
MAYWEATHER VS PACQUIAO > MARKETING BOXING'S LATEST COMEBACK
ANALYSING PROMOTOR, BROADCASTER, SPONSOR, ENDORSER & AMBUSH ACTIVATION



INSIGHT > BRIEFING > 2015

ACTIVATIVE

\$5.6M

PRICE OF TECATE'S WINNING BID FOR TITLE SPONSORSHIP RIGHTS

\$180,000

REPORTED COST OF TOP SECONDARY MARKET TICKET

\$2.3M

TOTAL VALUE OF THE 6 PACQUIAO SHORT ENDORSER LOGOS

5.5 million

PROJECTED TOTAL PAY-PER-VIEW PACKAGAES SOLD

\$1M

THE COST OF BURGER KING MASCOT JOINING MAYWEATHER'S ENTOURAGE

MAYWEATHER PURSE %

60%

EST. TOTAL FIGHT REVENUE

\$400M

PACQUIAO PURSE %

40%

\$13.6M

TOTAL REVENUE FROM THE 5 OFFICIAL FIGHT SPONSORS

\$13.6M

CLOSED CIRCUIT BROADCAST RIGHTS

\$100

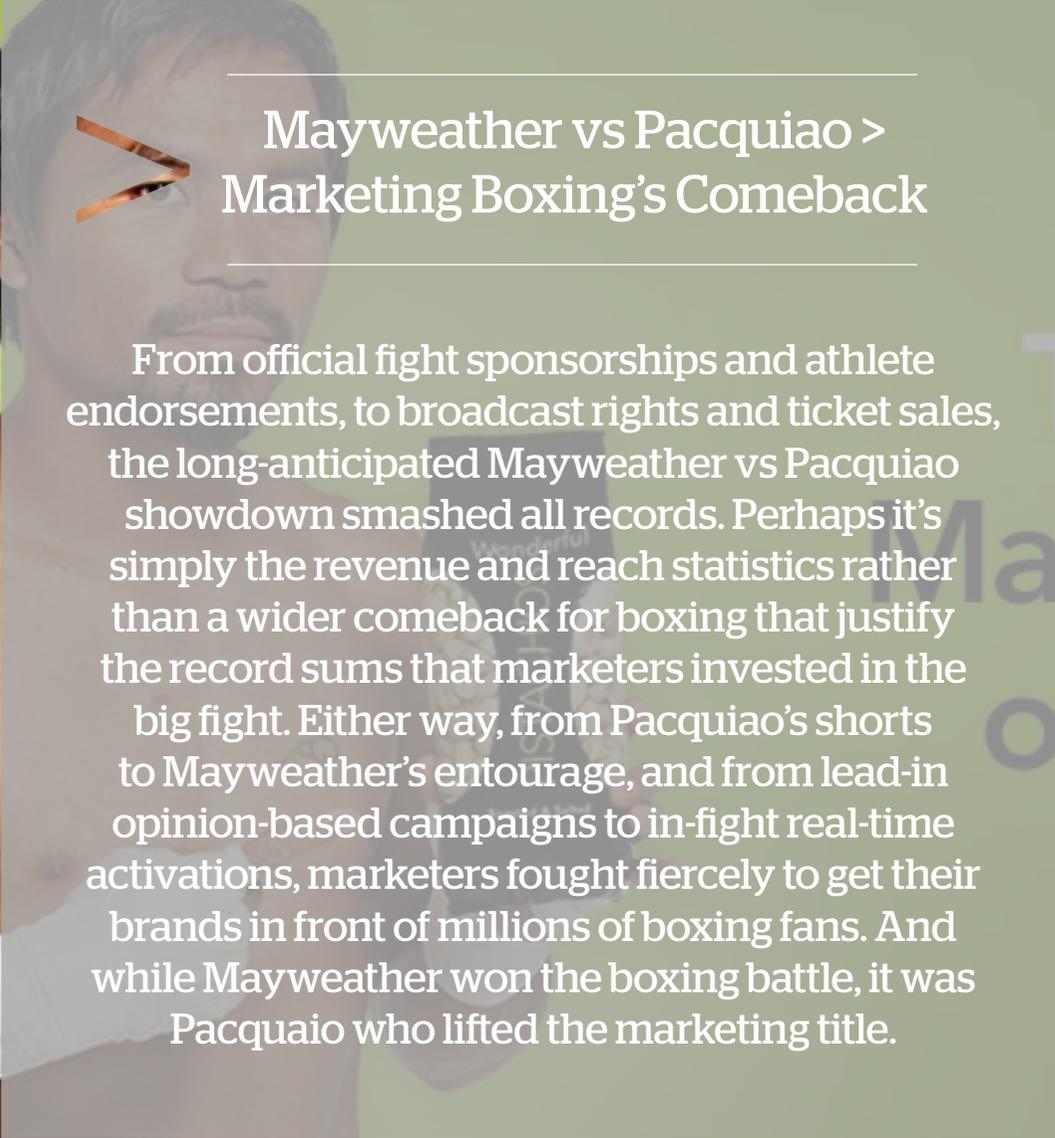
THE AVERAGE COST OF PAY-PER-VIEW FIGHT PACKAGE IN USA

\$25,000

COST OF MAYWEATHER'S GOLD/DIAMOND ICEBERG MOUTH GUARD

\$35M

THE TOTAL REVENUE GENERATION FROM INTERNATIONAL BROADCAST RIGHTS



Mayweather vs Pacquiao > Marketing Boxing's Comeback

From official fight sponsorships and athlete endorsements, to broadcast rights and ticket sales, the long-anticipated Mayweather vs Pacquiao showdown smashed all records. Perhaps it's simply the revenue and reach statistics rather than a wider comeback for boxing that justify the record sums that marketers invested in the big fight. Either way, from Pacquiao's shorts to Mayweather's entourage, and from lead-in opinion-based campaigns to in-fight real-time activations, marketers fought fiercely to get their brands in front of millions of boxing fans. And while Mayweather won the boxing battle, it was Pacquiao who lifted the marketing title.

To prepare,
Manny does lots
of bag work.

#GetCrackin

MOTOLITE Wonderful® **PISTACHIOS** **CAFÉ PURO**
FootLocker
PACQUIAO
PHOENIX Petroleum **SMART**
Air Asia **NIKE** **Butterfinger**

THE
FIGHT
OF THE
CENTURY

CO-PROMOTORS

MAYWEATHER PROMOTIONS

TR
TOP RANK

LEAD BROADCASTERS

HBO

SHOWTIME

SPONSORS

TECATE

México
LIVE IT TO BELIEVE IT **SMART**

Paramount Pictures
THE WEINSTEIN COMPANY

MAYWEATHER
VS
PACQUIAO
02 > 05 > 15

FanDuel
ONE-DAY FANTASY SPORTS LEAGUES **BURGER KING**

MAYWEATHER

HUBLOT
GENEVE

We still await the final definitive data, but we already know that Mayweather vs Pacquiao generated more official sponsor income (\$13.5m) and more total revenue than any other fight in history (the boxers splitting \$300m 60/40) and that it was the most expensive (at \$100) and the most watched pay-per-view event of all time (with joint broadcasters HBO/Showtime reporting more than three million plus buys).

