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FOOTBALL KIT LAUNCH CAMPAIGNS >  
CONTEMPORARY TRENDS, ACTIVATION APPROACHES & CASE STUDIES

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INSIGHT > BRIEFING > 2015

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ACTIVATIVE



## Activative's 'Football Kit Launch Trends' Briefing Report:

**Overview** > Contemporary trends, tactics & archetypes

**Adidas** > **Manchester United** : built to break expectations

**Trend 1** > **Fanpaigns**: fan-led design, creative & amplification

**Trend 2** > **Colour Codes**: creative based on tribal identity

**Trend 3** > **History & Icons**: leveraging club heroes and traditions

**Trend 4** > **Fashion & Celebrity**: star-power & genre blending

**Trend 5** > **Teamwork**: partnerships activating around unity

**Trend 6** > **Personalisation**: customising individual experiences

**Trend 7** > **Alternate Realities**: augmented, virtual & in-game

**Trend 8** > **Rebels & Graffiti**: challenger brand positioning

**Trend 9** > **Causes & Community**: club cause campaigns

**Trend 10** > **Gender Equality**: the end of 'pink it and shrink it'

**About Us** >

As the launch campaign for the world's most expensive kit deal - the £750m, 10-year Adidas and Manchester United partnership - rolls out globally, Activative explores and showcases contemporary kit launch trends.

When it comes to unveiling new kits there's now an increasingly broad range of activation approaches.

A few years ago, sportswear brands and teams all took a broadly similar (and simpler) unveiling approach.

The reveal was once invariably led by a straightforward, PR-focused launch event featuring a handful of star players proudly wearing their new strips.

This was typically accompanied by an official release claiming that each fresh, new design was a blend of club tradition and futuristic fabric technology

But shirt launch strategies and tactics are evolving fast as they leverage new tech and more global fan bases.

Now there are an ever increasing set of tactical approaches and technology platforms to consider.

From launches led by emotionally-charged short films (like the recent Adidas/Juventus 'Our Way Or No Way -

No Clowns, Just Footballers') and stunning water and light projects (such as Puma's 2014/15 Arsenal kit launch), to magical viral vignettes (Adidas' 'Simply Magic' set of shareable Vines for Olympique Lyonnais for example), and circus-style, all-singing and all-dancing events (illustrated by the acrobats, fire eaters and clowns at Mexico's Club Tijuana Xoloitzcuintles latest shirt launch).

These examples also illustrate that there are now genuine tonal differences too as clubs try to carve out archetypal positions (from global titans to rebel challengers), so some contemporary campaigns are deadly serious, others tub-thumpingly direct, while a few offer a refreshingly light-hearted subtle and comic touch.

Perhaps the most common current trend is the fan-focused approach, or, at the very least, a claim to a fan-led positioning and/or supporter-participation mechanic.

Almost all sportswear brands and sports team partners are, of course, extremely keen to be seen to be fan-centric - so with each new season we are witnessing the rise-and-rise of the shirt-launch 'fanpaign'. <



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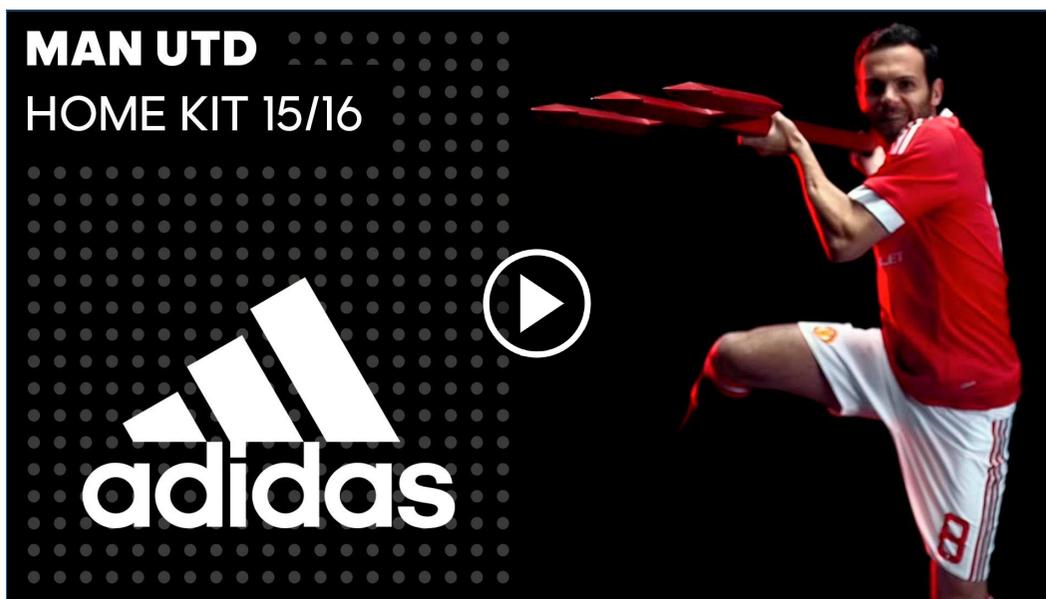
**Adidas > Manchester Utd**  
'Built To Break Expectations'  
#BeTheDifference

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#BETHEDIFFERENCE

01.08.15



Part of football's rapid commercialisation, apparel partners are becoming more adventurous, extreme and extravagant with their kit marketing and Adidas' launch campaign for the new Manchester United kit are arguably the most comprehensive shirt launch campaign ever.

The breadth of the activation is no surprise after Adidas' world-record £750m deal to replace Nike as United's kit supplier for the next 10 years.

Things have moved on since the last time the world's biggest club last unveiled a new shirt by a new sportswear partner: 13 years ago Nike revealed its first Man Utd kit simply by running out in it in a pre-season friendly against Shelbourne FC.

The new Adidas launch, a multi-platform, integrated campaign using the tagline 'Built To Break expectations', shows how football has changed.

The copy line aims to reflect the start of a new era for the football club as they return to the UEFA Champions League and to Adidas.

The campaign, which also runs with the global Adidas Football hashtag #BeTheDifference, was first teased across Adidas' social channels - primarily Facebook, Instagram and Twitter - in late July with shirt snippets via a set of Vine clips.

Despite the numerous pre-launch shirt picture leaks (deliberate or otherwise), Adidas' pre-launch Vine trailers aimed to build anticipation with striking black and white images of a red trident fork and the 'Break Expectations' copy.

These were followed by Part 1 and Part 2 of a YouTube hosted pre-release film.

The core campaign itself broke at one minute past midnight on 1 August - the soonest launch date possible following the end of the previous Nike deal (indeed Nike kits continued to be sold throughout the club's USA Tour - including at the game against Paris Saint-Germain on 30 July).

The launch linked digital and physical.

A (slightly low-key) night event in Manchester was led by defenders Phil Jones and Daley Blind from a makeshift stage wearing the new strip.

This live launch was broadcast in real-time on the live-streaming mobile app Periscope - (although initial research suggested only around 100 fans were tuning in live at any one time) and on

the player's own social channels.

The digital phase gained more traction as Adidas and Man Utd posted the full-length (1min 5sec) launch commercial on YouTube at 12.01 and generated 50,000 views in the first 30 mins.

The film features star players - including Juan Mata, Bastian Schweinsteiger, Ander Herrera, Luke Shaw, Phil Jones and Daley Blind - wearing the new shirt and charging around with the club's iconic red devil trident logo.

The film, cut-downs and a 'making of' were seeded across the sportswear brand and club sites and across other digital and social platforms.

The launch event and the #BeTheDifference hashtag were trending immediately after midnight and through the early hours of the morning.

The web film was accompanied by the usual set of digital assets - including extensive galleries and wrappers - and saw the Nike swoosh replaced by the Adidas three stripes on all the club's various digital and physical assets (including the giant Adidas logo pattern in the Old Trafford seats and dressing the club's megastore).

Both the Man Utd homepage (which had been showing a 'site under maintenance' sign in the hours immediately before the launch) and the Adidas Football retail platform led with a launch pillar called 'claim your spot on FrontRow'.

This retail-led, web-based strand powered by Adidas & Man Utd - is a form of list-building and detail-gathering membership programme.

It encouraged web visitors to sign-up, provide their contact details and be the first to know about new Adidas/Man Utd product releases.

It was incentivised via a season ticket competition, money can't buy experiences, product offers and every 1000th sign-up winning a new shirt.

Several retailers in Manchester (such as Sports Direct) also opened through the night to sell the shirt from one minute after midnight.

The campaign's striking imagery, carefully considered timing and integrated channel plan all managed to raise a few eyebrows.

As did the star players absent from the campaign creative - who include club captain and talisman Wayne Rooney (a high profile Nike ambas-

sador) and world class goalkeeper David De Gea (who may be on his way to Real Madrid).

Shirt sponsor Chevrolet ought to be satisfied with the campaign's reach too - as its giant's 'cross' logo has huge global visibility through the creative.

The shirt is slightly retro and features a classic v-neck collar, three stripes down the shoulder and a graphic on the hem taken from the 1990 shirt (worn by Ryan Giggs in his debut season).

Indeed, Adidas supplied the Man Utd kit between 1980 and 1992 (when they were replaced by Umbro, who were supplanted by Nike).

Manchester United will wear the new Adidas home kit for the first time in their opening Premier League game against Tottenham on 8 August.

The kit design has been a personal passion for Adidas designer and Man Utd fan Inigo Turner says the new kit design has been a personal passion.

'At Adidas we have been on a real journey in creating these new kits for Manchester United,' he comments in the launch press release.

'This landmark sponsorship is not the first time we have partnered with the club and it is with these iconic kits of the past that we drew our inspiration from. We have aimed to break expectations by reengineering simple but impactful design features such as the classic v-neck collar and the iconic three-stripe detailing down the arms as our commitment to giving Manchester United a truly ground breaking kit for the 2015/16 season.'

While Steve Marks, Adidas Sports Marketing Director for Manchester United says: 'This special club has always broken expectations. Sir Alex Ferguson's historic success, Beckham from the halfway line, the unlikely victory against Bayern Munich in 99, all of these moments demonstrate a club with not only a proud history but also a reputation for success and the unexpected. Adidas is proud to be part of that history and to be returning as partners of Man Utd for another 10 years.'

'Everyone is proud of the shirt's classic design, which draws upon iconic kits of yesteryear,' adds Man Utd Group Managing Director Richard Arnold.

'Manchester United and Adidas have a long and history in football, leading the way in innovation and performance. The design of the kit will

not only appeal to our loyal supporters, it will also showcase adidas' expertise in creating state of the art performance products for the football industry.

'We look forward to sharing the designs for our complete adidas range via our 100m social connections, as well as seeing them in the stadium and on the streets, creating a new classic design culture, a new chapter in Man Utd's history.

Early statistics show promising results. Research by Repucom shows three days after the kit launch the campaign had generated \$2.3m+ in social media value - becoming Adidas' quickest value-generating football shirt launch campaign ever.

Repucom's data suggests the campaign has delivered the same value in three days as Real Madrid's campaign achieved since its June unveiling.

And this data doesn't begin to account for other forms of exposure including the likes of TV, traditional media, on-street and word-of-mouth.

The stats show Man Utd's own digital drive saw the club produce 38 individual kit launch posts across Facebook, Instagram and Instagram - more than any of Adidas' other football team partners have since June (including AC Milan at 16, Bayern Munich /Chelsea at 36 and Real Madrid at 28).

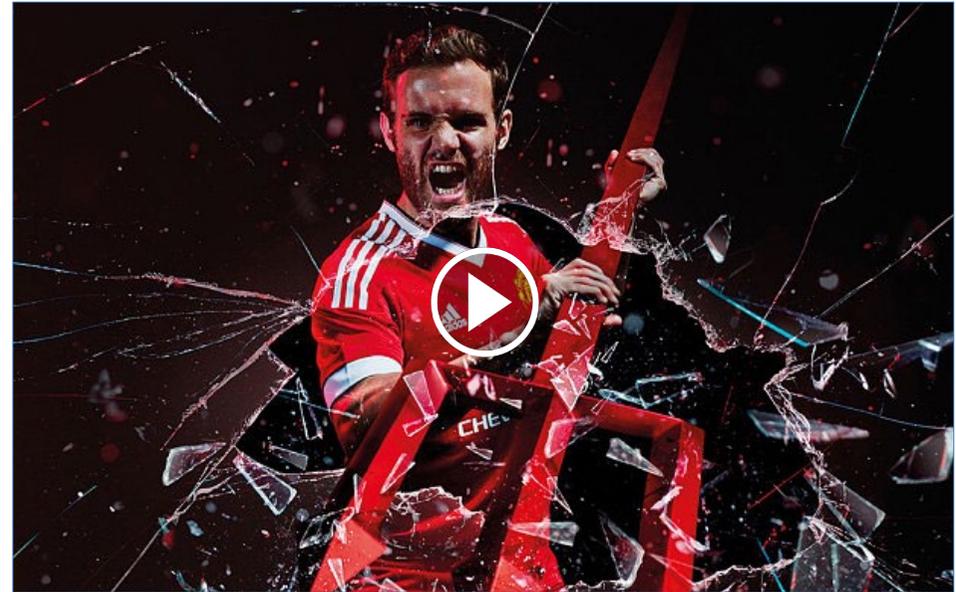
United's digital enthusiasm around its renewed partnership with adidas is matched by a social media fan base which despite being just over half that of Real Madrid's, (76 million compared to 123 million) - the value generated through fan engagement is set to overtake adidas' other clubs.

Maybe Adidas' £750m investment will turn out to be a sensible bottom-line financial decision.

'This was the big one for Adidas. They needed to show they made the right decision with their record deal,' says Repucom digital head Max Barnett.

'Value generated via social was always going to play a huge role and the figures so far are encouraging. Kit launches are an example of what we call "Fan Stories"; content related to one theme, delivered across multiple digital platforms.'

Repucom says one key current activation trend for soccer sponsors is for brands and clubs to collaborating around story-led content that can range from kit launches and transfers, to team announcements, player interviews and scores. <





Links >

Adidas Football YouTube:  
<http://youtube.com/adidasfootball>

Adidas Football Twitter:  
<https://twitter.com/adidasfootball>

Adidas Football Facebook:  
<https://facebook.com/adidasfootball>

Adidas Football Instagram:  
<http://instagram.com/adidasfootball>

Adidas Football Soundcloud:  
<https://soundcloud.com/adidasfootball>

Adidas Football Website:  
<http://adidas.com>

Man Utd Website:  
<http://www.manutd.com/>

Man Utd Twitter:  
<https://twitter.com/ManUtd>

Man Utd Facebook:  
<https://www.facebook.com/manchesterunited>

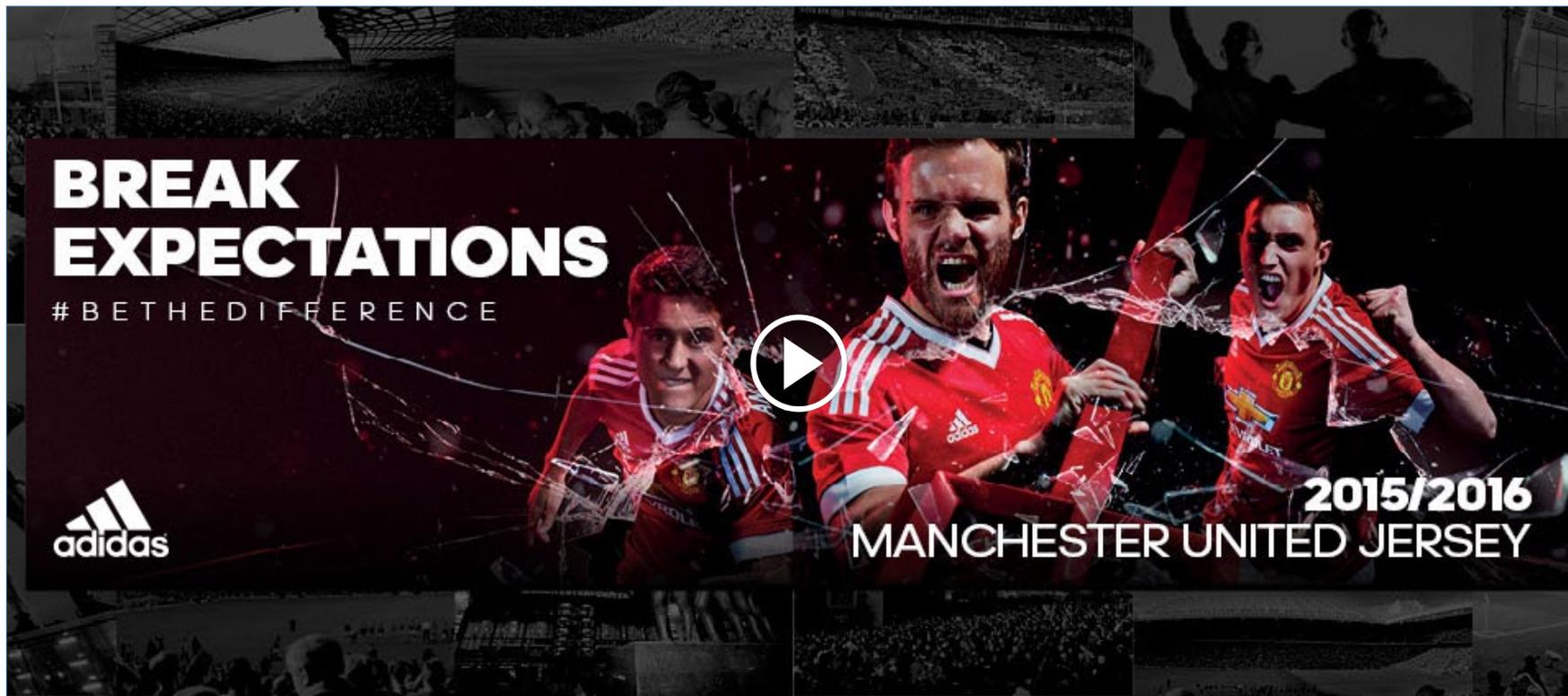
Man Utd Google+:  
<https://plus.google.com/+manutd>

