FREE SPECTATOR CARBON OFFSET

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

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

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

**SIGN UP FOR FREE >**

Step into carbon action with Target Neutral

## ESTIMATED SPECTATOR TRAVEL FOOTPRINT TO AND FROM LONDON 2012 GAMES

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

Let's put it into perspective:

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

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

Enough carbon dioxide  
gas to fill a sphere

**742**  
metres in diameter



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

\*\* Emissions calculated using Defra emissions factors

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





One team  
One target

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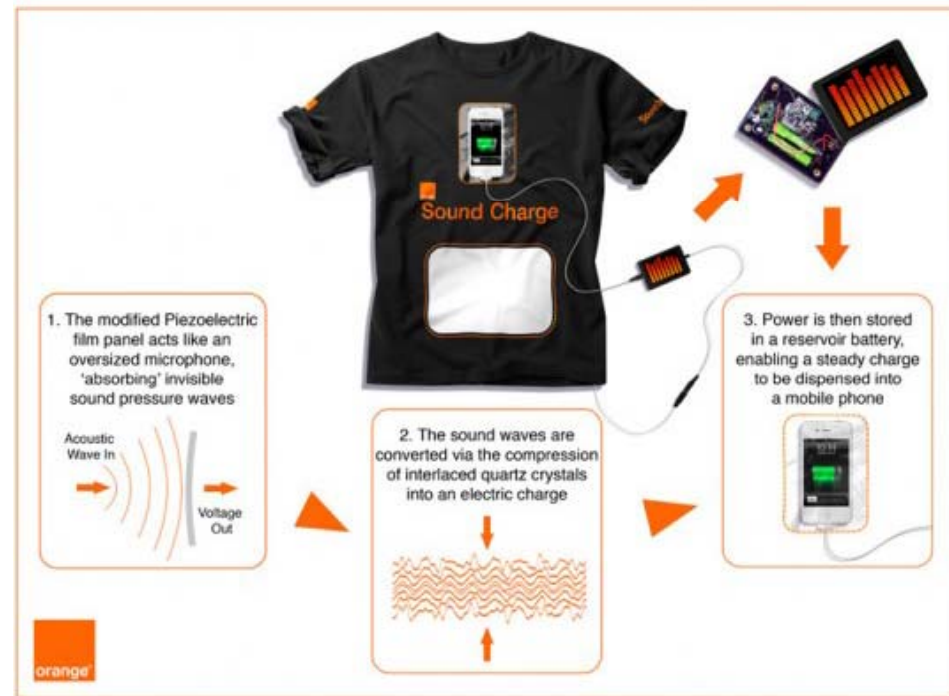
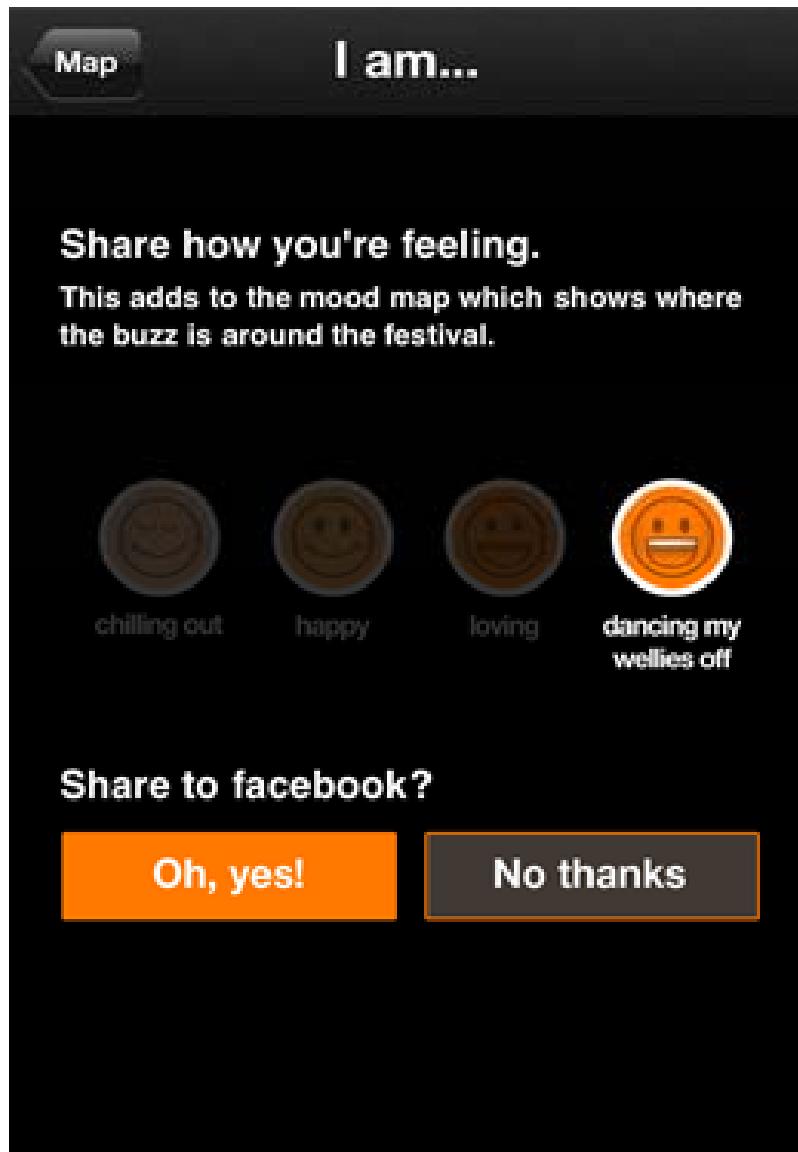
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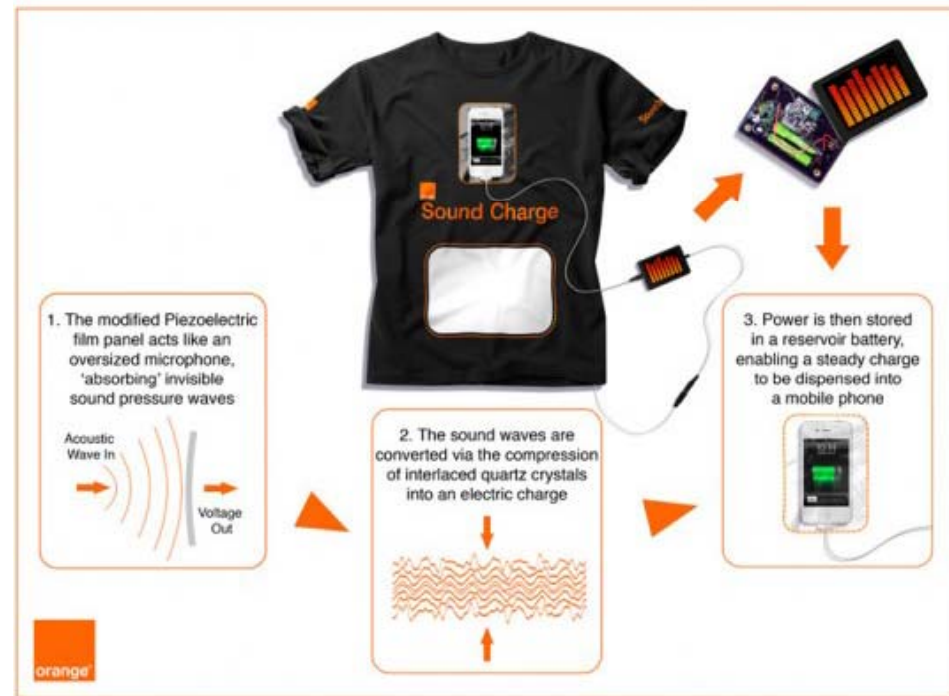
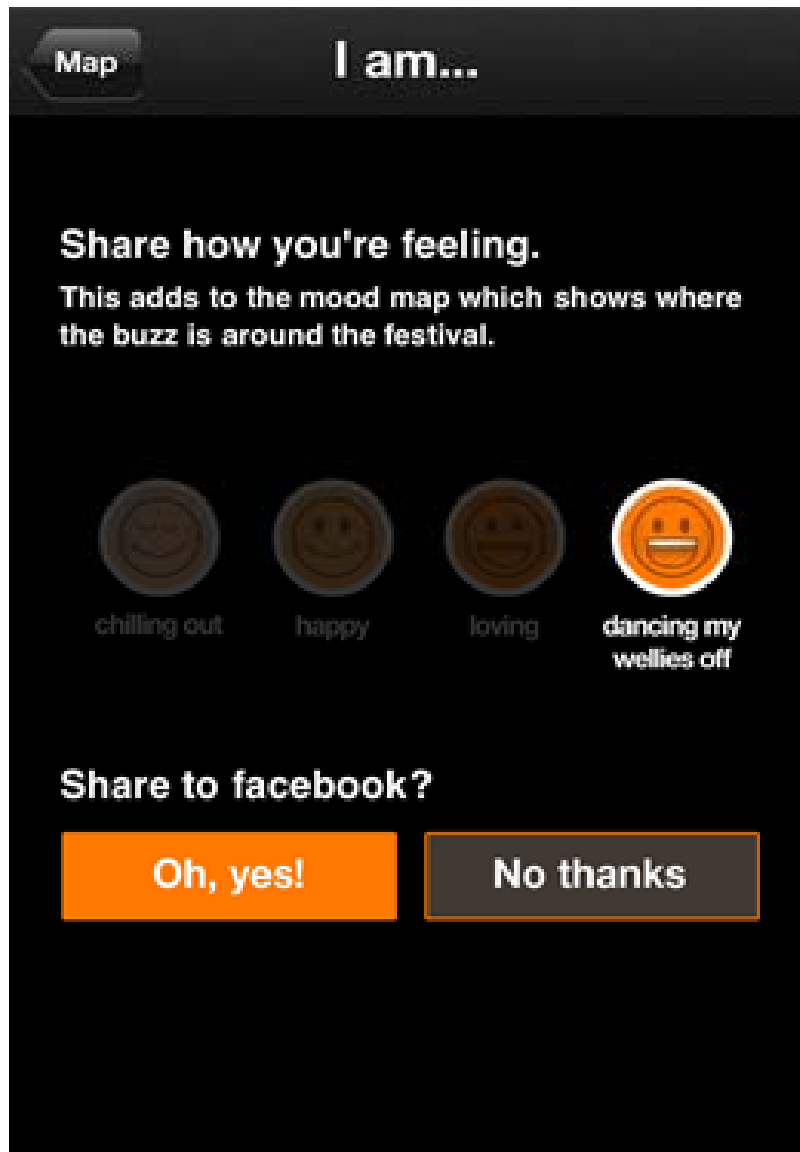