While it doesn't compare to the revenues of the US's premier annual sporting event - The Super Bowl TV audience was 114.4m and its combined revenue is reported to be around \$3.95bn - but for boxing this was indeed the biggest money maker of all time.

Tickets for the 16,800 MGM Grand Arena may have been priced at an eye-watering \$1,500 to \$7,500, only 500 of them actually went on sale (and sold out in minute) - so ticket income didn't greatly affect the overall revenue a great deal.

The same can't be said for the individual boxer endorsement deals though.

While Mayweather won the battle in the ring, it was Pacquiao who won the marketing war.

While the official promotional campaign was fairly balanced, most other marketers weighed in heavily on the Filipino's side.

From the supposedly independent official presenting sponsor Tecate's 'My Bold Opinion' initiative, to fighter-specific partnership promotions (from Butterfinger's #GetInOurCorner to Wonderful Pistachios 'See How Manny Does It') and the athlete ambassador sportswear work (such as Nike's 'Inner Strength') it was Pacquiao who dominated.

Indeed, while six brands (including Nike, Smart Communications, Cafe Puro, Air Asia, Motolite and Pheonix Petroleum) paid a total of \$2.3m for space on Manny's shorts, the only mass market brands brave enough to sign an official deal with the controversial Mayweather were Burger King (which ran a surprising, mascot-led 'Entourage Stunt'), Fan Duel (with shorts sponsorship and a ticket giveaway) and Hublot (with its logo on the fighter's waistband).

Indeed, there were only a few genuinely in-

dependent big fight campaigns and those were largely run by bookies and the media businesses - such as BetVictor's #TweetRumble and Talk Talk's #PickASide.

OFFICIAL FIGHT SPONSORS

Five brands invested a combined \$13.2m on official, exclusive rights to the match (obliterating the previous \$4m record for a fight).

Led by Mexican beer brand Tecate (at \$5.6m), with the rest came from the Mexican Tourism Board (with its 'Mexico, Live it to Believe it' campaign), Filipino telecoms company Smart Communications (with its #SogodManny), Paramount Pictures and The Weinstein Company also penned deals.

Tecate beer won the title sponsor rights to the fight, with an estimated \$5.6 million bid, according to Repucom. The Tecate logo will be featured on the center of the ring mat, and on signage in and around the venue.

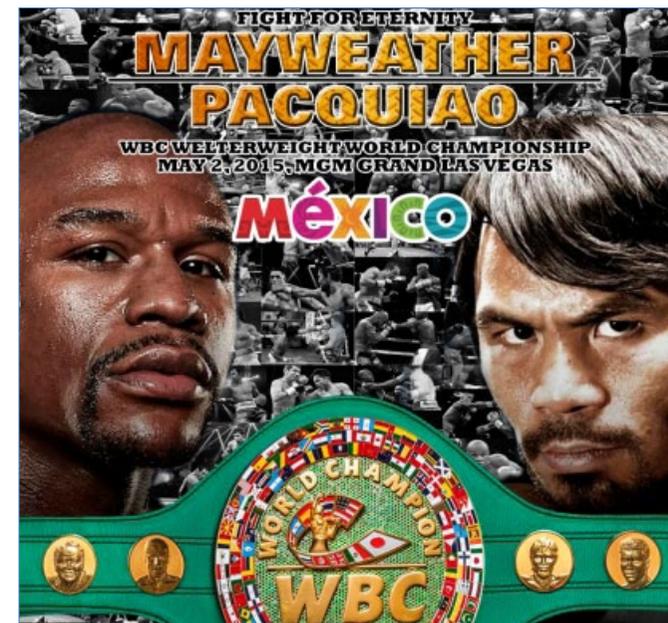
During the ad breaks, movie studios have snapped up expensive ad slots. Trailers being aired will include **'Terminator Genisys'**, **'Mission Impossible: Rogue Nation'** and **'SouthPaw'**.

The co-promoters Mayweather Promotions and Top Rank set the minimum sponsorship bid at \$1m and in return for image and logo rights, the pay-per-view rotated sponsor logos during the broadcast, and on the CompuBox punch statistics display and the tale of the tape graphics.

Tecate 'My Bold Opinions' > Mexican beer brand Tecate activated its rights as the 'Presenting' and 'Exclusive Beer Sponsor' of the Mayweather vs Pacquiao Fight with a celebrity-fronted, socially-led, opinion-based initiative called #MyBoldOpinions.

This activation blended expert opinion, celebrity commentary with fan feelings and passions with physical and digital experiences, branded merchandise, a ticket giveaway and an awareness campaign.

Tecate, which only signed the deal around a month before the bout, bought an extensive



Links >

Tecate Website:

<http://www.tecate.com.mx/>

Mexican Tourst Board:

<http://www.visitmexico.com/>

Smart Communications:

<http://smart.com.ph/>

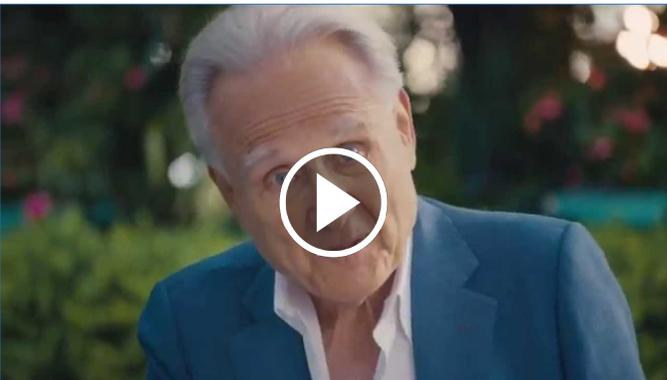
Paramount Pictures:

<http://www.paramount.com/>

The Weinstein Company:

<http://weinsteinco.com/>





rights package that included prominent logo space in the centre of the ring, around the mat and throughout the MGM Grand's arena, sponsoring the 'ring girls', as well as other fight-related events and experiences.

These rights were complemented by a major amplification campaign, My Bold Opinions, centered in and around Las Vegas itself.

The marketing push, which ran from 6 April to 3 May, aimed to 'solicit' and 'celebrate' passionate boxing fans' opinions online via the hashtag "MyBoldOpinions."

In the weeks leading up to the bout, Tecate asked fight fans (aged 21 and older) to share #MyBoldOpinions on who they think will win.

The Saatchi & Saatchi campaign then chose the boldest fan opinions and most passionate consumer posts for discussion on film by boxing legends: such as actor Sylvester Stallone and HBO sports commentator Larry Merchant.

These expert opinion films were rolled out on a round-by-round basis.