Man Utd Instagram:  
<https://instagram.com/manchesterunited/>

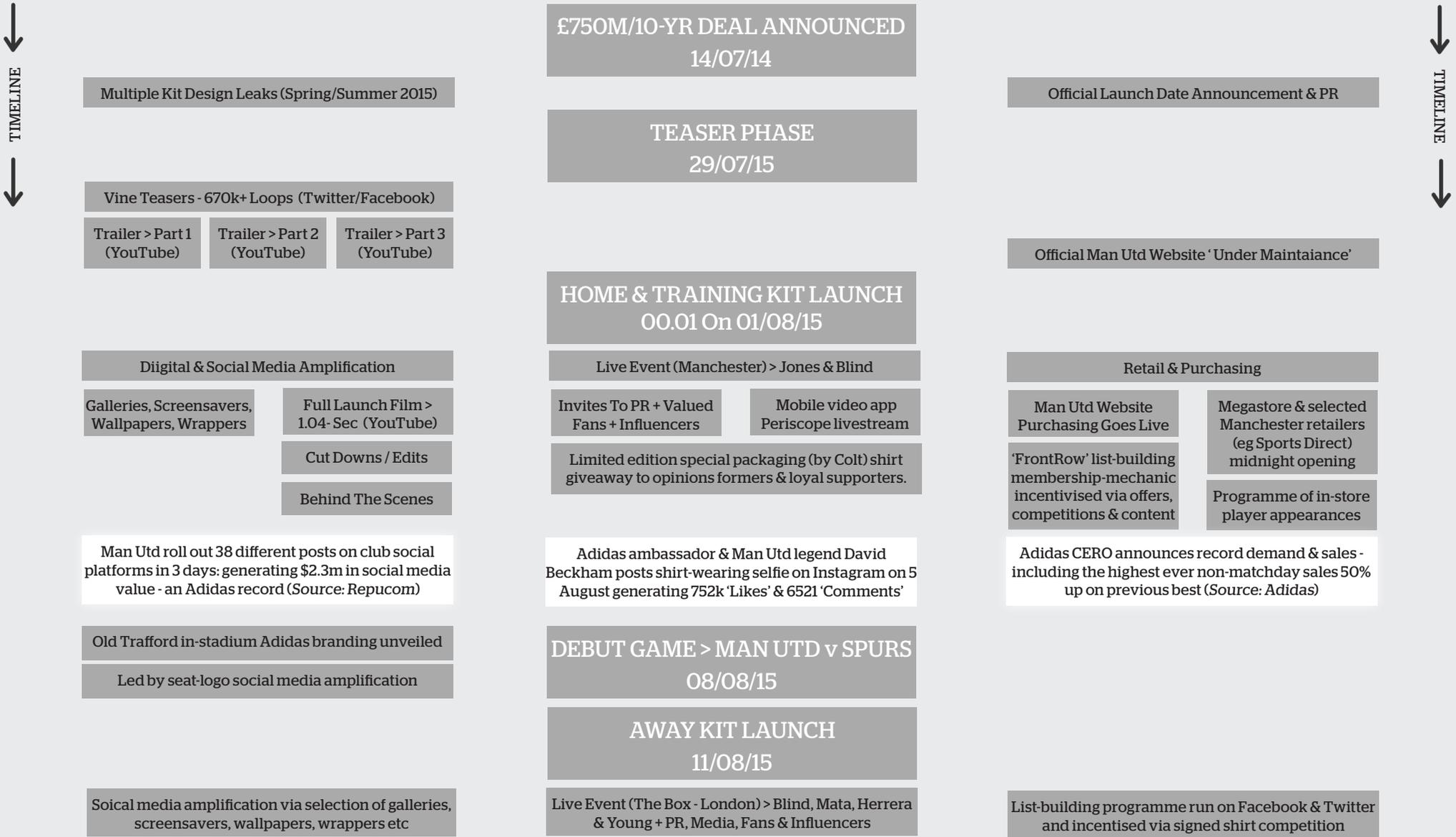
Man Utd Pinterest:  
<https://www.pinterest.com/manutd/>

Man Utd Vine:  
<https://vine.co/ManUtd>

Repucom Website:  
<http://repucom.net/>

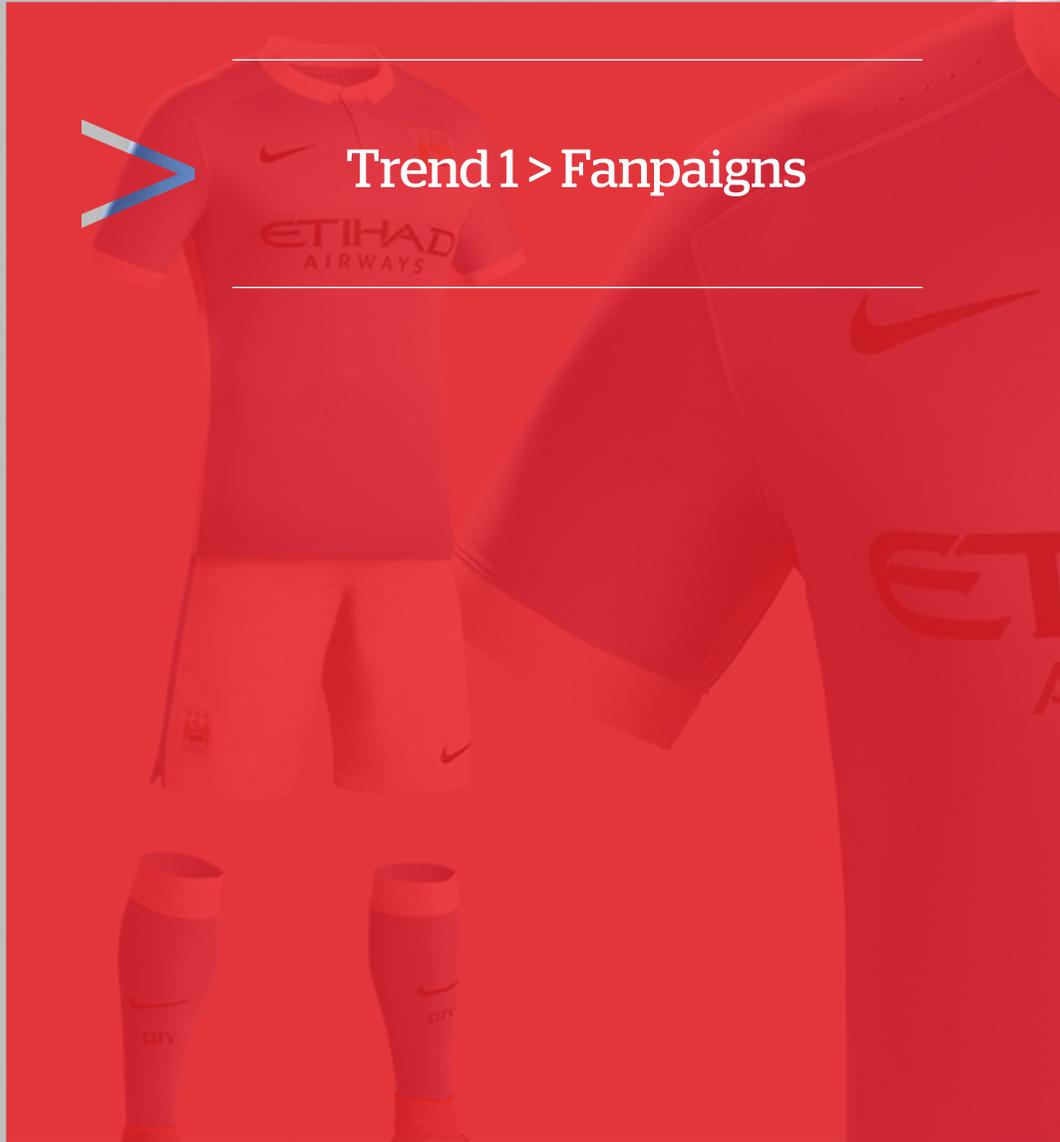


# ADIDAS' MAN UTD 'BREAK EXPECTATIONS' KIT LAUNCH CAMPAIGN MAP/TIMELINE





Trend 1 > Fanpaigns



Every single football brand - whether teams or apparel outfits, leagues or sponsors - claims to put the fans at the heart of everything they do: from the design and the price, to the distribution and the marketing campaign.

Everyone is seeking an original angle, a fresh idea and new technology to stand out and bring a new dimension to fan-focused marketing.

Of course, while every claims do put fans first, not everyone actually does!

This approach is often refereed to as a 'fan-paign' and it extends well beyond football to other sports. Indeed, rugby kit partners have been amongst the most innovative in this space.

**Adidas - All Blacks - 'This Is Not A Jersey' >**

Arguably, this 2008 Adidas campaign was when the 'fanpaign' was born. Since its launch sports brands and sponsors have all rushed to create innovative ways to ensure fans themselves genuinely sit at the core of their kit campaigns.

A ground-breaking initiative which debuted adiThread nanotechnology which enabled fans to literally write their name onto the All Blacks iconic jersey worn by the players on the pitch.

A multi-award winning campaign, by TBWA\Whybin Auckland, revolved around a Papervision 3D website hub that in addition the a set of web films also gave fans the chance to have their name etched onto a thread stitched into the silver fern logo of captain Richie McCaw's jersey.

Fans were driven to the site via a set of supporting press and outdoor ads, desktop screen-savers and downloadable player posters.

Thousands of All Blacks fans submitted their name to the website (and thus the jersey thread) - all writing their own personal mantra on what the All Blacks shirt means to them. <

**Nike - Manchester City - 'Built For Brilliance' >**

A recent sub-trend within this approach is 'fanplification' - a tactic that sees the fans themselves amplify the campaign and a simple, straightforward application of this approach was taken by Nike for Manchester City's 2015/16 kit launch - 'Built For Brilliance'.

Early July saw Manchester City and Nike unveil the 2015/16 Premier League kit through a distinctly fan-focused 'Built For Brilliance' campaign.

The campaign was first teased through official club and brand social media, but then City fans themselves were given the chance to launch the kit. A selection of fans picked through the Nike Football App chosen to pose for selfies with their favourite players - both wearing the new shirt.

These selfies were sent out to City supporters through social media not only across Nike and City's own channels, but also one the feeds belonging to the players who posed for the pictures.

For example, Pablo Zabaleta paired with fan Pete McDonnell, while keeper Jo Hart paired with Louie Joyce and Wilfred Bony with Joe Danson.

There was also the usual kit launch photo shoot - which was promoted on Twitter, Facebook, as well as on the team's website - all with the usual behind-the-scenes creative approach.

Nike backs the launch via a dedicated page on its UK soccer website that includes snippets from the fan-led phase and the women's side.

Some of the executions and content drove fans to the club's online pre-order site.

Nike created the new uniform from a mix of recent City kits and the opinion of Manchester's people and their take on casual wear in the city.

The new kit itself features the return of City's traditional white collar and shorts and all of Manchester City's teams - including women's and youth teams - will wear the new kit this season.

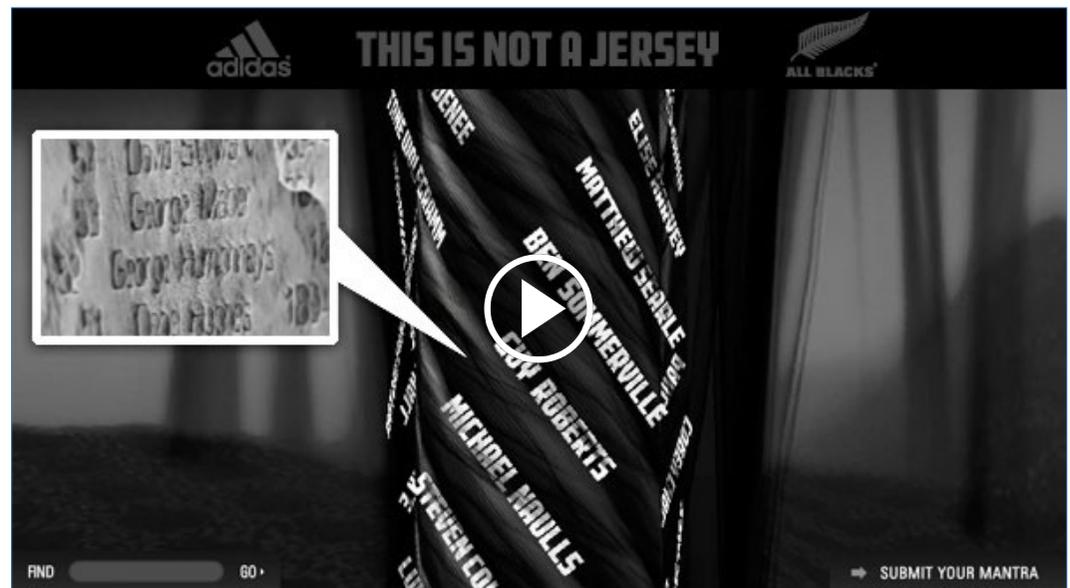
Indeed, it'll be Manchester City Women's FC who will actually professionally debut the new home kit in their FA WSL fixture on 12 July.

Each kit element - shirt, shorts and socks - is made from recycled polyester which is created from melted down and recycled plastic bottles.

According to Nike, it takes 18 recycled plastic bottles to create each individual kit.

In fact, since 2010, Nike alone has diverted more than 2 billion plastic bottles from landfills into recycled polyester.

This kit launch has several nice touches from the club: from all teams using the same strip, the eco friendly manufacturing process and the fan-



 **Manchester City FC**  @MCFC  

The new @NikeUK 2015/16 home kit unveiled by @pablo\_zabaleta and true blue @PeteLBMcDonnell.



RETWEETS 556 FAVORITES 374 

8:30 AM - 3 Jul 2015



 **Manchester City FC**  @MCFC  

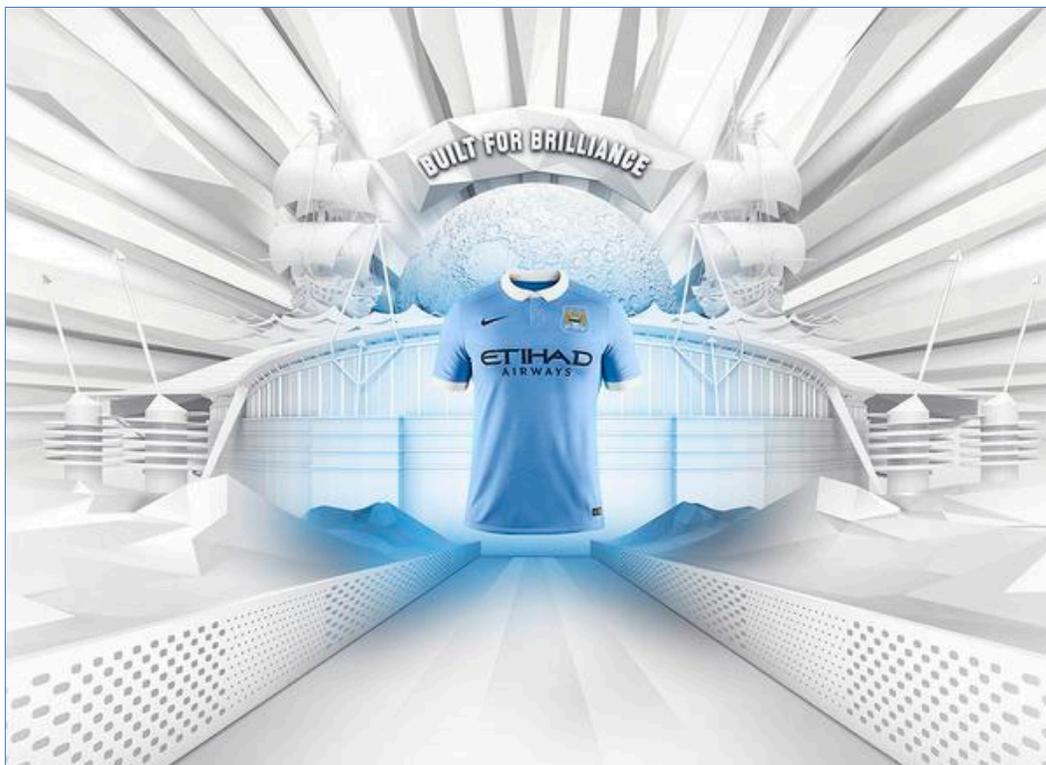
Joe Hart displays his new 2015/16 goalkeeper's shirt with true blue @LouieJoyce\_.



RETWEETS 368 FAVORITES 301 

8:34 AM - 3 Jul 2015





focused launch campaign.

It avoids the more razzmatazz approach employed by so many major clubs in favour of a simpler, fan-focused, social media led campaign.

Manchester City's Twitter feed boasts 2.5 million followers, whilst its official YouTube channel boasts 413,500 subscribers.

The kit launch tactic is another example of City's commitment to and innovation around new technologies and social media.

Another recent example of this approach this year was the February launch of Manchester City Android Wear smartwatch matchday app which gives fans access to key match day moments (from team sheet announcements to goal alerts).

City were the world's first football team to launch a wearable technology companion app.

'We recognise the smartwatch market is in its early stages, but its popularity is projected to increase rapidly as new players enter the market. We're thrilled to get in early and start discovering ways to tap into the potential,' said Man City media and fan relationships director Diego Gigliani.

'For those fans who want to keep up with the action but aren't able to watch the game, having CityMatchday Wear on their Android watches enables them to go about their day while receiving updates related to our matches as they happen.'

As part of the app launch, four members of City's Cityzen programme will win an Android Watch allowing them to make full use of the app.

The 'CityMatchday Wear' is available for download from the Google Play store. <

#### Canterbury - England Rugby - 'Launched By The Loyal' >

Similar and indeed more sophisticated variants on the 'fanplification' trend are prevalent in sports other than football.

For example, June and July 2015 saw Canterbury and England Rugby roll out an innovative, two-phase launch campaign for the England Rugby World Cup kit that initially used Thunderclap to ensure that committed fans themselves amplified the launch content in return for an exclusive early shirt reveal and then moved on to a more traditional shirt launch that included a skydiving stunt

film and a player-led event unveiling.

The first phase, which kicked-off on 12 June, offered supporters who signed up through the platform an exclusive opportunity to reveal the shirt to their own digital cohort before anyone else on 6 July.

Using the innovative Thunderclap 'crowd-speaking platform' technology, fans who chose to sign up via the Canterbury Facebook site, Twitter feed or Tumblr then all automatically posted or tweeted the very first video images of the new kit at 8am on the launch day - before the official Canterbury and England Rugby unveiling event at Twickenham Stadium.

The unique reveal initiative, developed in harness with agency Synergy, was open to everyone and Canterbury initially looked for 2,015 committed fans to sign-up for the launch.

As fans sign-on they are emailed details of how the campaign is developing, how many supporters have signed-up and what percentage of the overall goal has currently been reached, how much time is left to achieve the total and the current combined 'social reach'.

It also encourages signed-up supporters to 'Spread the word. Invite friends to join the Thunder'.

The target number was reached, so at 8am on launch day (6 July) a video reveal of the shirt will appear on the social feeds of the signed-up supporters.

To further incentive fans to sign-up and thus to maximise the supporter social amplification, the campaign also ran with a parallel competition to win a backstage pass to the official Twickenham launch and to meet the players and a surprise experience-of-a-lifetime with a skydiving strand of the shirt launch.

The Twickenham unveiling event took place with a launch video and several England players including captain Chris Robshaw, James Haskell and Dan Cole.

'The rose and the shirt unites the players and the fans. You cannot underestimate the power of the nation's support and commitment and the effect it has on the squad,' commented England

head coach Stuart Lancaster at the launch.

'The players value the relationship they have with the fans and it will be great to have them join us when the new shirt is unveiled in July.

'This unique shirt launch continues to demonstrate how the fans are at the heart of our campaign as the nation commits to the rose,' outlines Canterbury CEO Chris Stephenson.

'We share their passion for rugby and are proud to continue Canterbury's commitment to the game in an innovative and exciting way'.