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**Activative Ltd.**  
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ACTIVATIVE

Sponsorship Intelligence >> Activation Insight

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Apr 19, 2011 VISA'S "TRAINING DAY" SPOT LINKS TO TICKET SALES

Apr 19, 2011 GREATEST SHOW ON EARTH > 2012 TICKET SALE

Apr 19, 2011 ADIDAS' "ALL IN" TVC LINKS TO 2012 TICKET SALE

SPONSORS & LOCOG ACTIVATE AS 2012 TICKET SALE KICKS OFF

As London 2012 bosses fire the starting pistol on the six week sale of 6.6 million Olympic tickets under the campaign tagline 'The Greatest Show On Earth', several key sponsors launch their own parallel campaigns to drive brand affinity and raise ticket sale awareness – see [www.tickets.london2012.com](#).

FEATURED

Apr 19, 2011

ICC CRICKET WORLD CUP SPONSOR HIGHLIGHTS

Review of sponsor creative including Pepsi's 'Change the game', Hero Honda's 'Kricket Ka Karizma' and Reliance's 'Boundaries For Books'.  
[Download sample pdf.](#)

Apr 19, 2011

LITERARY FESTIVALS > SPONSORSHIP SHOWCASE

From Sky Arts at Hay-On-Wye, to Emirates in Dubai and Sony at World Book Day, we showcase imaginative festival activation.  
[Download sample pdf.](#)

Apr 19, 2011

11 ACTIVATION TRENDS FOR 2011

Interactive presentation on contemporary trends focused on imaginative creative, original thinking and new media.  
[Download sample pdf.](#)

ACTIVE ANNUAL 2011

Click image to download report

SUBMIT YOUR WORK

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

NEWSLETTER SIGN-UP

Email Address

»

CONTACT US

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

TWITTER

Speaking about Olympic marcoms trends at Event's 'The Guide Live' on the 26th May - see you there at the Q2  
<http://tinyurl.com/3h22gp5>  
2011/05/12 15:52

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

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