The choice of celebrity was partly driven by the fact that in recent months Stallone has been fronting the brand's current mainstream advertising campaign.

In parallel to the opinion sharing and spreading activation strand, Tecate also ran sponsored viewing parties at around 200 bars and restaurants, plus a targeted ticket promotion to the fight itself as well as for Pay-Per-View home packages.

The brand's competition also gave players and contributors the chance to win a range of Pacquiao-signed memorabilia.

Plus, a participatory retail strand saw selected retail locations feature Pacquiao-branded punching bags to offer fans a chance to test their own 'Punch Power' with Pacquiao's and share the experience on social channels.

Other leverage programme strands included mail-in-rebates (each Tecate purchase giving consumers discounts on the pay-per-view fight fee), plus a sweepstakes.

'There are two certainties about the May-

weather-Pacquiao fight: it will shatter records and everyone will have an opinion about who will win,' commented Tecate brand director Gustavo Guerra.

'We want to hear from the boldest boxing fans around the world about who they think will win on 2 May.'

'Tecate strategically collaborated globally on a unified basis to secure the anchor sponsorship for one of the biggest sporting events in history,' said Top Rank president Todd duBoef (who co-promoted the fight alongside Mayweather Promotions).

'Tecate's sponsorship of Mayweather-Pacquiao not only highlights its dominance on the boxing landscape but its commitment to supporting the vitality of the sport.'

The brand also continued to activate around the fight on its social networks during and after the bout.

Comment > It has been widely reported that Tecate, which began sponsoring boxing back in 2007, outbid rival Corona for the Mayweather-Pacquiao sponsorship package.

Indeed, the media has suggested that the Heineken-owned brand paid a staggering \$5.6m for the rights (edging out Corona's \$5.2m offer).

This was clearly a tough bidding battle between two Mexican beer imports – one that was won only when Tecate committed to a record amount for a boxing match.

What was the fight's eventual audience?

Did it reach 4 million homes on pay-per-view and generate a viewing audience of 33 million in total?

If so, that is larger than several other marquee sporting events in the USA – including the final game of the 2014 MLB World Series (23.5 million), as well as the last game off the 2014 NBA Finals (18 million) and even the 2014 FIFA World Cup final (17.3 million).

About the same cost as the annual title sponsorship for an NBA arena,

The majority of Tecate's on-the-ground activation – which ranged from outdoor adver-

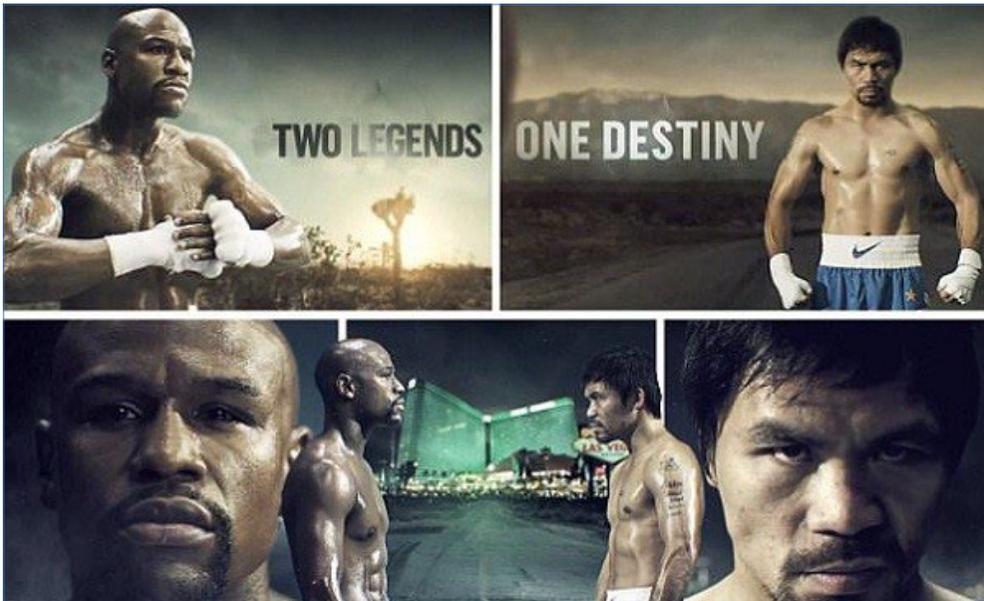
Links >

Tecate YouTube:
<https://www.youtube.com/user/mxtecate>

Tecate Twitter:
[@tecate](https://twitter.com/tecate)

Tecate Website:
<http://www.tecate.com.mx/>

Saatchi & Saatchi Website:
<http://saatchi.com/en-us/>



tising and retail programs – were focused on the five US states in which Tecate generates the majority of its sales: California, Nevada, New Mexico, Arizona and Texas.

The Tecate activation follows hot on the heels of the beer brands big new ad campaign for Tecate Light.

This campaign, which was also developed by agency Saatchi & Saatchi and which targets 21 million bi-cultural US/Mexican consumers, is called 'Born Bold'.

While neither boxer is Mexican, Tecate aimed to stay neutral despite Pacquiao strong following amongst Mexican and bi-cultural demographics. <

CO-PROMOTORS & BROADCASTERS

The property was collaboration between Mayweather Promotions and Top Rank and co-broadcasted primarily by Showtime and HBO.

As both Pacquiao and Mayweather have exclusive broadcast relationships with HBO and Showtime, the fight telecast was a joint production.

This was the first blended collaboration between the two since Lennox Lewis vs Mike Tyson in 2002.

This fight, the first bout between the two boxing titans, certainly managed to capture public interest beyond the core boxing fan.

In terms of results, the campaign helped ensure well above three million bought pay-per-view at around \$100 each in the USA, Canada and Puerto Rico (exceeding the previous record from the 2007 Mayweather-De La Hoya bout with 2.5 million).

While a further according \$35m was generated by international broadcast sales including \$10m from Solar Entertainment for the Philippines rights (according to Repucom).

Interestingly, the two fights (Mayweather and Pacquiao) between them have generated more than 90% of all of boxing's PPV sales over the last decade.

Overall, the fight is expected to deliver 33m US viewers, which is the largest sporting event audience ever for a non-Super Bowl telecast .

Furthermore, rights to show the fight in commercial venues (like bars and restaurants) were administered by G&G Sports saw costs reaching \$5000 (based on venue size)

In total these rights brought in as much as \$400m in revenue.

As well as the central co-promotion marketing campaign itself both Showtime and HBO broadcast documentary specials focusing on the two fighters as part of the lead-up to the fight.

Showtime ran a four-part documentary series 'Inside May-

Links >

Top Rank:

<http://www.toprank.com/>

Showtime:

<http://www.sho.com/sho/home>

HBO Boxing:

<http://www.hbo.com/boxing#/>

weather vs. Pacquiao' with a primary focus on Mayweather, while HBO aired a similarly titled 'Mayweather/Pacquiao: At Last' focusing on the history of the prospective matchup and Pacquiao's preparations.