Canterbury, which has a global headquarters in Stockport and has racked up more than 100 years of rugby equipment expertise, has designed a shirt for England's home World Cup that is the brand's most lightweight ever.

It includes contoured 'ball deadening' grip placement and it features a 3D injection moulded rose created using 3D body-mapping (to support the varied physiques of a modern rugby player).

became available for pre-sale on 6 July, but won't be released in-store until 17 July.

Replica versions cost from £70, while 2,015 commemorative shirts (identical to those that will be worn by Stuart Lancaster's side) will retail at £120.

The campaign is part of a four-year, £5m deal between Canterbury and England Rugby.

Canterbury is also the overall official sportswear supplier for Rugby World Cup 2015 itself and thus will create kits for the officials, as well as for the England, Ireland, Japan and Namibian national rugby teams.

The sportswear outfit has previously had kit partnerships with both Australia and New Zealand's national rugby union sides and it is also currently has deals with leading club teams like Leicester Tigers, Leinster and Cardiff Blues (as well as being a kit and apparel supplier to hundreds of schools and club sides in the UK.

This inventive shirt launch ran with the #CommittedToEngland hashtag and is part of Canterbury's 'Committed to the Rose' push (which aims to bring to life the sportswear brand's commitment to the RWC home nation) and also fits with its fresh, global umbrella 'Committed To The

Game' positioning which itself launched just three days before the England kit reveal.

Canterbury's new 'Committed To the Game' global positioning will feature on all its product and brand campaigns through the year and was unveiled with a new brand video spot.

Commenting on the launch, Canterbury CEO Chris Stephenson, said: 'Commitment to anything is an inclusive and powerful quality,' said Canterbury CEO at the unveiling.

'Within rugby it is our pledge to connect everyone involved in the game; whether on the field or during a rigorous training regime, through to each fan's dedicated and loyal support for their team.'

While the Thunderclap target was 2015 sign-ups (get it?), by the 6 July more than 3,600 tweeted or posted the first images of England's RWC shirt giving the campaign a fan-amplified 1,937,915 social reach.

This use of Thunderclap isn't innovation for its own sake, but rather using the technology to put the shirt launch into the hands of the most committed supporters.

By offering hardcore fans the chance to reveal the shirt is both a reward and a route to tightening the bonds between the supporters and England Rugby (and Canterbury of course).

Thunderclap, a free service, is a so-called 'crowdspeaking' platform that enables individuals and organisations (and, of course, fans, sponsors, teams and property owners) to rally people together to spread a message.

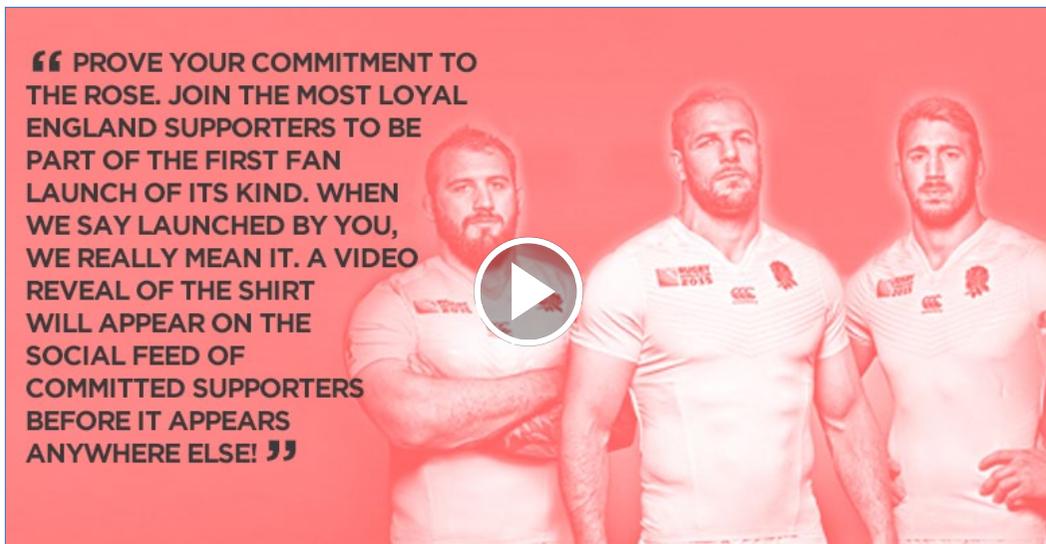
Those who sign-up to a Thunderclap campaign donate their social reach - tweets and posts - rather than money.

Thus amplifying the campaign - which typically range from activism, fundraising, films, creative projects, product launches, as well as promotional and marketing initiatives.

Like other digital platforms like Kickstarter, the site uses an 'all-or-nothing' model - so if the campaign doesn't meet its target number of supporters in the time frame then the organiser receives none of the social reach donations.

Thunderclap is owned NYC development stu-





dio De-De and backed by Australian ad star David Droga who heads the agency Droga5.

Previous brands who've used the platform range from Major League Baseball, to Levi's, Durax and even The White House and The UN. <

#### Puma - Arsenal - 'Powered By Fans' >

More of a mixed-media approach – blending a live event with a livestream – was Puma's 2015/16 'Powered By Fans' kit launch for Arsenal FC.

Puma celebrates the launch of Arsenal's new 2015-16 home kit with a 15 June campaign '#PoweredByFans - #Forever Arsenal' led by both a short online film and a live event at the Emirates.

The short film, posted online at Puma's website ([www.puma.com/arsenal](http://www.puma.com/arsenal)) and screened at the Emirates stadium event, aims to celebrate the role of fans in the team's performance.

It follows supporters around the UK as they 'power up' the team with their enthusiasm.

It culminates with the players walking onto the pitch for a game while the anticipation of the fans manifests itself as a source of their power.

With 285,461 YouTube views in its first week, there was a fairly powerful campaign connection.

Thus, via Puma's web platform fans from all around the world were able to watch the kit launch and be part of the action and Puma streamed the live show from the Emirates on YouTube.

Club legend Thierry Henry fronted the Monday evening launch event with DJ Gilles Peterson.

The former Arsenal and France captain kicked the event off by leading around 1,000 fans in a series of Arsenal terrace songs (typical chants about the North Bank and Clock End).

Before the kit was unveiled, co-presenter Thierry Henry got in and amongst the crowd to ask questions and take selfies with the fans, adding to the fan engagement feel to the campaign.

The chants were followed by a (red) light show heralding the reveal of first-team players Hector Bellerin, Santi Cazorla, Tomas Rosicky, Nacho Monreal and Danny Welbeck wearing the team's new home kit for next season.

Speaking about the new kit, Cazorla said:

'Our fans are incredible and play a really big role in our performance and motivation. Being at the Emirates this evening and seeing so many of them chanting and supporting us was really great. There was so much passion in the crowd, it reminds us how lucky we are to have these supporters. The kit has a lovely design, classic like an Arsenal kit should be with very nice design features.'

Presenter Nigel Mitchell asked the fans at the Emirates and those watching on the live stream to use the hashtag '#ForeverArsenal' – and it was tweeted more than 13,000 times during the 30-minute live show.

Also on Twitter @pumafootball released behind-the-scene event images and responded to fans' questions and feedback on next season's kit.

The live event film has racked up another 221,025 YouTube views thus far.

Both films also drive fans to the online pre-order purchasing platform to 'Click here to pre-order your new home kit at [ArsenalDirect.com](http://ArsenalDirect.com)'.

The kit and fanwear is available from 25 June.

The shirt itself, which sticks with the team's traditional red-and-white – which first appeared in 1933- now sees bold stripes running horizontally on the main body and features a grandad collar and gold piping trim around the collar edge.

Puma's 'Powered by Fans' (running under the #FanPower' hashtag) Arsenal kit launch campaign aims to represent and reflect the importance of the supporters to the club and players and explore the crucial role supporters' play in the on-pitch performance of the team.

The kit marketing – which aims to represent this energy and how it motivates and energises the players – is one strand in this wider big idea.

The campaign was developed with Puma's team and agencies GBH (Gregory Bonner Hale), with production from Outsider, plus post production by Jungle, editing from Stitch Editors, music by MeanRed and media planning by Puma itself.

Other strands of the ongoing #FanPower campaign includes a set of joint player/fan vox-pop style online interviews, such as early June's Oliver Giroud spot (which focuses on away fans and sees Giroud reflect on 18 January 2015's

amazing match) and a Santi Carzola led online film (focusing on the Emirates home crowd and his brace of goals in the 13 December 2014 game.

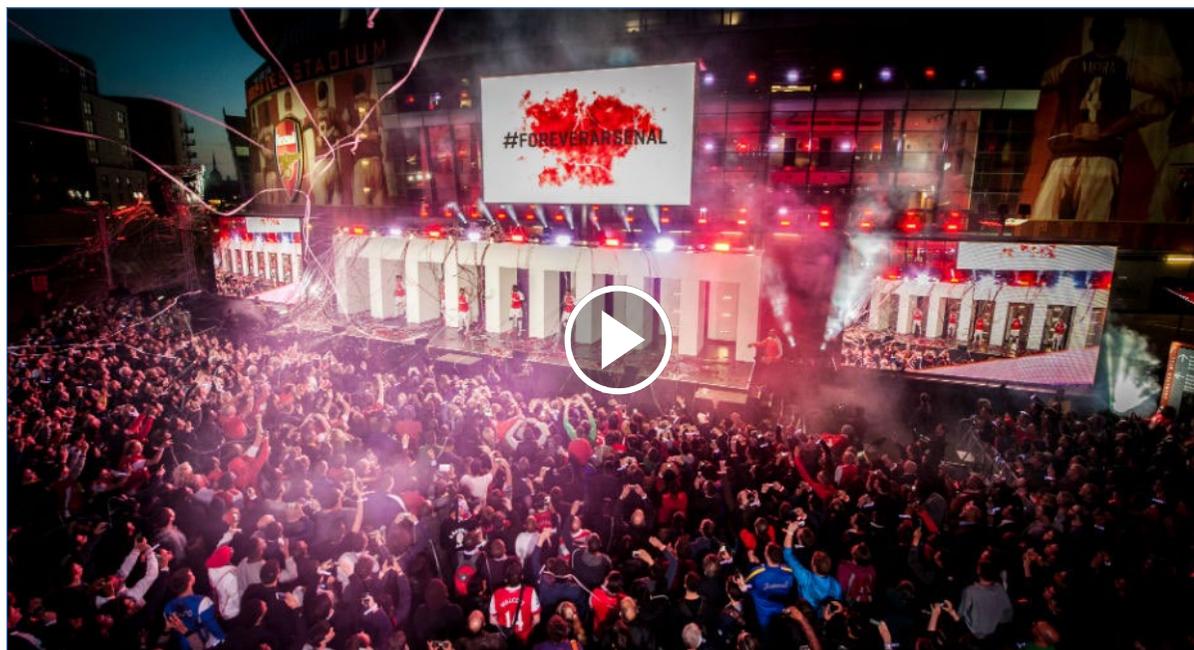
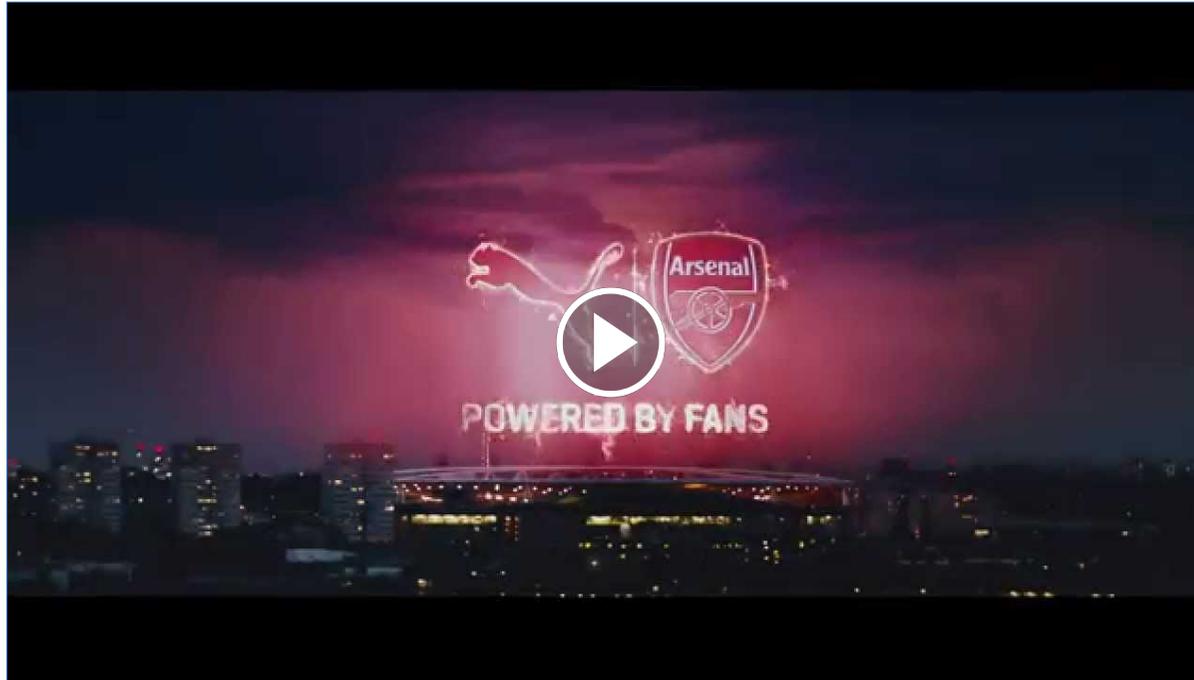
This is Puma's second Arsenal kit since it's £50m, five-year deal last year saw it replace Nike.

The launch was impressive, glitzy, engaging and dovetailed a live physical experience with a real-time streaming and other digital assets.

Was it as 'powered by fans' as it might have been? It's not clear that fans were truly behind many aspects of the launch: did they have input into the kit design, did they help plan/execute the live event or the launch film?

was this a great opportunity (with no official Premier League broadcast rights to consider) to trial other new live platforms - such as real-time video blogging via Periscope or Meerkat - and engage fans over these expanding channels.

Perhaps even applying the fan power principle via fan-created content and having fans Periscope the live event to offer multiple angles and fans perspectives? <



Links >

Nike Website:

[http://www.nike.com/gb/en\\_gb/](http://www.nike.com/gb/en_gb/)

Man City YouTube:

<https://www.youtube.com/user/mcfofficial>

Canterbury Website:

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

Canterbury Facebook:

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

Canterbury YouTube:

<https://www.youtube.com/user/OfficialCanterbury>

England Rugby Website:

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

Thunderclap Website:

<https://www.thunderclap.it/en>

Synergy Website:

<http://www.synergy-sponsorship.com/>

Puma Arsenal Website:

[http://uk.puma.com/en\\_GB/arsenal-fc](http://uk.puma.com/en_GB/arsenal-fc)

Puma Arsenal Kit Purchase Platform:

<http://go.puma.com/d59s2>

Arsenal Kit Purchasing Platform:

[www.ArsenalDirect.com](http://www.ArsenalDirect.com)

GBH:

<http://gbh.london/>

Outsider:

<http://www.outsider.tv/>

Jungle:

<http://www.junglestudios.co.uk/>



Trend 2 > Colour Codes



Football fans are essentially a form of 'modern tribe' - even iconic English zoologist, ethnologist and sociobiologist Desmond Morris says so.

Indeed, most brands are envious of the tribal loyalty that soccer teams command.

And colour is a vital element of tribal identity.

So it's not surprising 'colour' often lies at the creative heart of so much soccer shirt advertising.

Indeed, sometimes, colour alone is enough (and the presence of the actual shirt isn't even needed).

#### Adidas - Chelsea - 'It's Blue. What Else Matters?' >

Back before the start of the 2013/14 Adidas launched a print, OOH, social and digital film campaign to promote the launch of its new Chelsea FC home shirt before it was even released called simply 'It's Blue, What Else Matters?'

The striking, yet straightforward creative depicts nine players showing their club allegiance by being covered head to toe in blue silicone paint.

Artistically crafted by agency The Corner, the activity was initially seeded online and on Twitter and then was later displayed at the team's Stamford Bridge stadium.

Perhaps the bravest tactic in this campaign was the fact it didn't show the new shirt at all. Suggesting that true fans don't really care (or need to know anything) about the details of the new shirt other than that it bears the club's colours.

The results suggested the campaign achieved initial success.

It generated plenty of media coverage across international and national TV (including Sky Sports News and Soccer AM in the UK and ESPN and Sports TV 1 in Brazil) and on many online platforms (such as Yahoo, MSN and Mail Online).

Indeed, within two days of it being posted on YouTube, the behind-the-scenes video had racked up 250,000 views and plenty of positive feedback. <

#### Adidas - German National Team - 'Our Colours Or Nothing' >

Colour codes are a symbol of club or country pride. But issues such as culture, or history

leads to some fans being more tub-thumpingly proud than others. Yet football is sometimes such a powerful force that it can be a driver of socio-cultural change.

With one of the richest histories in international football, big shirt sales for its home team German kit have played a major role in adidas announced this week 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 - a rise of 30% from the company's previous highest single year sales which were back in 2006.

Indeed, it seems the German team is starting to become something of 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.

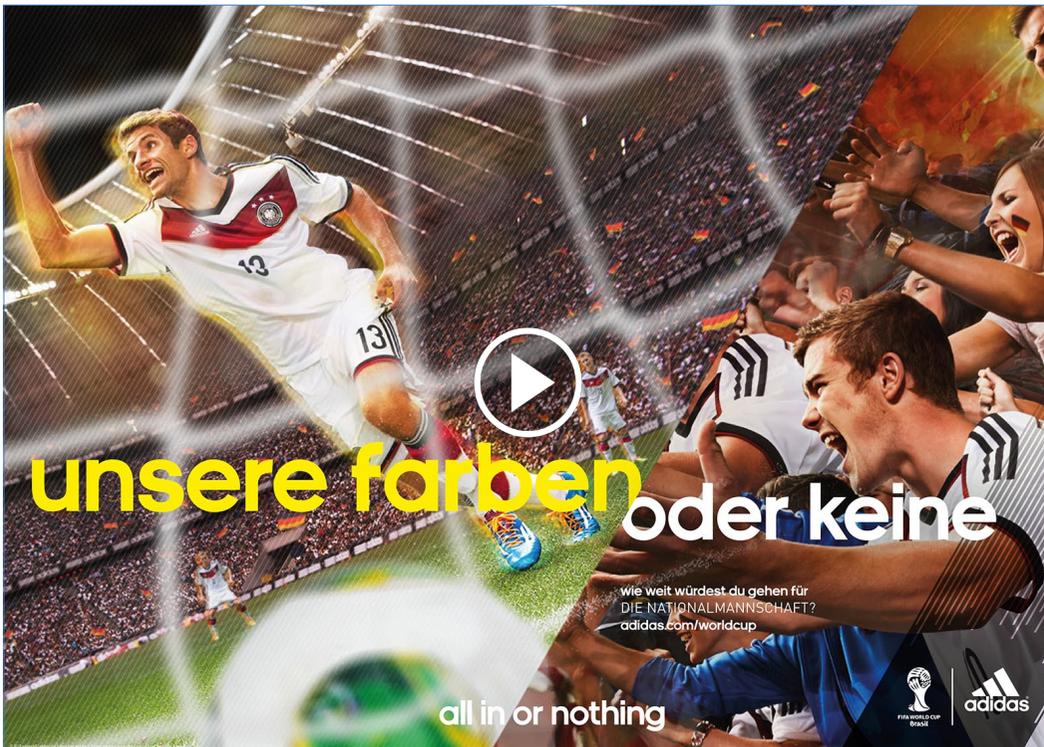
This was further supported by an integrated push spanning press, outdoor, online and in-store push.

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 when Germany played a friendly against Italy 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, who acts as the liaison between the company 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.

Staatz 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 versions and strands within the umbrella campaign.

For example, back in April the umbrella 'Bra-zauca 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',

Then, in May, further specific 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.

Nike may have overtaken adidas in many other sports 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 ahead of last week's latest fiscal year results.

'The brand's presence on the field of play and all around the tournament in Brazil as well as the success of our marketing campaign in social media worldwide is clear proof that Adidas is and will remain the leading football brand,' announced Adidas CEO Herbert Hainer at a media event on Tuesday 24 June (a week into the World Cup).

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.

(In the 1970s, Germany wore Erima kits (Erima is a German subsidiary of Adidas).

In addition to its home nation shirt, the other top selling adidas national side jerseys at this World Cup include Argentina, Mexico and Colombia - each boasting sales of more than one million shirts.

In total, adidas has announced that it expects to sell in excess of eight million jerseys in 2014 (compared to 6.5 million in 2010).

Adidas is the official sponsor and supplier of the World Cup and has nine teams and roughly 300 players competing in Brazil in Adidas gear. Last year it extended its agreement with FIFA to 2030.

Furthermore, the company has said it is on

course to sell 14 million Brazuca official World Cup footballs (compared to the 13 million Jabulani it shifted in the 2010 tournament). <

**Adidas - MLS - 'Jersey Week - True Colours' >**

It's not just individual clubs, or single nations that run colour-led kit campaigns. Entire football leagues do it too.

Well, they do in the USA where the property owner is all-powerful and the league signs kit deals on behalf of all of its clubs.

MLS 'Jersey Week' is being positioned as a league tradition, but is actually the latest marketing experiment in the form of an alliance between the league, its franchises, the players and equipment supplier Adidas.

The league and its kit partner have co-ordinated a series of kit launches (12 to be precise) in late February (25th to the 28th) in order to crystallise the start of the new (the 17th) season and combine individual initiatives into a more powerful unified campaign across the USA and Canada.

While not every club took part this year, by 2014 all 19 franchises are required to unveil a new kit (home, away or third) every single season and participate in Jersey Week.

The long term plan is that every year will see a new theme and the 2013 central concept is 'Jersey as Art'. Thus, the focus of much of this year's activation and PR is the art, creative process and detail that goes in to each team's collaborative process with Adidas

MLS allied with the Futbol Artists Network (FAN) to create the 'True Colors' of MLS.

Artists from across the US and Canada created canvas art utilizing club marks, club colours and jersey teaser images.

The 'True Colors' artwork was featured via MLS social media platforms in the two weeks leading up to Jersey Week using the #TrueColors hashtag.

Jersey Week 2013 was initially nationally launched with a live New York Red Bulls Party event on a Manhattan pier at which artist Curtis Kulig unveiled these original pieces of art featuring the 19 MLS clubs at the launch.

Inevitably, as with so many shirt launches around the world, there were plenty of both earnest and slightly tongue-in-cheek star player interview comments around the new shirt designs. For example, at the New York Red Bulls launch Thierry Henry limited his comments to 'I'll be able to tell you a bit more when I sweat in it.'

In addition to this national event, there were 11 other local events across the country throughout the week where MLS clubs and players unveiled new home, away or third strips at iconic landmarks, museums, transport hubs, museums and shops.

For example, the Colorado Rapids embarked on a 'Jersey Caravan' around landmarks of the Denver region to showcase their new home shirt by including the names of all 1,451 season-ticket holders printed within the darker hoops that wrap round the burgundy kit.

Thus the team actually takes its fans out on to the field with them.

To further support the art-led 'True Colors' campaign and the individual team launch events, Jersey Week was also pushed through coverage on MLSsoccer.com and by a social media campaign using the #JerseyWeek hashtag.

Actually, in advance of Jersey Week itself, all the new jerseys were actually made available for pre-order on MLSgear.com and MLSGearCanada.ca using teaser images.

'Soccer supporters are extremely passionate about everything involving their club,' said Maribeth Towers, senior vice president of consumer products for MLS. 'But the jersey might be first and foremost. It is the crest that is closest to their heart. Jersey Week will celebrate the soccer jersey. Every stitch, every minor detail, every shade is designed in collaboration between the club and our partner at adidas. We're excited to unveil Jersey Week for our supporters.'

Of course, the surface objective behind Jersey Week is to celebrate the soccer jersey, but the underlying strategy is to group marketing initiatives together in order to project a single, nationwide campaign that gets Americans across the country either overtly or subliminal thinking



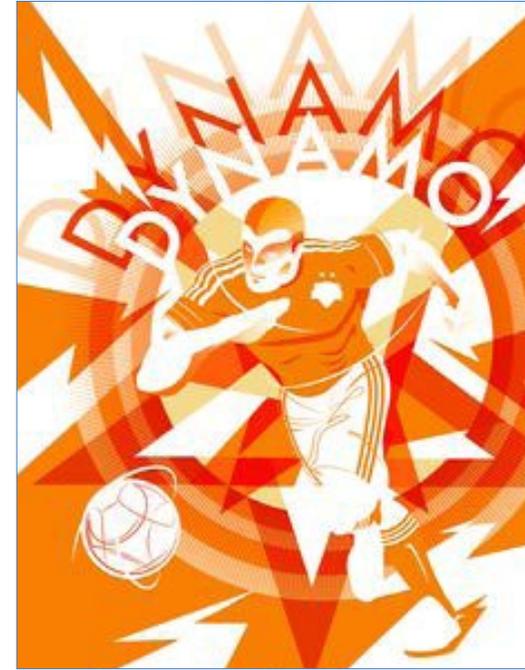
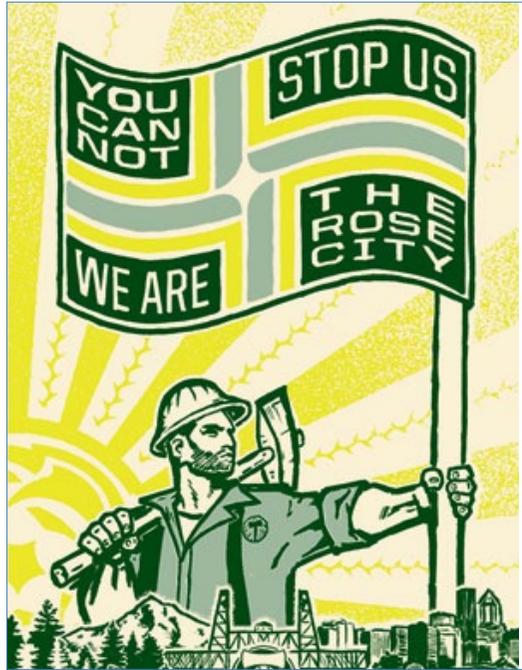
about the new MLS season.

The MLS/adidas jersey partnership has become one of the foundation stones of the league's marketing programme.

Last year, the big MLS jersey news was the announcement that it was chipping each and every players' shirt with adidas miCoach technology. Thus ensuring the North American league would become the first smart league in the world with live data tracking and online analysis tools.

This year it is 'Jersey Week'.

Adidas' MLS partnership deal will see the German giant produce every kit in the league until 2018, so there are plenty of further opportunities for the MLS to unveil additional kit-led league initiatives. <



Links >

Chelsea Website:  
<https://www.chelseafc.com/>

Adidas Football Website  
<https://www.adidas.com>

Adidas Football YouTube  
<http://a.did.as/17hC6R2>

DFB Website  
<http://www.dfb.de/index.php?id=511741>

MLS March To Soccer Webfilm  
<http://www.youtube.com/watch?v=YtubFI9jOpk>

MLS March To Soccer Website  
<http://www.mlssoccer.com/video/2013/02/01/march-soccer-get-excited-mls>

MLS March To Soccer Commissioner Address YouTube  
[http://www.youtube.com/watch?v=S3Hh1AjKO\\_o](http://www.youtube.com/watch?v=S3Hh1AjKO_o)

MLS Website  
<http://www.mlssoccer.com/>

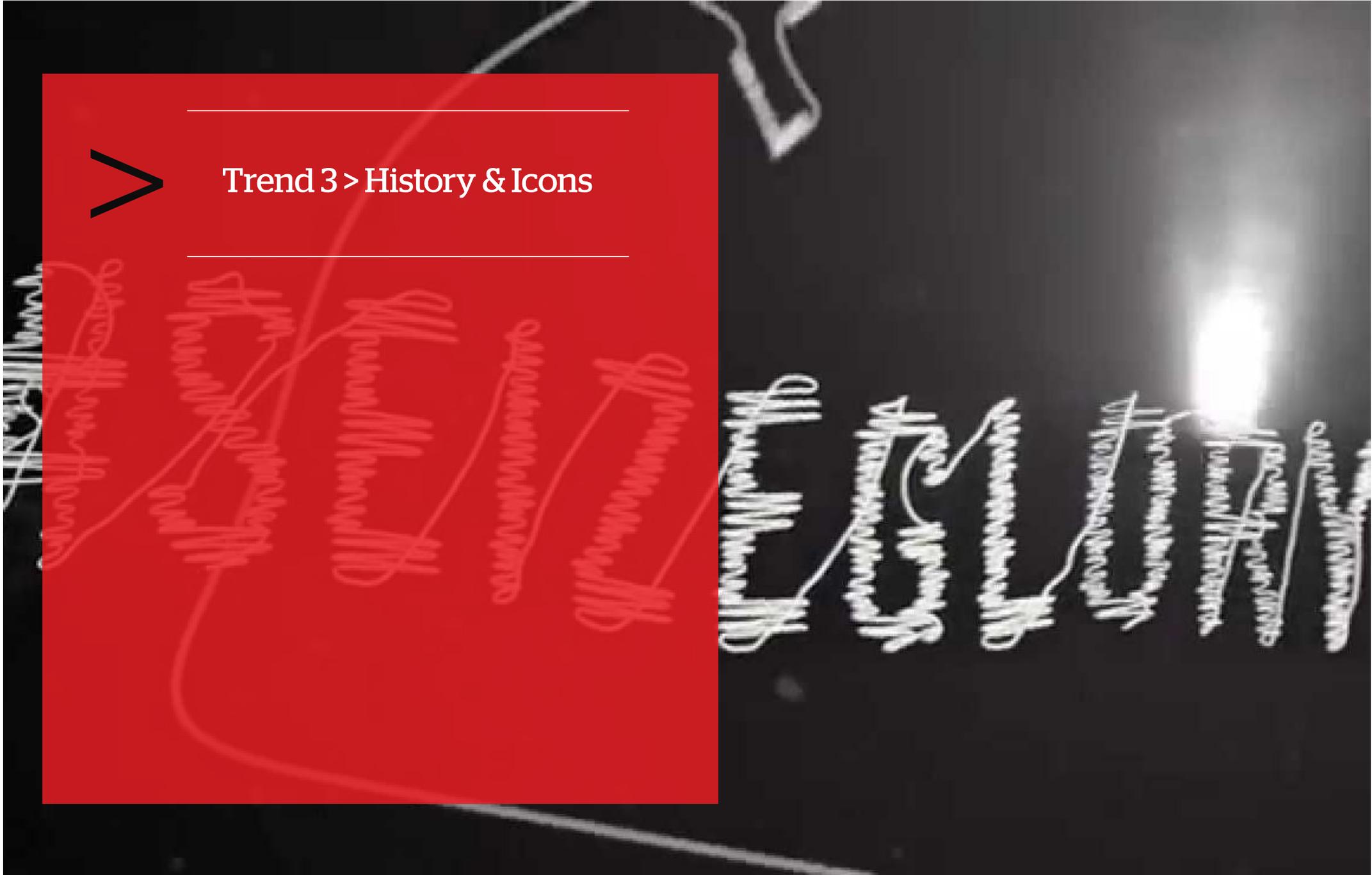
MLS Twitter  
<https://twitter.com/MLS>

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

MLS Google+  
<https://plus.google.com/u/0/+mls/posts>



Trend 3 > History & Icons



Despite (or perhaps even because of) the recent rampant commercialisation of football, teams and their kit partners are increasingly keen to highlight club history and club heroes in their campaigns.

After all, it's the heritage, the past glories and the totemic icons who make football teams something more than entertainment companies and commercial brands.

Little wonder then that as club capitalism rises, marketers are keener than ever to leverage history and heroes in their new kit marketing initiatives. <

**Under Armour - Tottenham Hotspur - 'Seize Glory' >**

Under Armour's 2014/15 Tottenham kit launch aimed to offer an immersive digital experience revolving around legendary club manager Bill Nicholson.

The former Spurs player and manager is perhaps Tottenham's greatest icon and 2014 marked the 10th anniversary of his death.

The initiative, 'Echo Of Glory', aims to pay tribute to Nicholson's great achievements and significant contributions to the club.

The campaign builds on one of Nicholson's most famous and inspirational quotes:

'It is better to fail aiming high than to succeed aiming low. And we of Spurs have set our sights very high, so high in fact that even failure will have in it an echo of glory.'

Fans are also offered their own personal opportunity to engage with the initiative and salute the club legend through an immersive, digital experience running through the season.

Supporters are invited to add their own voice to the 'Echo of Glory' by tweeting messages of support to the team using the hashtag #SeizeGlory.

These supporter messages are then being digitally sewn around the body of Brazil midfielder Paulinho to create the new home shirt.

The home kit, which sees a traditional lily-white shirt set off by a navy blue horizontal stripe running across the chest - includes a jacquard running across the shoulders that bears the 'Echo of Glory' quote alongside a graphic pattern in-

spired by the famous Bill Nicholson gates which lead up to White Hart Lane stadium on Bill Nicholson Way.

Yellow taping on the sleeve cuff and collar adds an additional colour flash to set off solid navy blue shorts and white socks.

While the new away kit features a yellow highlight down the front of the black shirt, with 11 stripes signifying the number of trophies won during Bill's reign.

The official launch was fronted by a set of leading Spurs stars - including Andros Townsend, Erik Lamela, Christian Eriksen and Emmanuel Adebayor - while an online film starring Paulinho (seeded on Spurs own channels and those of Under Armour) drives fans to the SeizeTheGlory digital hub.

Fan engagement is further incentivised by offering lucky winners both the chance of seeing their message of support printed in the match day programme and of winning match tickets to Spurs games.

Sewing fans messages into shorts fabric has been around for several years now.

In fact, adidas All Blacks 'This Is Not A Jersey - Adithread' campaign was built around a similar mechanic and ran was back in 2008.

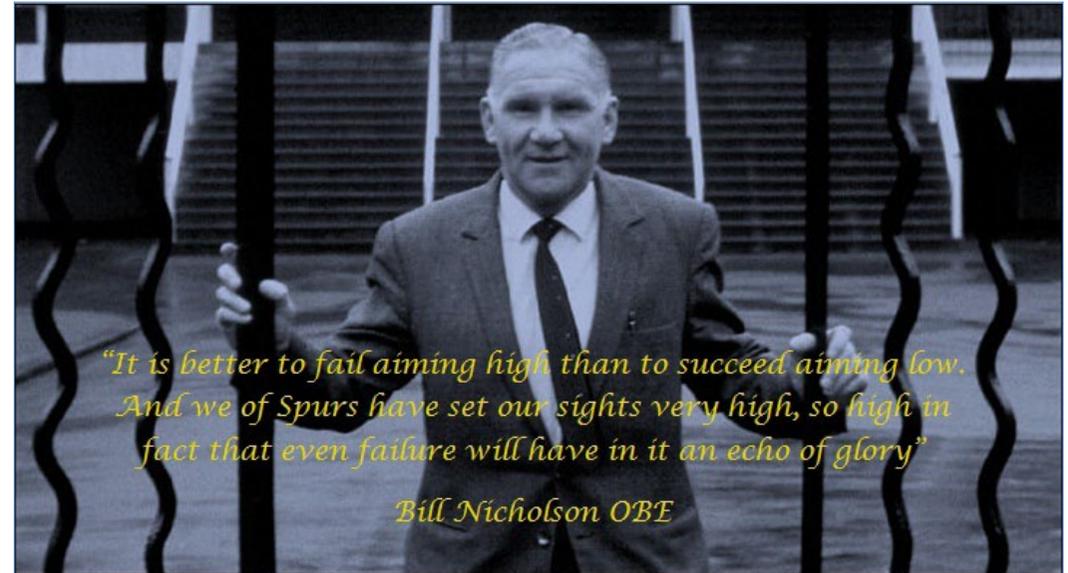
Nevertheless, by building the initiative around an appropriate anniversary of a club legend and by linking the initiative to other owned assets (like the traditional match programme), as well as a ticket sweepstakes, this joint Under Armour and Spurs initiative adds a fresh twist to the approach.

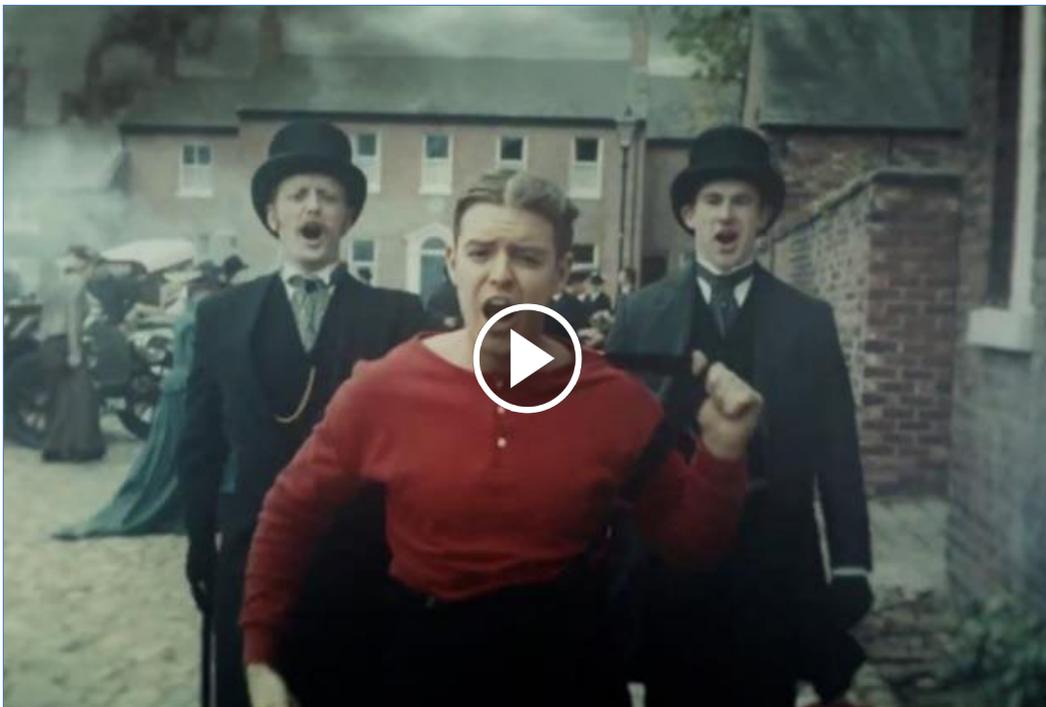
This is a multi-platform engagement initiative in which each element is neatly matched to an appropriate fan platform. <

**Nike/Chevrolet - Manchester United - 'Play For' >**

Following a 2 July teaser trail, Chevrolet ran a new kit-led campaign built around the unveiling of Nike's new 2014/15 season top and spearheaded by a 7 July nostalgia-powered shirt-history commercial.