Of course, the fight wasn't the only major sports event around.

In a week that saw the Kentucky Derby, the NFL Draft, plus the NBA and NHL Playoffs and the Mayweather vs Pacquiao fight - which sports event dominated US TV viewing?

Well, a record number watched the Kentucky Derby in person and the race earned its best rating in 23 years with 10.8.

Day 1 of the 2015 NFL Draft saw total TV viewers slightly down, but it racked up 7 million viewers on ESPN with a 4.5 rating (and it was also the week's top cable show with a 1.1 rating), plus it was also the dominant TV show in terms of social media presence (with 2.7 million tweets seen by a US audience of 10.3 million).

While the NBA and NHL playoffs, also on cable, tied for second spot this week with a 0.8 rating.

Mayweather Promotions / Top Rank / Showtime / HBO 'All Roads End Here' > The official 'All Road Lead Here' Mayweather v Pacquiao advert - a 30-second commercial from the collective co-promoters marketing team - spearheaded the big fight's pay-per-view options.

This spot, which rolled out slightly less than one month before the fight, filmed both fighters in a Los Angeles studio and highlights the anticipation and the great magnitude of this once-in-a-lifetime event.

It was a creative collaboration between Mayweather Promotions, Top Rank, Showtime and HBO Pay-Per-View and served as the lynchpin to what was a fairly aggressive, multi-media marketing campaign. <

Talk Talk 'Pick A Side' > TalkTalk, the telecoms and internet provider TalkTalk rolled out an online social spot called 'No More Talk #PickASide' on its social channels to promote the fight.

The digital ad features boxing experts and fight fans sharing their own personal predictions on who the winner would be.

This straightforward, vox-pop style creative approach aimed to convey the message that TalkTalk brings high quality and high value sport to its customers' homes.

The film was posted to the brand's YouTube channel on 29 April.

It invited fight fans in the UK to tune in to the fight of the century from the comfort of their own sofa and ended with the copyline 'Watch Mayweather vs. Pacquiao on TalkTalk TV for just £14.95'.

The video, designed to be optimal for users of Facebook, automatically plays videos listed on each user's news feed as they scroll down by making the first five seconds 'attention-grabbing'.

This dual webfilm and content strategy was developed with AllTogetherNow with creative direction came from Robert Clayman, Chris Reed and Ben Hanson.

Social activation was being handled by Art-Science.

'#PickASide is a great mechanic to amplify the Social conversation and gives TalkTalk a ring side seat for the fight of the century,' outlines TalkTalk online marketing manager David Brady. <

ALIGNING MARKETING TO SOCIAL SENTIMENT

While Mayweather gained more social media mentions, Pacquiao was streets ahead when it came to positive sentiment.

So it comes as no surprise that marketers preferred to attach their brand to the Filipino fights.

After all Mayweather's social traction was based largely on controversy.

The US boxer generated 100,000 more social mentions than Pacquiao in the week before the fight (according to Brandwatch).

But 70% of Pacquiao mentions were 'positive', compared to just 55% for Mayweather.

And when it came to fans and followers Pacquiao was ahead. While Mayweather added



Links >

TalkTalk Facebook:
<http://www.facebook.com/TalkTalk>

TalkTalk Twitter:
https://twitter.com/TalkTalk_UK

TalkTalk Website:
<http://sales.talktalk.co.uk/>

TalkTalk Blog:
<http://blog.talktalk.co.uk/>



an additional 350,000 Facebook followers in the month building up to the bout, Pacquiao gained 512,000 Facebook fans (says Reputation.com).

Similarly, the hashtag #pacquaiowins gained more impressions (17210530) than #mayweatherwins (149382075).

Similarly Pacquiao's online appeal and trust measures are 70% and 63% respectively, while his rival has 66% for appeal and 60% for trust.

Thus, like most bouts, two very different fighters offered two very different sets of values for brands looking to endorse one of the fighters - one good guy and one bad man. <

BetVictor '#TweetRumble' > The BetVictor campaign, to drive awareness of an interest in its fight odds, used Twitter-based game to encourage fight fans to 'punch' animated versions of Mayweather and Pacquiao by tweeting support for one of the two boxers (and bet on the bout).

Fans were incentivised to tweet their support using the hashtags #TheMoneyTeam or #TeamPacquiao - and each tweet resulted in the animation of their favourite throwing a punch at his opponent.

The initiative, developed in harness with agency VCCP, used Twitter Stream API to count tweets and then figures were broadcast to the campaign microsite.

The online casino and betting outfit created an online platform - <http://tweetrumble.com/> - filled with fight-related content ranging from the odds on who will win, which celebrities are putting their weight behind which fighter, a countdown clock, real-time fight tweets and the latest number of tweets each side has received so far on its #TweetRumble game.

The campaign was launched a week before the bout and was promoted via a [#TweetRumble YouTube film](#) and across owned and paid social media platforms.

Pacquiao won the #TweetRumble with

313,555 tweets.

'Everyone has an opinion on this fight, our customers included,' explains BetVictor chief marketing officer Anton Bell.

'The 'fight before the fight' is a great opportunity to put our social teams to work engaging with boxing fans and bettors alike.'

VCCP vice chairman Julian Douglas added: 'This is the biggest fight of the century and we've created the venue for the fight... an innovative technological platform, giving fans the opportunity to land their own punches in the social media battle.'

'It's a great opportunity to partner with BetVictor to engage with customers and boxing fans.' <

PACQUIAO ENDORSERS

Pacquiao has an impressively long list of long-term sponsors, particularly when compared to Mayweather.

From fronting major stand-alone campaigns for long term partners such as Footlocker, Nestle and Nike, to on-trunk logo-led campaigns, Pacquiao proves to be a popular athlete endorsers.

This was despite the minimum Pacquiao endorser sponsorship (excluding short-logo deals) for this fight was set at \$1 million.

In fact, it was reported that his boxing trunks were lengthened to fit in the six brands (Nike, Smart Communications, Cafe Puro, Air Asia, Motolite and Pheonix Petroleum) who paid a total of \$2.3m to have their logos on his shorts.

It is not just his skill and success, but also his good nature, mass popularity and willingness to make jokes at his own expense makes Pacquiao an appealing and safe ambassador and many of these endorsement campaigns themselves have helped him maintain his positive image.

Even in defeat.

His Footlocker commercials, for example,

Links >

BetVictor TweetRumble:
<http://tweetrumble.com/>

BetVictor:
<http://www.betvictor.com/>

VCCP TweetRumble:
<http://www.vccp.com/campaign/tweetrumble/>

Manny Pacquiao
<http://mp8.ph/>

Footlocker Website:
www.footlocker.com

Footlocker YouTube:
<https://www.youtube.com/user/footlocker>

show how willing he is to mock himself.

While his Nike Training behind-the-scenes training videos for its 'Inner Strength' campaign are genuine and reveal a likable and personable character.

A marked contrast with the glitz and brash nature of Mayweather's media appearances.

Butterfinger 'Get In Our Corner' > Butterfinger's 'Get In Our Corner' aims to rally Pacquiao fans with an athlete endorser campaign built around celebrating 'a different kind of competitor' and using the Pacquiao vs Mayweather fight as a simile for the consumer choice between Butterfinger cups and rival Reese's Cups (indirectly referred to as 'Plain Cups' throughout the initiative)?.

This comic campaign for the big fight began early on 1 April launch phase that began with a Butterfinger press release offer a 'One Million Payout' if Pacquiao wins.

This hefty brand bet, it turned out, is not for \$1m but for one million peanut butter cups.

The company promised that if its brand ambassador Pacquiao emerged victorious on 1 May that it would give away a million of its peanut butter cups in a nationwide payout run through www.ButterfingerCups.com.

The offer mechanic was that the brand promised to give away 500,000 e-coupons - each good for one two-piece package of the peanut butter cups - through its website on 5 May (between 6am and 6pm - while stocks last.)

'I never cut corners, and that is what makes Butterfinger Cups the best peanut butter cup - they don't cut corners either,' said Pacquiao in the campaign.

'Butterfinger and I always go the extra mile to distinguish ourselves. For us, being different is the difference.'

Thus, the April Fool's Day launch phase set the tone for the ongoing spoof-style campaign - one that played on the athlete's famous sense of humour and willingness to mock himself.

The announcement kicked off a month-long 'Get In Our Corner' campaign built around the big fight.

'We're such fans of what Manny represents and love that he has such a great sense of humor to join us in our April Fools' Day fun and launch the Get In Our Corner campaign,' explained Butterfingers brand manager Fabiola del Rio.

'We want fans to get in our corner with Manny and help us celebrate this different kind of competitor.'

Butterfinger then continued its campaign during the fight build-up with activation running primarily on its own social media channels.

This social creative featured images of the product and of Pacquiao and various boxing related graphics all using the campaign hashtag #GetInOurCorner.

The premise of this phase is that the fighter was training to 'help Butterfinger Cups' go up against the 'plain cups' (specifically, but not overtly mentioned, it is aimed at rival product Reese's).

As the fight drew closer, the brand added a further digital strand in the form of offering its website and social media followers a free digital version of an exclusive, brand-commissioned 'Commemorative Pacquiao Portrait'.

The digital graphic, created by award-winning artist/director Warren Fu, was made available to the first 25,000 fans who download it from the campaign microsite.

The brand reported that Pacquiao himself had requested that the original 30 x 30 acrylic painting would ultimately be displayed in his home.

This digital portrait was one of the several 'surprises' Butterfinger offered during the campaign.

Another of these surprises saw Pacquiao carefully unwrap and eat a Butterfinger live on stage at the big fight weigh-in.

Again, this real-time stunt was promoted on the brand's social channels.

Indeed, the brand's Facebook page (<https://www.facebook.com/butterfinger>) and Twitter feed (<https://twitter.com/Butterfinger>) continued the campaign pre-, in- and post-fight with Manny fan photos, branded graphics and messages of support.



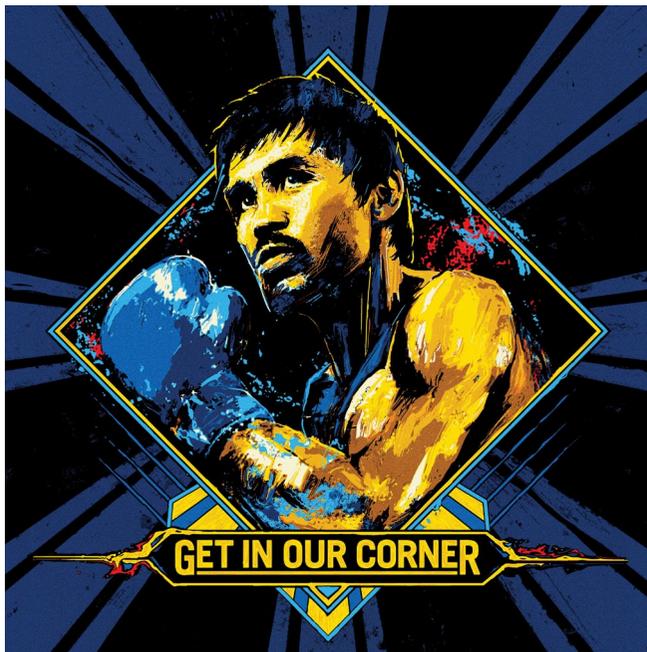
Links >

Butterfinger Facebook:
<https://www.facebook.com/butterfinger>

Butterfinger Twitter:
<https://twitter.com/Butterfinger>
#GetInOurCorner

Butterfinger Website
<http://www.butterfingercups.com/getinourcorner>

Manny Pacquiao
<http://mp8.ph/>





The brand's website (<http://www.butterfingercups.com/getinourcorner>) also site includes a set of tangentially related videos, such as 'Champions Have A Little Extra', 'Score' and and 'Game Winner'.

Comment > Butterfinger Cups, reportedly one of the most successful product launches in Nestle history, used the fight and its endorsement deal to solidify its position and take on its major competitor.

Square-shaped (like a boxing ring), Butterfinger Cups only debuted last year and the Nestle only recently added the Butterfinger Peanut Butter Cups Minis extension.

This is a classic boxing activation approach - boxing, perhaps more simply and directly than any other sport, pits one man directly against another.

And thus it can be an effective property to build direct competitor rivalry campaigns around.

This is exactly what Butterfinger aimed to do as it went head-to-head with established market leader Reese's (referred to as 'Plain Cups').

It positioned itself, like Pacquiao, as the underdog.

The messages were about it being a 'different kind of cup' (like Pacquiao is a 'different kind of fighter').

The tone aimed to establish that both thee brandd and the boxer shared appreciation for having fun and living a life that's not just plain

Thus trying to ensure that the boxer and the brand were a 'perfect match'. <

Nike Training 'Inner Strength' > Activating around the self-styled 'Fight Of the Century', Nike has placed Manny Pacquiao at the heart of its current Nike Training 'Inner Strength' campaign - a documentary series that aims to capture the inspiration and motivations that drive Nike athletes during training.

The Pacquiao online documentary ex-

plores the mentality he's created over decades of training experience and offers an exclusive insider view on his training for the Mayweather match-up.

He also talks about mental and spiritual preparation, as well as how to cope with carrying the expectations of more than 100 million Filipinos.

'I love to have people around me while I'm training. But you have to prepare your mind, train your mind,' said Pacquiao, the only boxer to have held world championship titles in eight different weight divisions,' says Pacquiao.

'When you focus, you don't have to worry about, Oh, what am I gonna do? Maybe I'm not ready, or anything like that. But you have peace of mind and you're ready to fight.'