The 60-second spot, developed by Detroit based agency Commonwealth McCann, takes an emotional look back at the team's famous red





shirt over the years – from long sleeve wool to short sleeve synthetic.

The team was founded back in 1878 and the film features a fan march through the ages all singing the club anthem 'Glory, Glory Man Utd'.

It includes star cameos from legendary players such as Bobby Charlton and Dennis Law and ends with key members of the current side (including Wayne Rooney and Robin Van Persie) wearing the new kit.

The ad spearheads the car brand's new 'What Do You #PlayFor' campaign, which is the final tagline in the spot, and drives fans to the new digital hub at [www.ChevroletFC.com](http://www.ChevroletFC.com).

This new site includes a range of content, features, news and updates and even a tool that allows fans to try the kit on 'virtually'.

The site is available in six languages – thus reflecting the international nature of the club's fan base and the brand's strategy of connecting with and engaging fans outside England.

An interesting mobile/social strand of the campaign uses Facebook and Twitter to promote the new Chevrolet shirt sponsorship to leverage World Cup fan interest and engage Manchester United's world-wide supporter base.

Fans from anywhere around the globe can register their Utd support via a mobile-optimised site to register their support for the club and by posting statement of Manchester United support on Facebook and Twitter supporters can virtually wear the new shirt on its launch day.

Back in March, the Chevrolet/Manchester United partnership was involved in rebuilding football pitches in developing regions around the world, providing balls from the One World Futbol Project and sending famous Manchester United players of the past to coach children in developing nations.

'Our presence on the new Manchester United home shirt is a highly anticipated moment for the club's more than 659 million followers around the globe, and for the Chevrolet brand,' said Chevrolet global chief marketing officer Tim Mahoney.

'From the beginning of our partnership with Manchester United more than two years ago, we

pledged to bring fans closer the game. This celebration of the new shirt will honour that pledge by making them part of the unveiling.'

One of the interesting (and perhaps brave) elements of this spot is that it prominently features all the previous Man Utd shirt sponsors – from Sharp and Vodafone, to AIG and Aon.

This campaign markets the first Red Devils shirt to be sponsored by the US auto giant following 2012's world record seven-year £53m sponsorship deal and sees Chevrolet's name and logo replace previous incumbent Aon on the United shirt.

Sports marketers and sponsorship professionals have been waiting to see how the General Motors-owned auto brand activates its flagship football deal ever since the record breaking partnership was first announced back in 2010 and since the company's ex-global marketing chief Joel Ewanick was fired just a few weeks after the sponsorship was signed.

While Ewanick has been reported to have admitted that the size of the fee contributed to his departure from Chevrolet, he continues to insist it will deliver brand value worth more than 'four times' the initial cost to the car maker.

The story took a further twist a few months back when GM announced its plan to cut the Chevrolet brand in Europe and to return to a primary focus on its Opel/Vauxhall brands.

Thus much of the work saw GM use its rights to promote Chevy in emerging markets. <

#### **DHL/Nike - Manchester United - 'Training Kit' >**

Manchester United and partners are, it seems, keen on leveraging all aspects of club history in kit campaigns – even focusing on the history of the club's training ground to promote the new training kit.

In the early hours of Valentine's Day 2013, official logistics partner DHL announced via Twitter that Manchester United lovers would have the chance to interact directly with several players at the first DHL Man Utd Google+ Hangout.

The @DHL\_ManUtd tweet drove fans to find further details about the live online, multi-

user video chat on Google+ via a bit link and the event was promoted as a platform to give fans the chance to find out more about their heroes and offered an opportunity to pre-post questions.

The week-ahead teaser tweet didn't include either the specific time or the player participants – probably a good thing as when Wayne Rooney, Johnnie Evans and Tom Cleverly did appear in the Hangout, slouched on black chairs in front of the usual DHL/Man Utd logo backboard, they were late for the advertised 12pm start.

The Hangout was part of DHL's 'The Journey From Good To Great' campaign, launched on Google+ in parallel with the new training kit.

The event was subsequently promoted on Man Utd official website with a press release that included more specific details and claimed the first-of-its-kind event was an innovative platform to bring fans even closer to Manchester United and its first team players.

Of course, prowling the digital platform there were the usual number of critical online trolls and mocking City fans attempting to disrupt the hangout. But that is to be expected.

On a more serious note, the delayed start and earlier than expected finish saw many of the online fan posts criticise the hang out organisation.

When the online live event eventually got underway, what did fans really learn?

A few trivial lifestyle insights emerged: such as all three agreeing Phil Jones was the worst dressed man in the squad, Rooney opining that Robin Van Persie wasn't the brightest squad member and all admitting Patrice Evra's control of the dressing room music was under threat from Danny Wellbeck and Ashley Young.

Most of the football-related questions were largely of the standard and banal type: such as Rooney's opinion that Messi was better than Ronaldo and Cleverly answering a question about the chances of the Treble this year with the 'taking each game as it comes' cliché.

One of the few answers that seemed to have slipped past the media trainers, Evans admitted Anderson was the laziest player in training.

Perhaps unsurprisingly, most of the more

interesting, albeit controversial questions sent in from participants were not put to the players.

The Hangout follows the launch of the latest DHL training kit – based on the team's journey from good to great – which revolved around DHL invited players to a photo shoot at the club's former training ground The Cliff.

The idea behind the photo shoot was to provide a visual glimpse of where Man Utd started and to reflect the team's hard working values.

The pictures were paired by a web-based history of the training ground, plus video of players commented on what The Cliff means to them.

Oddly, around the same time as the launch, the media reported Utd had signed an eight-year deal with a new training kit sponsor from 2014.

It had already emerged the club had called an early halt to the £10m-a-year DHL deal, which had been due to run for four years from 2011, by buying DHL out of the rest of the contract.

This early halt came after last July's record \$560m, seven-year, short-sponsorship deal with Chevrolet, which will see the US car giant replace Aon as shirt sponsor in 2014.

The club's vice-chairman and new chief executive Ed Woodward, who will replace long-term boss David Gill at the end of the season, told financial analysts 'At the request of our new training kit partner, we have agreed to withhold further details pending a formal announcement'.

The central idea of using hangout to bring players closer to fans (wherever they might be in the world) and to provide an interactive visual and verbal platform for interaction and participation seems like a good one.

But, like so many others, this much-hyped hangout was essentially an old-school Q&A session. The set-up was formulaic, the questions put to the players were largely vanilla and disconnected, while there was something of a lack of animation and dynamism on the players' behalf.

Overall, few fresh insights truly emerged.

Perhaps, as organisers and participants grow more familiar and comfortable with the platform and its possibilities, more personal engagement and genuine interaction will emerge. <





Links >

Seize Glory Website  
<http://www.seizeglory.com/#/tweet/>

Tottenham Hotspur Website  
<http://www.tottenhamhotspur.com/>

Under Armour UK YouTube  
<https://www.youtube.com/user/UnderArmourUK>

Chevrolet FC Website  
<http://www.chevroletfc.com/en-gl/>

Chevrolet FC Facebook  
<http://www.facebook.com/ChevroletFC>

Chevrolet FC Google Plus  
<http://plus.google.com/+ChevroletFC>

Chevrolet FC Twitter  
<http://www.twitter.com/ChevroletFC#PlayFor?>

Manchester United Website  
<http://www.manutd.com/>

HL Google Hangout YouTube  
[http://www.youtube.com/watch?v=rQmk84Ohd\\_8&feature=youtu.be](http://www.youtube.com/watch?v=rQmk84Ohd_8&feature=youtu.be)

Google Plus DHL Man Utd Hangout  
<https://plus.google.com/+DHLManUtd/posts>

Manchester Utd Official Website  
<http://www.manutd.com>

DHL Website  
<http://www.dhl.co.uk>



Trend 4 > Fashion & Celebrity



Using tactics and tricks (and stylists and photographers) from the worlds of celebrity and fashion - from catwalks to famous faces on the front row - is another oft-used approach to sports kit launch campaigns.

And why not? After all, a polyester soccer shirt might not quite be haute couture, but marketing it does technically count as a clothes category campaign. Furthermore, some kits are now being designed by high-end, famous fashion designers.

This trend stretches across most sports. Indeed, in the week of the Adidas/Man Utd launch, the NBA's Toronto Raptors unveiled its new kit with a campaign fronted by musician Drake.

**Adidas - Stella McCartney - 'Mirror Court Catwalk' >**

Adidas' 2013 Stella McCartney women's tennis collection, for example, was launched with an innovative event that saw several leading players appear on a mirror tennis court.

The glitzy launch on what must be the shiniest tennis court ever built formed a kaleidoscopic visual effect - creating a fashionable image set.

McCartney's new 'Barricade' range, which centres around 'performance-focused tennis apparel with a fashionable spin', was launched by the sports equipment giant and agency Naked Communications at the start of the year's first major tournament - the Australian Open.

The media event was fronted by Adidas ambassadors Caroline Wozniacki, Maria Kirilenko and Laura Robson, each of whom took a turn out on the mirror court which measured 11.4m long, 8.5m wide and 3m high.

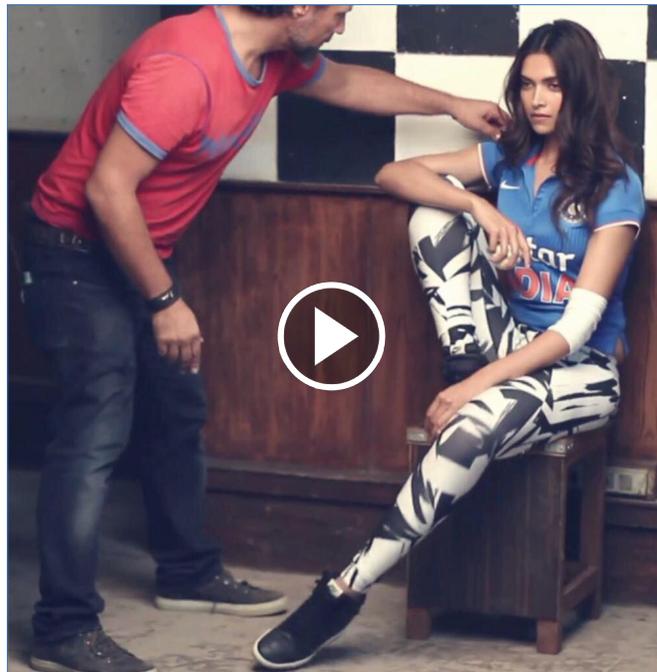
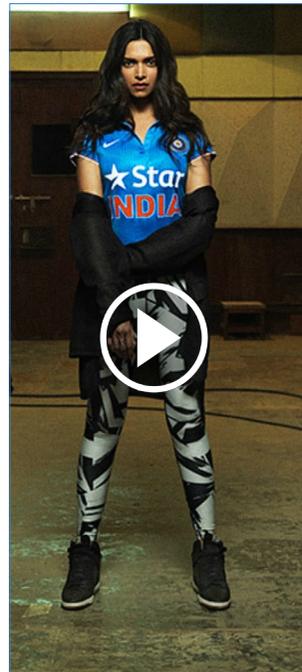
The court itself was built in a Melbourne warehouse - near the Australian Open site itself.

The launch, which aims to mirror the fusion of fashion and high-tech performance materials, was supported by images shot by fashion photographer Astrid Salomon and an event video created by production company Colour Me Films.

The film, which ran across social and online channels, was led by a teaser and then followed by the core spot.

The debut of McCartney's adidas apparel line





is also accompanied by a fan competition running through to 27 January on adidas' Women's Instagram page. The competition asks fans to capture their adidas tennis look "for a chance to win some of the new kit.

In addition to the reflective launch event and accompanying online film and imagery, the campaign also includes a web ad execution which is drawn from a webfilm on the range's new adidas site which includes a behind-the-scenes look at the Wozniacki and Petkovic shoot.

Following the success of McCartney's Team GB Olympic kit for adidas last year, this is the next major step on the partnership between the German sports giant and the British fashion designer.

It revolves around blending the shimmering glamour of the fashion world with top level women's sport - as so many women's tennis campaigns have done in recent years.

The debut of McCartney's collection is the first of 13 further adidas women's campaign which will be launched in the first quarter of 2013 and it'll be interesting to see how many take the route of combining fashion glitz with high performance. <

**Nike Cricket - BCCI - 'Bleed Blue - Padukone' >**

For the 2015 Cricket World Cup, Nike have rolled out another chapter in its ongoing 'Bleed Blue' campaign (activating its partnership with the Indian cricket team for the ICC Cricket World Cup) fronted by Bollywood actress Deepika Padukone

Nike, the official kit supplier to the Board of Control for Cricket in India (BCCI) since 2006 and renewed its partnership in mid 2011 for a further five years taking the tie-up to 2017, used the campaign to launch the latest version of its Indian national team kit for the 50-ver World Cup.

The multi-platform promotion kicked-off a month before the tournament began with a launch event and spot fronted by Bollywood actress Deepika Padukone - who is the ambassador of the new Bleed Blue campaign.

The former badminton player turned Bollywood star wore the kit for a photo shoot by fashion snapper Bharat Sikka and styled by Vogue India's fashion director Anaita Shroff Adajania.

The campaign also included a behind-the-scenes web film from the photo shoot.

Dressed in Nike she also fronts promo idents for ICC Cricket World Cup shows on Star Sports.

The actress took to Twitter to share her new attire with her fans: writing 'Who will #bleedblue with me? Victory in 2015. @bccic @nikecricket'.

Padukone also fronted a press conference for the launch and issued the following statement:

'Whether you like it or not, cricket is a religion in India and it's the one thing that brings people across the world together, as one unit,' she said.

'Cricket was one of the first sports I followed beyond badminton. The minute you think of blue, you think of cricket. and Nike has managed to capture that. Now that we have the World Cup coming up, you can actually feel that people are gearing up. The Bleed Blue campaign really helps to elevate that experience. Blue equals cricket.'

The campaign also included a major story on Indian Vogue (see <http://www.vogue.in/content/deepika-p..>), as well as being covered by other major Indian style publications such as GQ and Conde Naste Traveller.

The Nike campaign continues across its own social channels - particularly on the sportswear brand's Twitter feed.

The 'Bleed Blue' campaign first started for Nike at the last Cricket World Cup in 2011 when India went on to win the title.

The idea behind the campaign is that 'Blue' is not just a colour, but it represents a billion hopes, dreams and aspirations fuelling a cricket crazy nation. <

**Umbro - Manchester City - 'Show Your City' >**

You can't get away from celebrity-fronted, music-led campaigns in sports and when Umbro rolled out its 2012/3 Manchester City kit campaign - featuring Oasis frontman and famous City fan Noel Gallagher - this trend was in full cry.

City, winners of last season's Premier League title, and Umbro launched the team's new kit with Gallagher joining team captain Vincent Kompany for the PR launch.

But perhaps the most interesting aspect

of the launch sees Umbro and City invite fans to come up with ideas to launch the kits.

Between the PR launch and when the shirts go on sale (the away kit goes on sale from 14 July, while the home kit on 26 July) a series of 'Show Your City' fan launches will be released.

This initiative encourages fans to upload their own creative ideas from the campaign microsite.

These start with pictures by music photographer and City fan Kevin Cummins. Cummins is famous for his photos of iconic Manchester bands such as Joy Division, The Smiths and The Stone Roses and took the shots of Gallagher and Kompany in Belgium for the initial stage of the campaign.

Belgian Kompany surprised music fans at the Rock Werchter music festival in his home country by introducing Gallagher on stage prior to the musician's performance. The 80,000 strong crowd cheered as the Belgian centreback embraced the musician on the main stage before his set.

Manchester City captain Vincent Kompany said of the launch event: 'I always look forward to returning to Belgium but this really was a special occasion and a moment to savour. Noel is obviously a huge star so I was happy to introduce him in front of 80,000 fans in my home country.'

While Gallagher himself commented: 'The new home kit is pure class. It might be the best one we've had in a decade. As modern and radical as it is though, it's nice to see Umbro keeping our heritage alive in the new away kit. The best dressed defending champions of all time? No doubt.'

This was the last Umbro City kit - after the Manchester-based sports brand was dumped in favour of a new six-year Nike kit deal thought to be worth as much as £12m a year.

The new shirts take quite different design paths. The home kit keeps City's familiar sky blue colour and incorporates black detailing and trim which takes influence from the 1969 FA Cup and 1970 League Cup winning uniforms. But the new sway strip goes back to the maroon colour worn by the FA Cup winning teams of 1934 and 1956.