Nike is also unveiling a new line of Pacquiao apparel (led by hoodies and sweatshirts) that is on sale at Foot Locker, via Nike.com and in Nike stores on the West Coast.

The Inner Strength campaign promotes Nike Training Gear and highlights what the boxer wears in the gym and on the road.

This film is part of a series captures the inspiration and motivations that drive Nike athletes in their training and is built around a campaign microsite at (<http://news.nike.com/manny-pacquiao>).

It the latest episode in Nike Training's wider 'Inner Strength' series that also features the world's number one golfer Rory Mcllroy and Marcus Mariota (recently picked number two in last week's NFL Draft). <

MAYWEATHER ENDORSERS

Meanwhile Mayweather's controversial character and jail time for domestic violence charges (and high prices) tend to scare most sponsors away and mean he earns very little indeed in terms of direct commercial sponsorships and endorsements.

Although Mayweather himself seems to

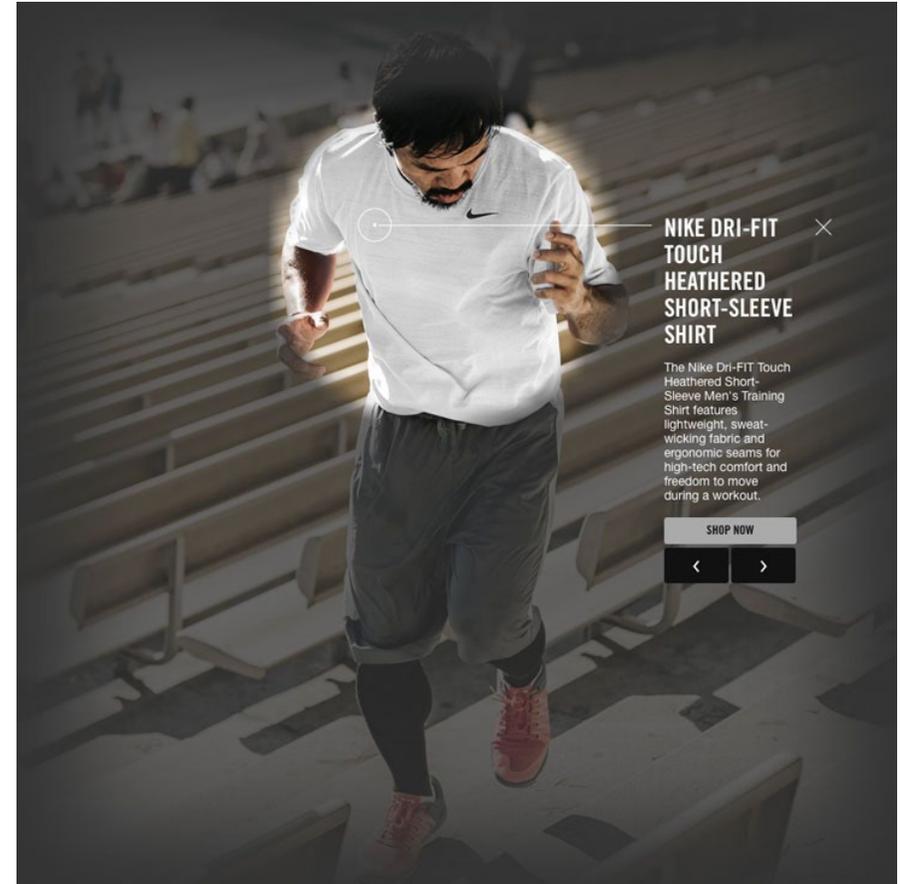
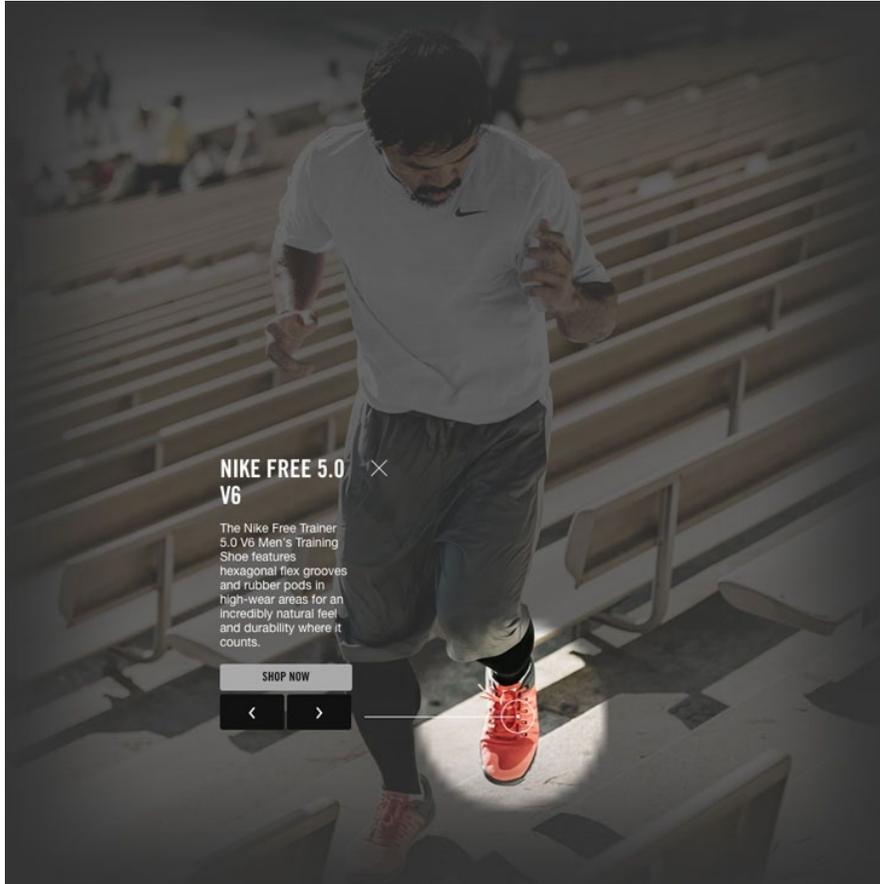
Links >

Nike Training Inner Strength Website:
<http://news.nike.com/news/inner-stren>

Nike Training Inner Strength YouTube:
<https://www.youtube.com/user/Nikeprotraining>

Manny Pacquiao
<http://mp8.ph/>





wear his lack of endorsements like a badge of honour.

But for the bout three brands were brave/foolish enough to spend \$1m each on an endorsement deal with the US-based fighter.

Swiss watch maker Hublot effectively paid \$1m for prominent brand placement at the waist of his boxing trunks and its press release on the day before the fight simply said that Mayweather was 'a great fit for Hublot' and that 'we will lay witness to greatness tomorrow'.

Daily fantasy sports website FanDuel struck another \$1m commercial deal with Mayweather that enabled it to have the company logo on the bottom of one leg of Mayweather's trunks (designed by Harlem hip-hop designer Dapper Dan)

This deal included six tickets to the fight, valued at \$10,000 each, that were offered in pairs (along with flights, hotel and a Mayweather meet-and-greet) as the central incentives of three fantasy contents.