Umbro is almost 90 year old and is the long term kit supplier to the England football team with which it has a contract to 2018. <



Links >

Mirror Tennis YouTube  
<http://www.youtube.com/watch?v=ZtyYKd-m8ms>

Online Ad  
[http://www.youtube.com/watch?feature=player\\_embedded&v=HygEo8VnDIU](http://www.youtube.com/watch?feature=player_embedded&v=HygEo8VnDIU)

Adidas By Stella McCartney Barricade Website  
<http://discover.adidas.co.uk/goallin/news/2013/01/p-stella-tennis-news-article>

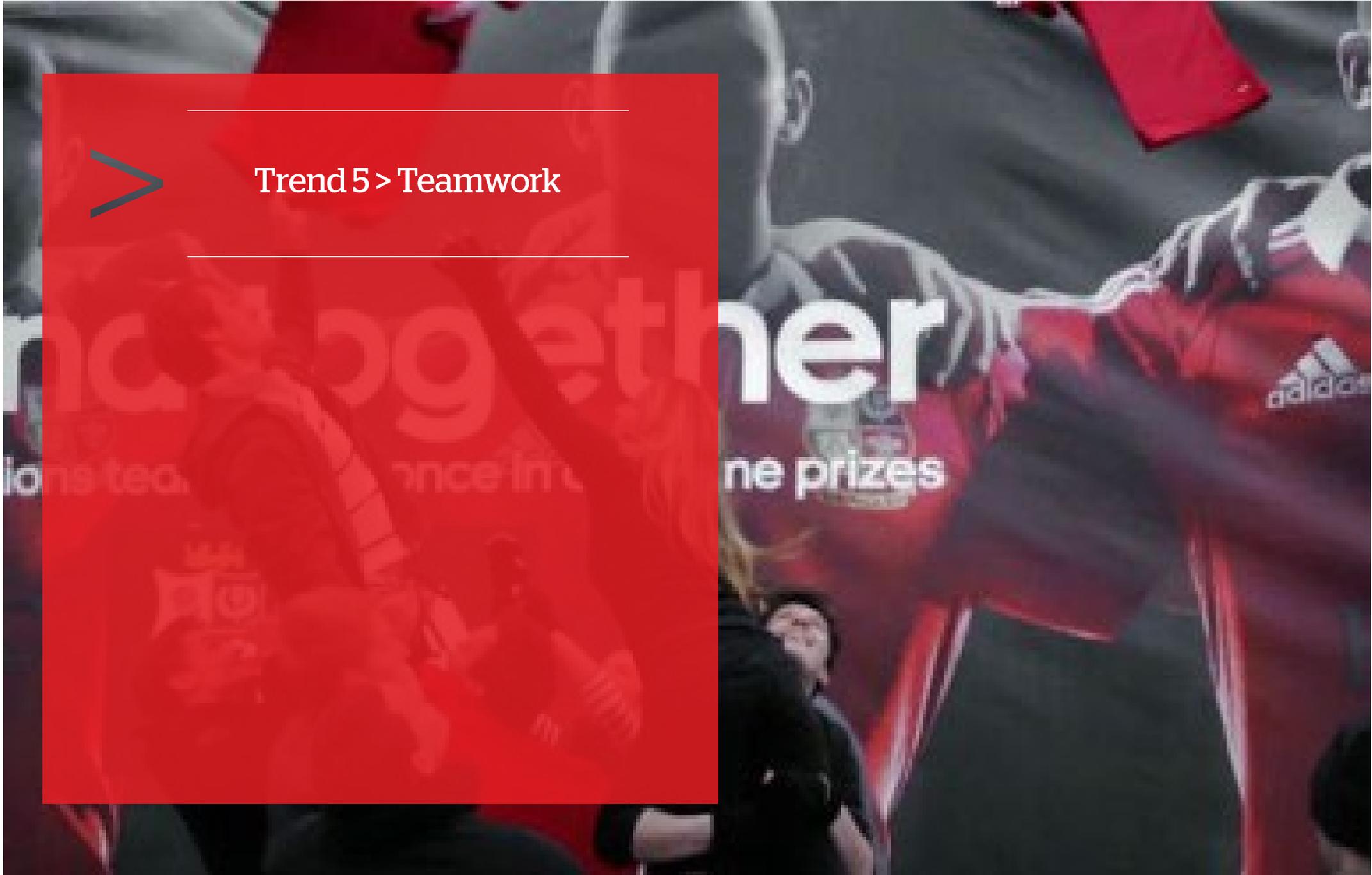
Nike Bleed Blue Twitter:  
 #BleedBlue  
 @nikecricket

Nike Bleed Blue Launch Site:  
<http://news.nike.com/news/iconic-actress-deepika-padukone-sports-new-nike-team-india-cricket-jersey>

Nike Cricket Websites:  
<http://news.nike.com/cricket>  
[http://www.nike.com/in/en\\_gb/c/cricket](http://www.nike.com/in/en_gb/c/cricket)

Man City Website:  
[www.mfc.co.uk](http://www.mfc.co.uk)

Umbro Website:  
[www.umbro.com](http://www.umbro.com)



Trend 5 > Teamwork

No one really knows the true origin of the famous phrase 'There's no I in team', but it remains a favourite of coaches and kit marketers around the world.

Demonstrating teamwork in action is certainly an increasingly common contemporary trend.

**Adidas - British & Irish Lions - 'Teamwork Display' >**

o celebrate the 125th anniversary of the British & Irish Lions shirt, kit partner adidas emphasised teamwork and challenged fans to 'Stand Together' at its innovative kit launch display.

Bringing the brand's 'We're All In' big idea to life, a giant display of a set of Lions shirts just out of reach above fans' heads: too high for one person, but within reach for those who worked together by climbing on one another's shoulders.

Adidas built the huge display outside England's Twickenham stadium so it encouraged fans to work together to get a free Lions jersey. So fans could only reach a shirt if they were lifted aloft by friends, or climbed onto a stranger's shoulders.

Inevitably, following the established principle of 'if you're do it, then film it', the stunt was turned into a short online film and seeded on YouTube.

The film was also hosted on adidas' rugby Facebook page and website which also promoted the new launch. Indeed, its Facebook-led 'Stand Together' campaign also included a fan competition. The main prize was a trip to Australia to watch the Lions on tour. There was also press and PR support for the launch.

As the official kit sponsor of the British & Irish Lions, adidas was launching of the team's new uniforms before England took on New Zealand in December. This was shortly before the start of the Northern Hemisphere's flagship annual Six Nations tournament to leverage interest in the sport ahead of the 2013 British Lions tour of Australia which runs from early June through to July 2013.

The stunt was a fun and meaningful way for the brand to generate pre-tour excitement, and buzz around the new kit launch and leverage some of teamwork principles of rugby and of adidas to create a fun experience for fans and giving them something to take away. <



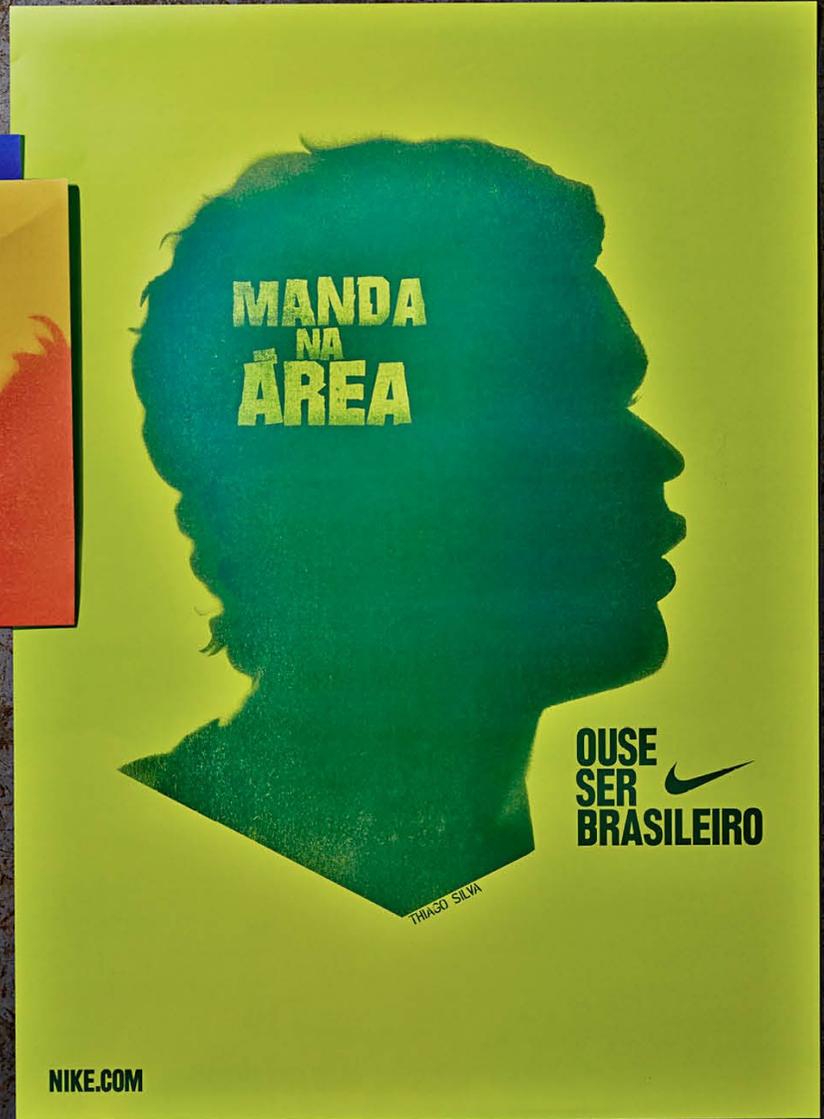
Links >

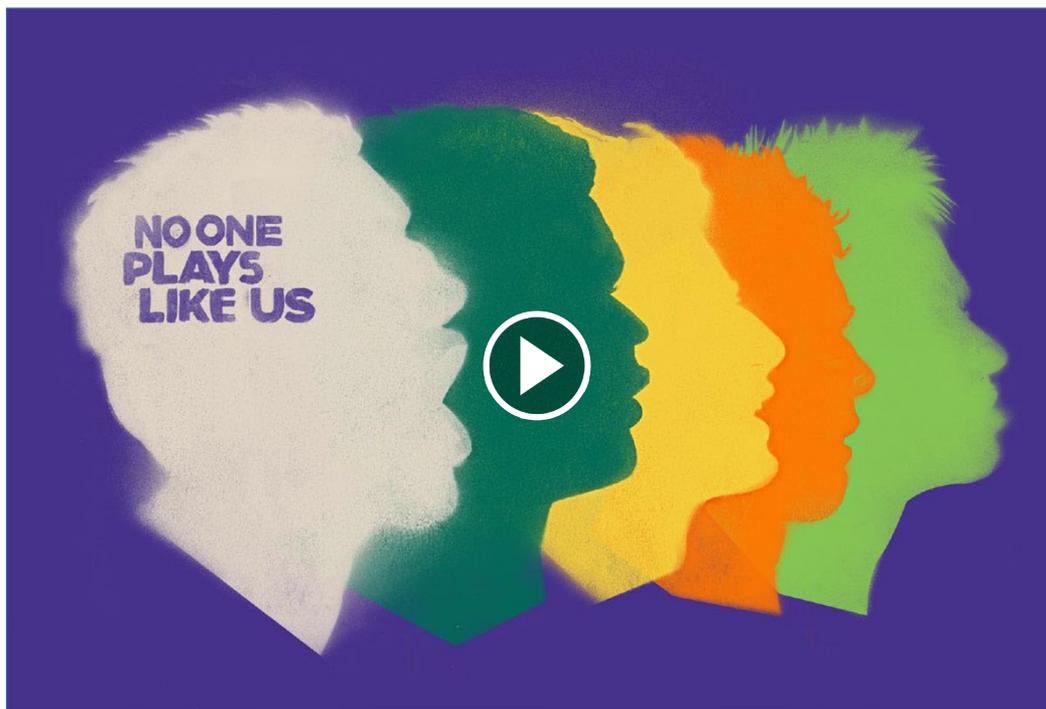
YouTube Launch Film  
[http://www.youtube.com/watch?v=B\\_mLtyHYYkI&list=FLNchiOYhUU7wuKZAmRfCXXg&index=32](http://www.youtube.com/watch?v=B_mLtyHYYkI&list=FLNchiOYhUU7wuKZAmRfCXXg&index=32)

Adidas Rugby Facebook  
[http://www.facebook.com/adidasRugby/app\\_444366915622708](http://www.facebook.com/adidasRugby/app_444366915622708)

Lions Website  
<http://www.lionsrugby.com/>

Trend 6 > Personalisation





The macro trend of customisation and personalisation is partly being driven by technology that empowers individuals and enables brands to give consumers a more individual experience of their products.

There is now a widespread assumption that tailoring products and experiences to individuals is possible in almost every aspect of life – even in the physical world as well as the digital one.

And even in the world of team sports where the emphasis has always been on the collective rather than on the individual.

We're not just talking about putting a customer's name on the back of their shirt either.

How far can football marketers who operate in an environment when teams and crowds are so vital take this trend?

#### **Nike - Brazilian National Team - 'Dare To Be Brazilian' >**

Late November 2014 saw Nike kick off its FIFA World Cup Brazilian national team activation with its 'Dare To Be Brazilian' campaign and new national team shirt launch.

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 and individual player ambassador clips.

These are essentially teasers for the campaign's 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 on 24 November when the kit which will be worn by the Brazilian team at the 2014 World Cup was 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 combines performance innovation, cultural design cues and ecological 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 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 development process, Nike designers used 3D 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'.

Will Brazil win the 2014 World Cup in this kit? Dadly for Nike and the fans - the answer was 'no'.

The Brazil team strip is Nike's top 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).

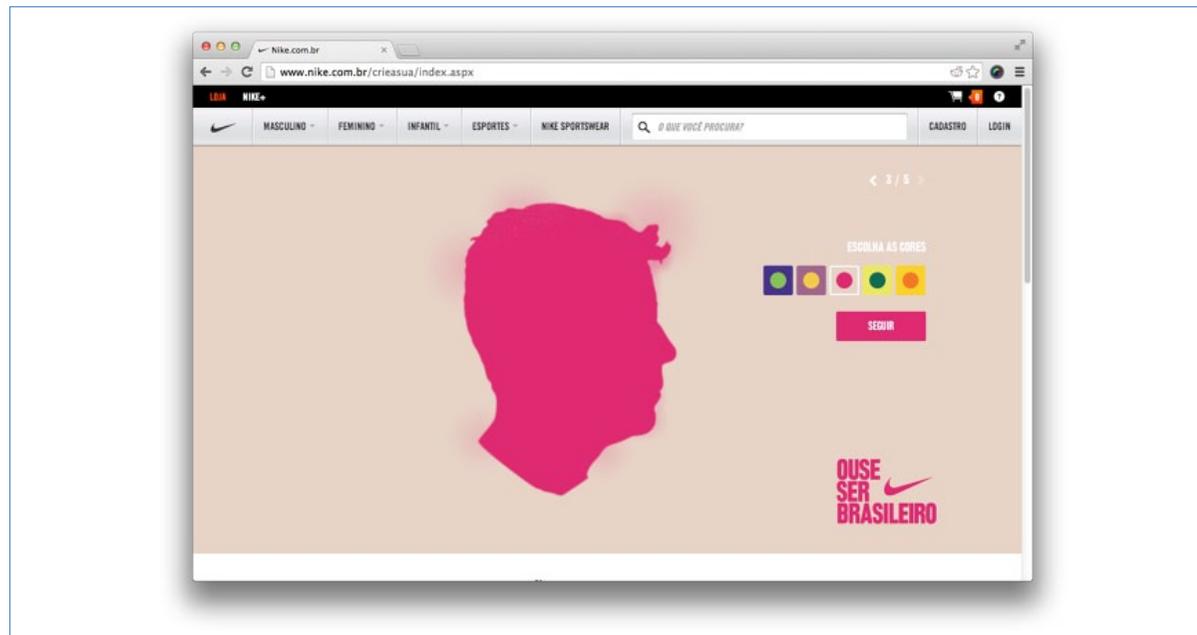
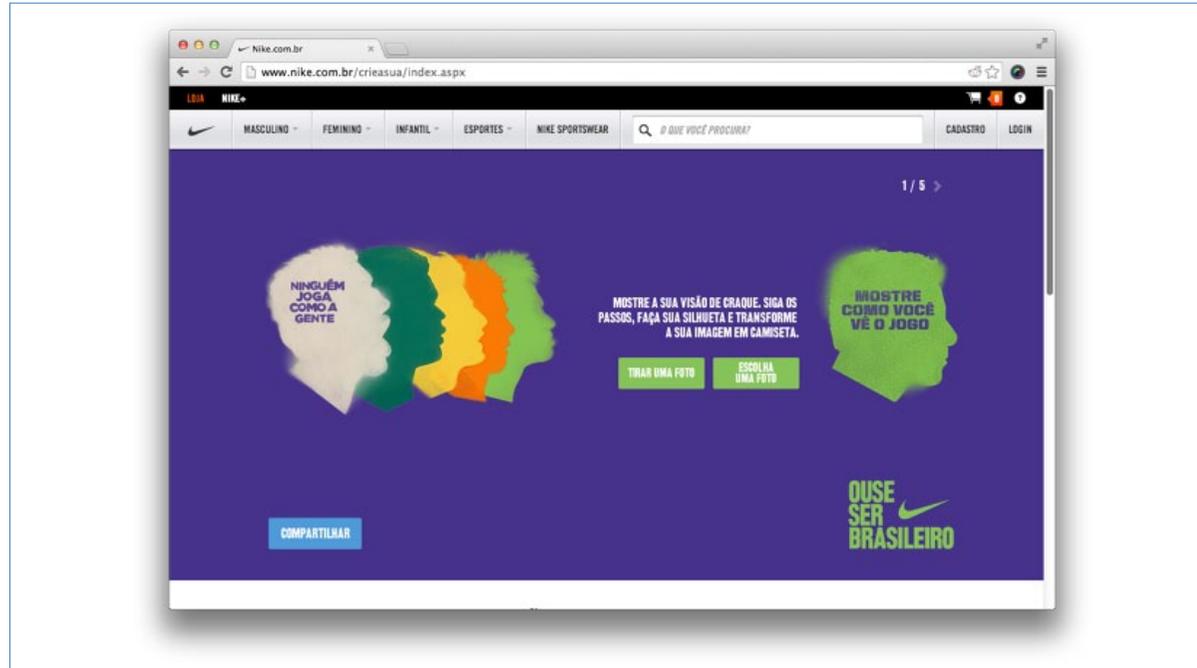
The work kick-started a titanic marketing battle between the two big beasts of the football world - Nike & Adidas - at the World Cup.

Indeed, Nike's campaign launched hot on the heels of rival Adidas' announcement that it had extended its FIFA sponsorship deal to 2030.

This deal sees 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 in what was then considered to be the biggest sports sponsorship deal ever (a reported US\$400m, 10-year deal). <



Links >

Nike Brazil Website  
<http://www.nike.com.br>

Nike Brazil Facebook  
[www.facebook.com/nikefutebol](http://www.facebook.com/nikefutebol)

Twitter Campaign Hashtag  
 #OuseSerBrasileiro

Nike Football Website  
[http://www.nike.com/us/en\\_us/football/ntk-cbf](http://www.nike.com/us/en_us/football/ntk-cbf)

Nike Twitter  
<https://twitter.com/nikefootball>

Nike Football Brazil Kitg USA  
[http://go.nike.com/CBF\\_US](http://go.nike.com/CBF_US)

Nike Football Brazil Kit Europe  
[http://go.nike.com/CBF\\_EU](http://go.nike.com/CBF_EU)

Nike Global Website  
[www.nike.com](http://www.nike.com)





Trend 7 > Alternate Realities



From augmented and virtual reality, to the parallel universes of gaming, graphic novels and fictional cartoons, alternate and simulated versions of reality - in all their hi-tech forms - are now popular kit launch options.

Of course, the focus is less about quantum physics and more about a blend of technical innovation and that ultimate wonder of sport - what might happen (and even what might have happened).

**Adidas - Scottish National Team - 'The Thread That Binds Us' >**

Back in December 2011, following hot on the heel of the Euro 2012 draw, Adidas unveiled the new Scotland kit with what was then a groundbreaking augmented reality ambient launch.

The initiative took place at Buchanan Galleries in Glasgow and was displayed on the shopping centre's giant screen.

Shoppers were encouraged to stand on a marked out spot on the floor, from which they could see themselves on screen standing next to one of the Scotland stars wearing the kit.

Thus enabling members of the public to interact with their idols and share in their football skills in a unique way.

The idea behind this kind of augmented reality technology is to bring fans closer to the action. Furthermore, despite being used in the UK for other launch events (such as Lynx's 'Angels Will Fall' initiative), but it is still novel (and fun enough) to generate good PR coverage.

The creative ran under the tagline 'The Thread That Binds Us' and is part of the brand's umbrella 'All In' concept.

While this is not necessarily an entirely original approach, Adidas should be applauded for investing in this kind of initiative for a shirt launch in what is a fairly small market for them (and for a team that failed to qualify for Adidas flagship 2012 sponsorship event Euro 2012.)

At least an end of year launch for a national team with no games left to play and no tournament hype meant the shirt launch had little other national team media clutter to cut through. <

**Umbro - Manchester City - 'EA FIFA 2012' >**

In late November 2011 Manchester City and kit supplier Umbro allied with gaming partner EA Sports to run an in-game, virtual launch of the club's kit for the current Premier League season - with the new strip worn by a computer-generated Manchester City squad.

The games company has motion-captured all the Manchester City players so that their game avatars' appearances and movements are as life-like as possible. This provides further possible opportunities for content created within EA's latest FIFA 12 game software.

The club is also developing ways in which such content could be delivered via smartphones, personalised QR codes and RFID chips and on its fans' membership cards. City is also exploring how data from the FIFA 12 game, including team and player statistics, could be used to simulate upcoming matches, or be put to other applications for entertainment purposes. It calls this trend 'datainment'.

This approach opens up several sports and shirt marketing silos for the club, kit partner and gaming sponsor.

Player announcement and PR are other part of the City/EA marketing mix.

For example, when the club signed attacking midfielder Samir Nasri from Arsenal, EA had prepared an in-game image of the player scoring a goal wearing the team's sky blue shirt.

City's home ground, the Etihad stadium, is kitted out with permanent installations of PlayStation and Xbox consoles for fans to play the latest EA FIFA game on club match days.

In fact, EA organises City fan tournaments organised by EA.

But the relationship is much deeper than this sort of in-house experience.

EA's Manchester City partnership shows an unusual level of collaboration as both seek to provide enhanced content and improved live fan experiences. EA, the brand behind the market-leading FIFA series of football games, even has two employees entirely dedicated to producing game-related content for Manchester City.





“Sponsorship in its traditional form is dead,” says Man City’s head of partnerships Luis Vicente.

“You have to come up with something that is an embedded, engaging experience with your partners. Brands should be talking about strategic partnerships, rather than sponsorship.”

City is a brand that is ‘doing’ as well as ‘saying’.

Manchester City is a business in the process of being completely overhauled since its takeover by an Abu Dhabi sheik in 2008.

Its approach to sponsorship and partnerships is no exception and its evolving alliance with video game developer Electronic Arts (EA) is a vignette of the new strategy.

Looking forward Manchester City claims it will only seek commercial relationships on the basis of overlapping business objectives and the potential for collaboration.

For them it is less about where its partners can place their logos, or about the size of the financial commitment (cash amount of the deal). Instead the focus is on the ‘fit’ and being able to turn the fit into mutually rewarding relationships.

Of course relationships take time to develop and a degree of experimentation is involved. Both City and EA accept that not all of the potential collaborations between the two brands have yet been realised, or identified, let alone monetised.

Manchester City not only offers EA a promotional platform for potential FIFA 12 audiences, but it is also being used as a testing bed for this new kind of partnership.

The brands will need to illustrate that their new model could be applied elsewhere.

After all, sponsorship directors are one of a slew of divisional heads currently under pressure to prove the value of their deals.

According to an IFM Sports Marketing Survey, 80% of sponsorship bosses say that accountability for spend is greater than ever.

While 67% say that their investment will either ‘stay the same’ or ‘grow’ in 2012.

And yet 85% of those surveyed agree with Manchester City’s Vicente, that rights owners need to be more inventive when trying to engage with fans. <

**Adidas - German National Team - 'Teamgeist' >**

Adidas launches a campaign promoting its German World Cup 2010 football shirt with an online graphic novel and game called Teamgeist.

This initiative places digital content at the heart of the work and the creative revolves around an atmospheric, cinematic digital story and game.

German footballer players, led by captain Michael Ballack emerge in a comic noir landscape and discover an unmarked white team kit.

What follows is a story telling initiative where the plot tracks players attempts to bring the German team identity and values to this blank white kit - to add Die Mannschaft with the country crest and its three stars denoting the country's three World Cup wins.

The story becomes interactive and viewers participate in the plot via an online soccer-style game which recreates those three winning German teams.

The site was created by Stockholm agency North Kingdom - which operates in tandem with a blog an augmented reality style graphic novel and other more traditional promotional platforms.

It's a challenge for a team sponsor/kit provider to create new ways of generated patriotic support - but this idea is genuinely original and brings fresh impetus to the challenge.

An original way to tell a story, to refresh fans support for their national team and to recall past glories.

This campaign links the new shirt to old victories and updates the team's values and standards.

Interactive, reflective and historical, this campaign itself tells the story of how the adidas kit design is inspired by the team's heritage. <



Links >

Adidas Website:  
[www.adidas.co.uk](http://www.adidas.co.uk)

Adidas Scotland:  
Adidas Scotland Jersey Online Shop

Scottish FA Website:  
<http://www.scottishfa.co.uk/>

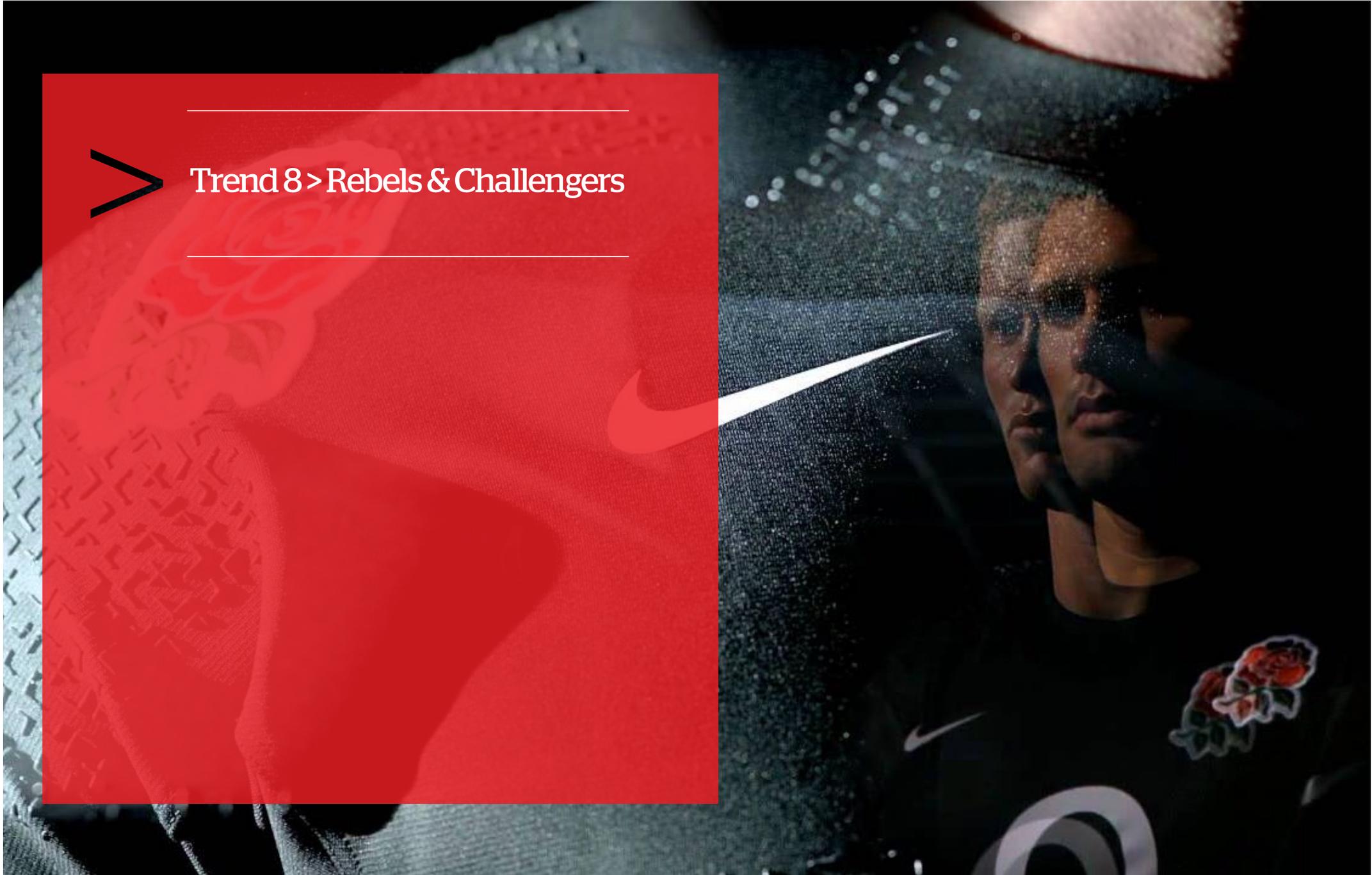
Manchester City Website:  
[www.mfc.co.uk](http://www.mfc.co.uk)

EA Sports Website:  
[www.ea.com](http://www.ea.com)

Adidas Teamgeist Website:  
[www.adidas.com/teamgeist](http://www.adidas.com/teamgeist)



Trend 8 > Rebels & Challengers





With varying degrees of success, it seems that more clubs are trying to position themselves as rebels.

Of course any brand's 'meaning' - how it resonates in the heart and the mind - is a valuable competitive advantage for any company.

But trying to jam a football club into a fundamental archetype positioning can be challenging.

Some teams are a better genuine foil for this approach than others.

St Pauli, for example, with its skull and crossbones club badge, has successfully positioned itself as the rule-breaking outlaw archetype.

But the England rugby team?

Really?

Surely that's a team who's heritage is more 'establishment' than almost any other?

#### **Nike - England Rugby - 'New Blood, New Skin' >**

'New Blood, New Skin', the Nike campaign based around the new England kit for the upcoming Rugby World Cup in New Zealand, is an attempt to engage with a more youthful and urban target.

Launched in August, a month before the competition kicks off, the initiative aims to consolidate Nike's position in the rugby space and leverage excitement around a more youthful and dynamic England team.

Reflecting its relative 'newcomer' status in the rugby world, Nike is introducing a rebellious, deliberately antagonistic black England away kit to drum up controversy as England (who traditionally play in all white) compete in and against New Zealand's famous All Blacks.

The campaign roll out is being staggering through the month with a launch in early August building up to the main promotional work appearing in the days before England leave for New Zealand.

In tandem with Wieden + Kennedy and the RFU, Nike has chosen a combative, street-smart tone of voice laced with energy and attitude,

The launch included long copy manifesto style advertorials in the press - written in response to the furore over the black kit. These run

alongside simple, bold print ads with short copy such as "This September. A new challenge. Shoulders unburdened. The pitch. A blank canvas. Class of 2011. United as one. Injected with New Blood. Wearing New Skin".

This was accompanied by a launch film released online and the campaign also saw Nike fire out Twickenham Stadium (and nearby retail outlets) with kit and campaign related in-store branding and collateral.

Additional campaign elements are scheduled for later in August around the time of the team's departure for New Zealand. This culminated in a giant outdoor billboard at Heathrow designed to be one of the last things the England team see before flying off to the tournament.

To extend the kit launch, Nike also released a matching all black AM1 HYP show with 'New Blood' on the tongue. The shoe debuted at Niketown with an event that featured England rugby stars of the future such as Owen Farrell and Tom Varndell and DJ VIS. The event included a charity auction of a pair of limited edition black shoes and a custom made black Dr Dre headphones.

A further element of the launch saw NikeID team up with London's Ink Lounge to develop tattoos inspired by a blend of the new England rugby player and New Zealand Maori designs. This included live tattooing and a design demonstration.

With this kind of confrontational tone of voice, Nike's partner England will have to live up to the message - youthful, combative and dynamic.

Problem is, that doesn't sound like the English rugby team that we know. <

#### **Warrior - Liverpool FC - 'Expect Us' >**

A big week for Liverpool FC in mid May 2012 saw the club launch its new kit and part company with club legend and two time manager Kenny Dalglish.

The new strip launch marketed the club's first venture following a £25-million-per-year kit deal with new partner Warrior. A sum which was a record amount when the deal was first announced last year.

The partnership marked Warrior's first foray

into the football world. Its previous powerbase has been in lacrosse and ice hockey.

Boston-based Warrior, which was founded by a former Lacrosse player, was acquired in 2004 by sports giant New Balance.

It takes over the club's shirt partnership from previous incumbent and European soccer powerhouse Adidas (who had held the club contract since 2006).

With the new-to-football brand keen to impress, their first kit launch was more than just the usual blend of press release, media event and player pictures.

The new kit sponsor released its own pre-launch online teaser film showcasing its 'Rise Up' campaign.

The creative is based on real life footage in the city and around the stadium and feature's guerrilla style messaging, graffiti and image projections of the players, the brand and the tagline onto neighbourhood walls and the side of the stadium.

The video work integrates with the umbrella Liverpool activation through the #LFCkit hashtag - aiming to drive social media conversation about the brand, club and the new kit. To date there have been tens of thousands of tweets using the hashtag which was trending worldwide on the day after the kit launch.

The pre-launch Warrior film has 80,000 views, while within 10 days of the launch the actual kit launch video has racked up more than 500,000 YouTube views.

This main launch film was seeded across the web and social media. It follows the usual pattern of blending some behind the scenes shots of the new strip photo shoot, with a set of interviews and quotes from players as well as new kit imagery.

"When we sat down to work out our content plan around the 'reveal' of the new LFC kit, social media was at the forefront of our thinking. We know from past experience that kit reveals generate enormous excitement amongst fans and we wanted to reach out to and engage with as many supporters as possible when the clock struck midnight," said Paul Rogers, Liverpool's head of

content.

"With our last kit launch in the summer of 2011, we used our own official website, TV channel, Twitter and Facebook accounts to create a buzz but even in 12 months, things have moved on a lot. This time around, we were keen to maximise the reach of all of our social media channels including our new YouTube channel as well as Pinterest and Tumblr"

Liverpool FC is the world's fourth best selling strip globally. The club reportedly shifts around 900,000 shirts annually. This is an impressive number beaten only by a handful of clubs including Manchester United, Real Madrid and Barcelona.

As with almost all kit launches, the players make positive complimentary copies and the press release talks about how the new kit connects and builds upon the clubs heritage and history.

As for the shirt itself...

An eternal flame and the number 96 is embossed at the base of the neck on the back of the jersey by way of tribute to the 96 fans who lost their lives in the Hillsborough Disaster in 1989. Although the moving of the tribute from the front to the back of the shirt has created some negative responses, despite the club meeting with the Hillsborough Family Support Group

Overall, this latest Liverpool kit does have something of a late 70s, early 80s feel with an all red strip and the return of the gold liver bird trimming and collar.

The club and new partner Warrior will hope that it will help the club recapture its dominance off the English and European football landscape in the 70s and 80s.

Especially after such a disappointing season this year. <





Links >

RFU Website:  
[www.rfu.com](http://www.rfu.com)

Nike Website:  
[www.nike.com](http://www.nike.com)

Warrior Football Website:  
<http://www.warriorfootball.com>

New Balance Website:  
[www.newbalance.co.uk](http://www.newbalance.co.uk)

Liverpool FC Website:  
[www.liverpoolfc.tv](http://www.liverpoolfc.tv)





Trend 9 > Cause & Community

*923 mãos em 54 Blocos*



Why are Latin American football clubs leading the world when it comes to soccer-led, shirt launch cause campaigns?

Is need indeed is the mother of invention?

And Brazil leads the way.

It is hard to find someone in Brazil that is not a supporter of a football team: Brazilians all follow the state leagues, the national league, the European leagues and most other leagues around the world.

If there is a ball and 11 people in each side running for it, people in Brazil tend to stop and watch.

In a country with its fair share of socio-cultural and environmental problems, football was always something that could set inequality aside and make the whole population proud to be Brazilians.

And increasingly, sports marketers in Brazil are coming up with the cleverest and most powerful cause-led football campaigns in the world.

**Penalty/Hemoba- Vitoria FC - 'My Blood Is Red & Black' >**

The beautiful game, it seems, is in the blood of most Brazilians, but Vitoria FC has launched a new campaign to see if its fans are willing to give their red stuff away.

The Serie B team, founded in 1899 in the north east of the country, has linked with the Hemoba Foundation (the Bahia State Blood Bank) on a blood donation campaign that revolves around the team's iconic red and black hooped shirt.

The campaign is called 'My Blood is Red and Black' and revolves around the club's classic shirt.

The side has temporarily removed the red from their kit to focus fan attention on the importance of blood donation and 'doing something amazing'. The red has been swapped for white stripes and the club plans to change back one red hoop according to the success of the campaign.

Thus, once they have encouraged sufficient numbers of supporters to donate blood, the shirt will be restored to its classic colours.

The campaign began with the shirt change

and was launched at a recent match which saw the team carry a flag out on to the pitch proclaiming 'Vitoria has always given its blood for you. It's time for you to give yours. Join the campaign for blood donation that will bring the colours of the uniform Victoria back.'

Fans are encouraged to visit the team's Facebook page at <http://www.meusanguerubronegro.com.br> to find all the details as to how to participate and donate.

To further boost the campaign message the club has created a supporting web film hosted on the team's site and seeded across the internet. The video includes a link to a Facebook page .

'We wanted to do more than just ask fans to give blood,' explains club president Alexi Portela. 'With this initiative, fans of the red and black can participate more actively in the campaign and they will see the importance of a gesture like this that can help save countless lives.'