Enabling FanDuel consumers, with a \$2 entry fee of \$2, to be in with a chance of winning a 'once in a lifetime opportunity to be at MGM, and witness boxing history'.

More than 200,000 FanDuel users entered the three contests through its [website](#), which FanDuel argued 'validated that we offered one of the most desirable experiences to sports fans across the country'.

Mayweather personally commissioned big fight mouthguards from Iceberg Guards that contained \$100 bills, gold leaf and diamond dust and cost \$25,000. As part of the partnership Iceberg Guards also released a limited-edition TMT-branded mouthguard to tie in with the fight.

In terms of simple eye-ball based exposure, these brands got some exposure for 36 minutes (as the fight went the full 12 rounds at two minutes per round).

On the other hand, Burger King, which ran the most innovative of Mayweather activations, only got around two minutes of exposure when its brand mascot 'The Burger King' walked into the arena with Mayweather and his entourage.

(Nevertheless, while Pacquiao may outpunch

Mayweather out when it comes to commercial deals, it is the US fighter who remains the world's highest earning athlete with earnings well above \$400m).

Burger King 'Mascot Entourage Stunt' > ?

The so called 'Fight of the Century' between Mayweather and Pacquiao was more about money, brashness and male brutality than brave marketing and yet there was one stand out sponsorship stunt - Mayweather entered the ring with an entourage that not only including musician Justin Bieber and talk-show host Jimmy Kimmel, but also the famous Burger King brand mascot.

The official Burger King mascot, clad in his trademark crown and robes, stood behind Mayweather backstage and followed him to the ring.

Seeing the brand character in Mayweather's entourage was both bizarre and unexpected.

Thus achieving the primary objective of most sponsorship stunts - surprise.

Albeit one that, according to ESPN, cost Burger King around \$1 million.

The investment was sufficiently bizarre and unexpected that fight fans immediately wanted to know why the mascot was there: setting social media alight with questions and comments that ensured Burger King was part of the big fight circus both ringside and across the digital space.

Despite Mayweather's victory (taking his record to an impressive 48 wins and 0 defeats) and his status as the highest paid athlete in the world, the fighter has a poor public image.

Indeed, leading up to this fight there was an avalanche of media negativity and backlash over his history across traditional and social media.

For example, Sports Illustrated called Mayweather 'the most hated athlete in professional sports'.

Not only is he seen as arrogant, self-centered, money-obsessed, but he's been convicted of domestic abuse twice (and spent time in jail).

Hardly the kind of role model a so-called family-friendly fast food brand might normally link up with as an athlete ambassador.

So why would a mainstream, Fortune 1000



Links >

Burger King Website:

<http://www.bk.com/>

Burger King Facebook:

<https://www.facebook.com/burgerking>

Burger King Twitter:

<https://twitter.com/burgerking>

@BurgerKing

Flord Mayweather Website:

<http://floydmayweather.com/>

FanDuel Website:

<https://www.fanduel.com>

Hublot Website:

<http://www.hublot.com/>





company choose to 'get in the ring' with such a controversial sportsman?

After all, video shows most fans in the MGM Grand arena loudly booed when Mayweather came into the ring (thus, by association, booing Burger King too).

And yet Burger King's response to requests for comment about the deal were answered with a joke about its mascot.

A statement just said: 'We don't call him the King for nothing'

When asked to elaborate a Burger King spokesperson simply said: 'We do not have anything else to contribute at this time'.

Despite having more than 1 million Twitter followers and 37,500 YouTube subscribers, it didn't appear that Burger King integrated the stunt across its owned social media channels.

Comment > Consumers may initially find the mascot's presence in the entourage odd, but careful consideration might lead one to determine that the two do have some genuine synergies.

After all, both seem to love the sparkling trappings and symbols of wealth and power (from jewels and belts to crowns and chains) and both are extreme caricatures who have been described as 'brash' and 'creepy'.

Indeed, back in 2006 for his fight against Carlos Baldomir, Mayweather even entered on a throne.

So clearly the boxer and the Burger King mascot even share the same taste in seating.

This left-field activation certainly ensured Burger King's presence on one of sports' biggest sports stages of the year.

Initially it was back in 2003, when hot shop Miami agency Crispin Porter + Bogusky took command of the Burger King advertising account, they devised this over-the-top, plastic and slightly weird variation of the long running Burger King character for the debut 'Burger King Kingdom' campaign.

And ever since, despite CP+B losing the account several years ago, the brand mascot widely known as 'the King' has fronted most of the fast food chain's marketing.

As for Mayweather's other commercial partnerships, well, brands have largely stayed well clear of him in recent years.

Despite topping the Sports Illustrated/Fortune athlete earnings list for the last three years, he has achieved this with no listed brand endorsement deals.

Indeed, one of the few other company's to associate themselves with the champion boxer has been Berkshire Hathaway.

Iconic investor and company boss Warren Buffett met Mayweather in Las Vegas last January and shot a comic video in which 'Buffett fights the champ. [This film](#) was then aired at the 2015 annual Berkshire Hathaway shareholder meeting in Omaha.

Bizarre! <

Links >

Berkshire Hathaway Homepage:
<http://www.berkshirehathaway.com/>



PERISCOPE

Mayweather won the fight, Pacquiao won the endorsement battle, but Twitter CEO Dick Costolo said that the big victor in the Fight Of The Century was the company's new mobile live-streaming app Periscope..

In a much-shared and much-discussed post-fight tweet Costolo proclaimed Periscope the winner.

Indeed, Costolo said his own personal feed was full of tweets from fans thanking him and Twitter for enabling them to watch the fight for free.

After its SXSW launch, then being banned by the NHL and tentatively accepted by MLB, some have described the Mayweather vs Pacquiao fight as the app's first big event.

While three million customers in the USA paid to watch it on pay-per-view, it also appears many fans caught it for free on Periscope (and rival Meerkat).

Not only did Periscope have an officially sponsored stream inside Manny Pacquiao's dressing room, but the number of consumer streams of the fight itself was described by Mashable as 'almost overwhelming'.