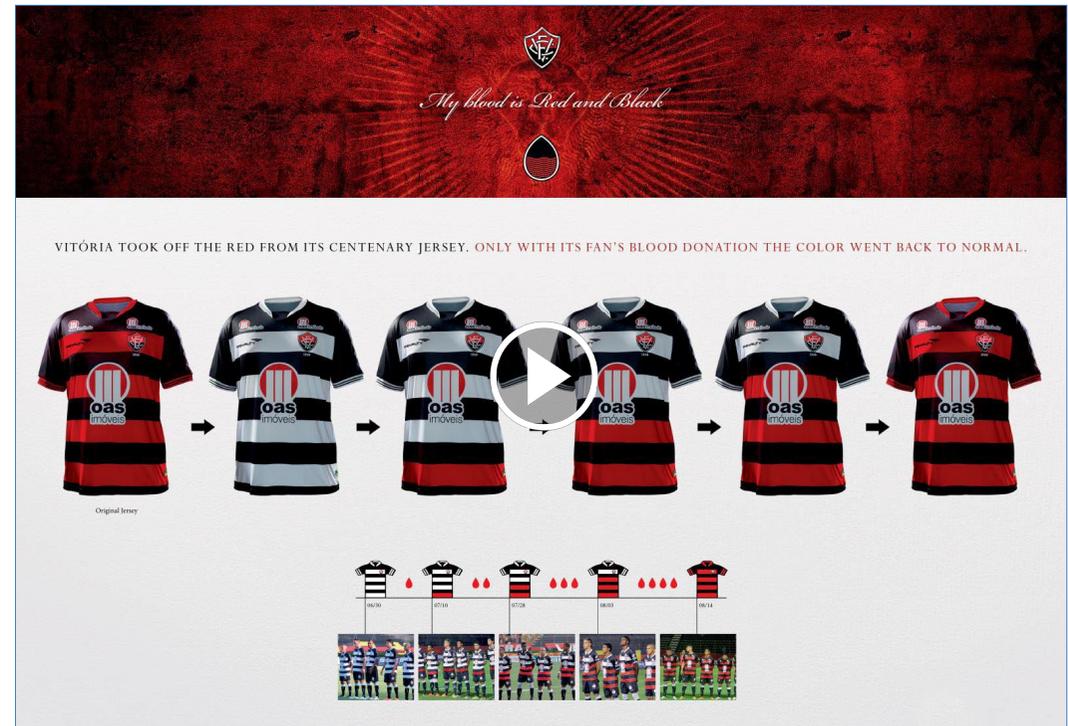
The initiative follows a nation-wide drive to encourage people in Brazil to donate blood for transfusions. Blood donations fall as much as 25% during school holidays, so like football, donations tend to stop in July. This programme aims to reverse that trend.

Other clubs are also joining the initiative. In June Sao Paulo, one of Brazil's biggest clubs, put the slogan "Give Blood" on its shirts for a game in another attempt to help raise awareness of the importance of blood donations.

Furthermore, the percentage of blood donors in Brazil is currently only at 2%. The World Health Organisation recommends the number should be 3%.

It might seem like a simple action, but with the magnitude of football fans in Brazil, the campaign has the potential to reach far and wide. In fact, it has already started to make waves internationally, something which has no doubt exceeded the team's expectations.

Footballers and football clubs are often criticised for their behaviour and financial management, but such initiatives can certainly help combat the clichés and negativity that can sur-



**OBJECTIVE:**

Increase blood donations for Hemoba, the Blood Bank of the State of Bahia. June and July are the months with the most lack of blood. For Hemoba to meet the demand of the population, it was necessary to increase the number in 25% during this period.

**IDEA:**

It's a fact: people only motivate to donate blood when someone they really like is in need. Thus, we decided to make an invitation for them to donate blood to their greatest passion: their football club. We took off the red of the cantenary Vitória uniform. Only with the direct participation of the fans, through blood donations, the color of the jersey would go back to normal. Stripe by stripe as blood was being donated. In the first day of the action, the team entered the field with the uniform without the red stripes. Flyers and a press kit were distributed to the fans, journalists and influencing fans, explaining what was happening. Right after the game, we premiered an ad, narrated by Wagner Moura, actor who did "Capitão Nascimento" in the Tropa de Elite films and fanatic Vitória supporter. The campaign also had ads and a fan page on Facebook. During ten games, the team played with the new uniforms. People were donating blood and the stripes gradually rising.

Campaign launched after the 1st game.



*My blood is Red & Black*



**VITÓRIA TOOK OFF THE RED OF ITS JERSEY. ONLY WITH ITS FAN'S BLOOD DONATION THE COLOR WENT BACK TO NORMAL.**



Original Jersey

New Jersey



**RESULTS:**

Increase of **46%** in blood donations (21% over the original objective).

With an investment of us\$ 15.000.00 was generated **us\$ 8,000,000.00** in spontaneous media.

Approximately 130 million people were impacted: more than 1 billion page views on the web and 935 minutes of TV exposure, including games, after game shows and articles about the campaign. Videogame players developed, on their own, the new uniforms for the Pro Evolution Soccer 2012. The Jersey became the third official uniform of the club and even got a pirate version, which could be found with street vendors. The club immortalized the campaign in its memorial and is producing a documentary. Coincidence or not, Vitória went to the 1st place in the Second Division of the Brazilian Championship.



National and International Repercussion.





round the game. So it's good for the game and for the cause.

It follows on from previous shirt-led CSR initiatives. These included Barcelona's five-year initiative which saw it pay UNICEF to wear the organisation's logo on its shirt (which was replaced by last year's £125m commercial deal with the education-focused Qatar Foundation), Aston Villa's former shirt deal with local children's hospice Acorns and Vasco Da Gama's anti-racist shirt initiative with kit brand Penalty.

Many fans across the world claim to bleed the club's colours, the supporters of this one club now have the chance to prove it.

Vitoria are one of the favourites to achieve promotion this season and perhaps the blood campaign will boost its chances. In their first red-less shirt match they beat Avai 2-0. <

#### Penalty - Vasco De Gama - 'Raise Your Hand' >

Back in 2011 Brazilian sportswear brand Penalty - which is both a sponsor and kit supplier to leading Rio de Janeiro team Vasco Da Gama - has unveiled a third kit for the new season which bears a powerful anti-racist message and a handprint.

The kit and the message leverages the team's history. Back in 1923, Vasco da Gama took a stand against racism by pulling out of the Rio football league after five rival clubs demanded 12 Vasco players leave the club and competition because of their ethnicity.

To commemorate that day, the new kit and the message, Penalty has created a social media strategy, including a Facebook page Orkut app to enable club supporters and football fans to demonstrate their own anti-racist beliefs.

The 'Eu abro Mão' app, a Portuguese term meaning 'raise your hand to show support for a cause', offered people the chance to print their palms on the walls of the Sao Januario stadium.

After clicking 'like' Penalty on the social network, users could then use their webcams to take a picture of their hand. The first 1,923 people who uploaded images had their hands and names pressed on to the stadium's walls.

To promote the initiative Penalty created a YouTube video outlining the events of 1923 when Vasco eventually won the Rio Championship.

This initiative includes both a club-wide and an individual fan approach and engages the community in a cause that aims to cement engagement with game, club and brand.

Attaching itself to a cause gives Penalty a reason to interact with people on social networks and in return creates a reason for people to Like the brand for something more worthwhile than simply playing a game or unlocking some branded content.

But does the 1,923 handprint limit unnecessarily restrict the breadth off the campaign? <

Links >

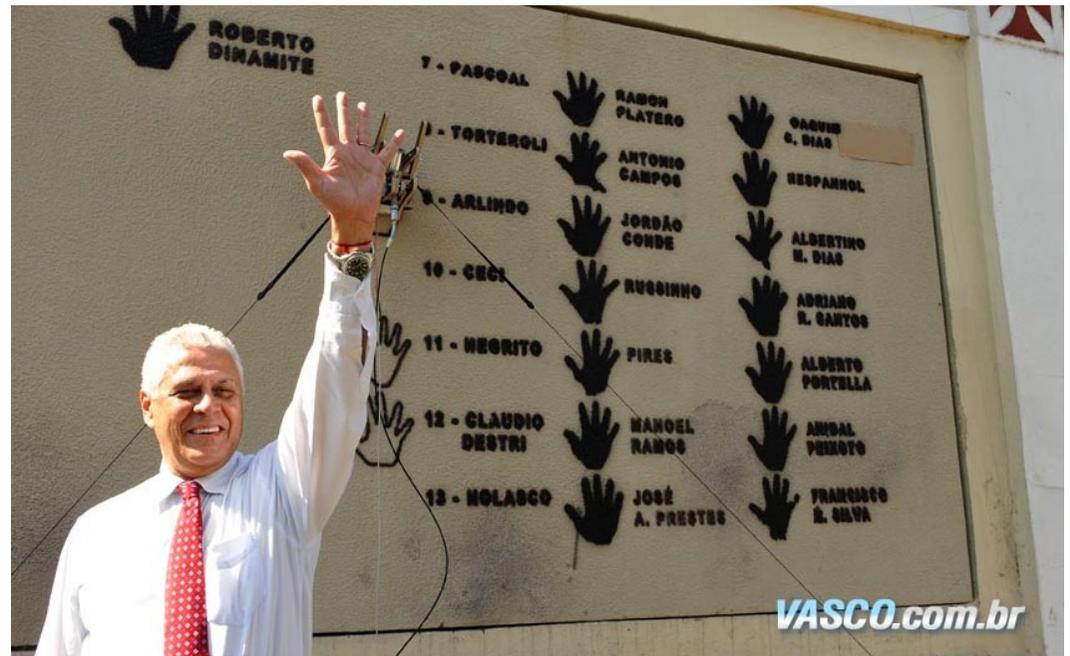
Vitoria FC Website:  
<http://www.ecvitoria.com.br/>

Hemoba Blood Bank Website:  
<http://www.saude.ba.gov.br/hemoba/>

Vasco Da Gama Website:  
<http://www.vasco.com.br/site/>

Penalty Website:  
<http://www.penalty.com.br/>

Penalty Facebook:  
[www.facebook.com/PenaltyBR](http://www.facebook.com/PenaltyBR)





Trend 10 > Gender Equality



From the NFL's female fan focus to the Women's World Cup, many marketers are arguing that 2015 saw a tipping point in the move to equality and to the mainstream for women and sport.

The signs of a significant shift in perception (and thus in promotion) are everywhere.

There was the array of Cannes Lions winning women's sport campaigns - from Under Armour's Giselle Bundchen and Misty Copeland fronted 'Will Beats Noise', to Always' 'Like A Girl' and Sport England's 'This Girl Can'.

Then there are all the 'firsts' at the 2015 FIFA Women's World Cup: a tournament that sold a record number of tickets, attracted record crowds, saw ground-breaking sponsorship activation and saw broadcast rights holders sell out their ad inventory in record time.

There are also facts and figures showing subsequent to the NFL's recent ground-breaking refocusing of its female engagement approach: 45% of NFL fans are now women (that's 80 million women who regularly watch games and 30 million of them describe themselves as 'avid' fans).

With every campaign and every product, the NFL now seeks to target women without patronizing, or condescending to them. Campaigns and league products are made for women, to fit women and for women to feel good in.

The NFL has brought an end to the tired, old 'pink it and shrink it' approach.

And it isn't alone.

In fact, Nike's US National Women's kit launch for the 2015 World Cup went one step further.

**Nike - US National Women's Team - 'No Maybes' >**

Using the copy line 'Built For Brilliance' and the hashtag #NoMaybes, Nike Soccer is rolling out its campaign for its new US Women's National Team uniform for FIFA's 2015 Women's World Cup - and this is no ordinary kit launch.

It's not just the heavy promotion across paid, earned and owned Nike platforms that marks it out as a 'first-of-its-kind campaign, but also the fact that this is Nike's first women's shirt that enables fans to buy men's (and youth) versions and sizes that makes it truly unique.

Previous Nike women's shirts have been available only in women's and youth sizes (while the men's kits for Brazil 2014 were available in women's sizes).

The complete jersey range can be purchased through the Nike Soccer App (gonike.me/Soccer-App), Nike stores and Nike.com and the ussoccer-store.com site.

This new US Women's World Cup replica kit retails at \$90 for both women and men and at \$75 version for youth.

In terms of the marketing, Nike unveiled the kit that the US Women's National Team will wear throughout the 2015 FIFA Women's World Cup at a lunch event fronted by star players Abby Wambach and Alex Morgan.

'The kit and boots feel great,' said Wambach. 'If you look good, you are ready to play well, and when I wear this on the pitch, I feel inspired to play well for my country, our team, and the fans.'

A further key strand of the campaign saw both forwards also made a 'special appearance' on blockbuster US TV show American Idol and on Fox's hit singing show the soccer stars discussed the new home jersey launch live.

The launch saw a special feature shoppable microsite at [http://www.nike.com/us/en\\_us/c/football/usa-national-kit](http://www.nike.com/us/en_us/c/football/usa-national-kit) and was heavily promoted on Nike's own social platforms - particularly Twitter, as well as Instagram, and Pinterest.

According to Nike, the new kit (or uniform as the Americans tend to call it), blends new inspiration and contemporary style with the very latest performance innovation and environmental sustainability.

In terms of appearance, the new white shirt has a black stripe running down the side of the body, through the jersey and shorts, to accentuate player movement. While a 'white-to-volt-yellow' gradient in the socks draws the eye to the feet and the ball.

Two stars have been stitched in on top of the US Soccer Federation crest to represent the USA's two FIFA Women's World Cup victories in 1991 and 1999 (something the men's team kit can't offer - never having won the tournament),





while a black triangular insert punctuates the new streamlined V-neck collar.

Another first for this women's kit launch saw Nike create a pack of women's footwear that includes all four of Nike's boot types – Mercurial, Magista, Hypervenom and Tiempo – in colour combinations matching the new USWNT kit.

'This is a huge moment for these players and for women's sports. It was a privilege to design this uniform for the world's best team,' said Nike Soccer global creative director Martin Lotti.

'When creating for this amazing event so close to home, we wanted to create real impact and make sure it was built for brilliance in every way. This is also the first time we've designed an integrated look from the cleats up. We see the combination of the new uniform and footwear collection as an expression of our commitment to performance, innovation and style.'

While the inside back of the neck features a blue triangular pennant design with 13 white stars, a numeric reference to the original US colonies and a visual reference to the American flag.

In the now perfunctory nod to the environment, all the kits are made from recycled plastic water bottles, while the shorts are 100% recycled polyester. An average of 18 recycled plastic make up each uniform.

Nike has also produced a full range of matching training apparel, plus off-field press and travel wear for the players.

This World Cup looks set to offer a key platform not only for female athletes, but also for sports brands and sponsors to market around elite women's sport.

Indeed, Nike is putting the finishing touches to a women's soccer-specific campaign called 'No Maybe's' for the tournament.

And as part of the "better for it" campaign, U.S. players Christen Press, Ali Krieger, and Carli Lloyd will be sharing their workout routines on the Nike+ training app. "We truly see this as a great opportunity for the women's business," says Lotti.

To break through beyond this summer, says Grazutis, the U.S. not only has to win but provide plenty of drama along the way. "Nike are going to

try to push it as long as they can," he says, "but if there is not a good story behind it, it's difficult."

The black and white kit colour scheme may have caused a bit of a stir (as they are a change from the traditional US red, white and blue), but it's the introduction of men's versions that may be the biggest change with the new launch.

Surely this is a change that will be welcomed by all supporters of the women's national team!

It is also yet another sign of a bigger shift in focus at both Nike, other sportswear brands and sports sponsors too.

After decades seen largely as something of an afterthought, women are now at least co-driver in the marketplace.

'The industry has under-served women for years. Only in the last couple of years have we seen brands and retailers really starting to give women equal weight,' argues NPD sports industry analyst Matt Powell.

'The explosive growth of Lululemon helped demonstrate a new kind of female customer was ready to spend and when a brand can come from nowhere and capture the mindshare that they did, as quickly as they did it woke everybody up.'

This drove Under Armour's search for a new female focus and also fresh approaches not only by Adidas and Nike, but also by brands like Foot Locker, Dick's Sporting Goods.

For Nike, women accounted for sales of around \$5bn (21% of its total \$24bn revenue).

The company is now aiming to grow its women's apparel sector by 12% per year – spearheaded not only by its new US Women's Soccer Kit, but also by the recent launch of its largest ever ad campaign targeted at women 'Better For It'.

While the World Cup kit rollout reflects traditional Nike marketing, the new ad campaign reflects a distinctly fresh approach for women.

Times, it seems, are a'changing and Canada 2015 could prove a tipping point for women's football sponsorship and commercial partnership.

A further sign of a tipping point is that Nike US Women's Team kit launch wasn't the only campaign first associated with the upcoming tournament. <



Links >

US Soccer Women's National Team  
Launch Event YouTube:  
[https://www.youtube.com/  
watch?v=2Xv\\_NaCq2DY](https://www.youtube.com/watch?v=2Xv_NaCq2DY)

Nike Soccer Website:  
[http://www.nike.com/us/  
en\\_us/c/football/usa-national-  
kit?intpromo=wldcup%3Ana-wc-  
hub%3Aapt%3Achoose-usa](http://www.nike.com/us/en_us/c/football/usa-national-kit?intpromo=wldcup%3Ana-wc-hub%3Aapt%3Achoose-usa)

Nike Soccer USA Women' Team - Shop  
The Collection:  
[http://store.nike.com/us/en\\_us/  
pw/womens-fan-gear-usa-soccer/  
ck8Z896Z9zkZnns](http://store.nike.com/us/en_us/pw/womens-fan-gear-usa-soccer/ck8Z896Z9zkZnns)

US Soccer Women's National Team  
Website:  
[http://www.ussoccer.com/womens-  
national-team](http://www.ussoccer.com/womens-national-team)

USA Soccer Women's National Team  
Twitter:  
[@ussoccer\\_wnt](https://twitter.com/ussoccer_wnt)  
[https://twitter.com/ussoccer\\_wnt/  
status/591031254356754432](https://twitter.com/ussoccer_wnt/status/591031254356754432)

FIFA Women's World Cup  
[http://www.fifa.com/  
womensworldcup/](http://www.fifa.com/womensworldcup/)

**Adidas - Manchester United - 'Break Expectations' >**

Which brings us neatly back to the beginning and our report ends with Adidas' blockbuster new Manchester United kit launch and the controversy surrounding its women's shirt.

There was some controversy connected to the kit launch as the design of Manchester United's new women's shirt has been accused by some fans as being sexist.

Some social media posts complained that the female version of the German sportswear giant's Utd shirt has a much lower neckline than the men's version and was therefore discriminatory.

As one United fan, @MUnitedGirl, posted on Twitter: 'Seriously Adidas? Why is the V-neck so low compared with the men's one? Some of us don't like to show cleavage. I call that discrimination. Nike never did that.'

While there were many other comments from fans who, rather than finding the design offensive were very enthusiastic.

Supporter Sonal Raja posted: 'Wow, they actually released a women's shirt this year! About time tbh... It's cute u know. I like it.'

Indeed, Nike did not produce a women's version of the United shirt last season.

In response to the criticism, Adidas said it has taken the thoughts of fans into account before producing the kit - including extensive consultation with female Utd fans.

'Adidas provides an adult shirt which is a replica of what the players wear,' an Adidas spokesperson said. 'Based on research from fans, we also offer a women's shirt as part of our lifestyle range of products. This range has a slightly different design and fit to give fans a choice.'

In fact, Adidas also added that it already makes women's lifestyle range shirt versions for several of its other football club partners - including Chelsea, Real Madrid and Bayern Munich.

A snap supporter survey by the 'The Independent' newspaper on its own Facebook page found that the consensus verdict of its readers was that the new women's version of Adidas' Man Utd kit was definitely not sexist. <



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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.

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**For more information about Activative please contact Jeremy Edwards at:**

- > jeremy.edwards@activative.co.uk,
- > T +44 (0)20 8144 5345
- > M +44 (0)78 1841 6572
- > www.activative.co.uk

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