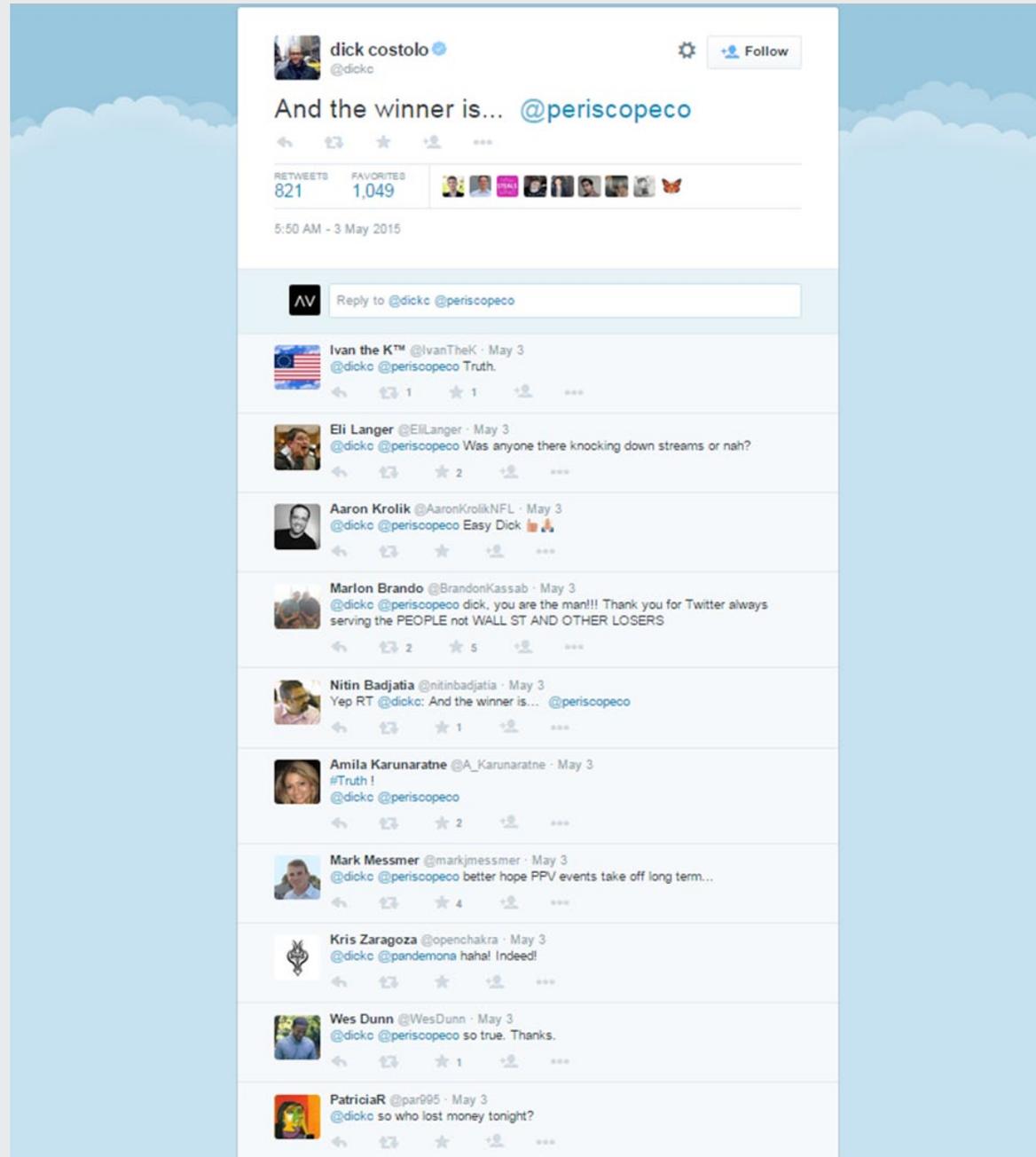
Some were shooting in portrait mode, others in landscape - whichever mode was used, it was an example of live broadcast rights-breaking piracy on a scale never before seen.

It is no surprise then to hear that property owners and media companies are beginning to take live-streaming apps seriously.

While so-called pre-event 'takedown notices' are largely useless for live streaming, post-event legal action might be more effective.

Certainly the president of fight co-promoter Top Rank and senior management at both HBO and Showtime have said they are committed to pursuing legal action following widespread piracy of Mayweather vs Pacquiao.

Perhaps new enforcement technology, like Google's Content ID system, is necessary?



Links >

Periscope Website:
<https://www.periscope.tv/>



TAKEAWAYS

01 > Plucky Underdogs & Arrogant Champs: Independent Opinion Platforms Or Choosing A Corner?

Boxing's narrative is often a clash of characters and styles, so enable fans to air and share opinions.

Alternatively, carefully chose the fighter that best fits your brand, tell his story and rally his fans.

02 > Reaction Speed Is Often The Key: Think Fast And Act Faster

Big fights are tortuously negotiated up to the last minute, not leaving marketers long to plan/activate.

So fast reactions are crucial (after all, sponsors only had around a month to sign and leverage this fight).

03 > PPV Necessitates Tight Targeting

Unlike most big sports properties, boxing is seldom free-to-air and pay-per-view typically restricts reach.

So it's not always about rights to the fight: the best boxing campaigns are often not built on the main event.

04 > Boxing's Backlashes & Comebacks

Boxing has been on the edge of sporting and sponsorship suicide for decades and this mega-fight is merely the latest of many so-called 'boxing comebacks' - so it might just be a one-off (like all the rest were).

Unless you are clearly and inextricably linked to sport, don't put all your eggs (or all your sponsorship money) in the boxing basket (and that goes for boxing endorsements too - fights and fighters are always a risk).

About Us > The activation of sponsorship rights and partnership marketing is more creatively and strategically complex than ever – but the potential rewards are greater too.

Activative provides unique intelligence and insights that keep our clients - rights owners, brands, agencies and professional services - at the forefront of this evolving landscape.

The old sponsorship model, based on one directional brand-biased claims, vanilla hospitality, logo badging, eyeball 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 environment as brands seek symbiotic passionate platforms around which to build consumer conversations.

Activative explores this landscape's emerging strategies, tactics and trends, champions original thinking and innovation and showcases future facing media and new technologies across the sponsorship community - from sports, music, arts and culture, to education, ecology and cause.

Our role is to explore, filter, analyse and advise - we stimulate marketers across the entire space: from traditional sponsorships and to brand tie-ins, to strategic collaborations and commercial partnerships.

A key aspect of the value in our work lies in linking standout sponsorship activation to contemporary socio-cultural, economic and technology trends and in making connections, finding fresh and daring ideas and identifying breakthrough thinking.

We work with some of the world's most forward thinking brands from right across the partnership space - including property owners, brands, agencies, media businesses and other sponsorship professional services companies.

Activative is independent and objective. We are not a mouth-piece for the profession and we have no ties or bias to any agency, rights owner or brand.

Our independent research and objective analysis combine to form directional insights and actionable recommendations.

Our subscribers receive trends' insights, creative stimulus, idea generation, competitor/sector/property analysis and strategic planning intelligence.

Activative's subscription service is based on 3 core pillars:

- > Source: world's no.1 sponsorship activation case study resource
- > Insight: monthly analytical trend/property briefing service
- > Platform: live curated activation online magazine

In addition, for those with a specific challenge or in need of a deeper dive, Activative's research and consulting division offers a range of bespoke services.

From property activation reviews and brand/industry reports, to stimulus showcases, strategy/trend presentations, briefings and workshops, plus responding to specific client project briefs ,our bespoke services are priced according to brief and budget. <

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