
ACTIVATIVE > SPONSORSHIP ACTIVATION INSIGHT & INTELLIGENCE



OVERVIEW & SUBSCRIPTIONS

ACTIVATIVE

 ABOUT

The activation of sponsorship rights and partnership marketing is more creatively and strategically complex than ever - but the potential rewards are greater too. Activative provides unique intelligence and insights that keep our clients - rights owners, brands, agencies and professional services - at the forefront of this evolving landscape.

The old sponsorship model, based on one directional brand-biased claims, vanilla hospitality, logo badging, eyeball metrics, cost per thousand, reach and frequency, is being replaced by one based on authenticity, customisation, dialogue, interactivity and permissive engagement.

Sponsorship is flourishing in this new environment as brands seek symbiotic passionate platforms around which to build consumer conversations.

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

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

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

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

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

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

Activative's subscription service is based around three core pillars:

> **Source:** the world's no.1 sponsorship activation case study resource

> **Insight:** our monthly analytical trend/property briefing service

> **Platform:** a live, curated sponsorship activation online magazine

In addition, for those with a specific challenge or in need of a deeper dive, Activative's research and consulting division offers a range of bespoke services: from property activation reviews and brand/industry reports, to stimulus showcases, strategy and trend presentations, briefings and workshops, as well as responding to specific client project briefs. <



Activative Source > Campaign Database

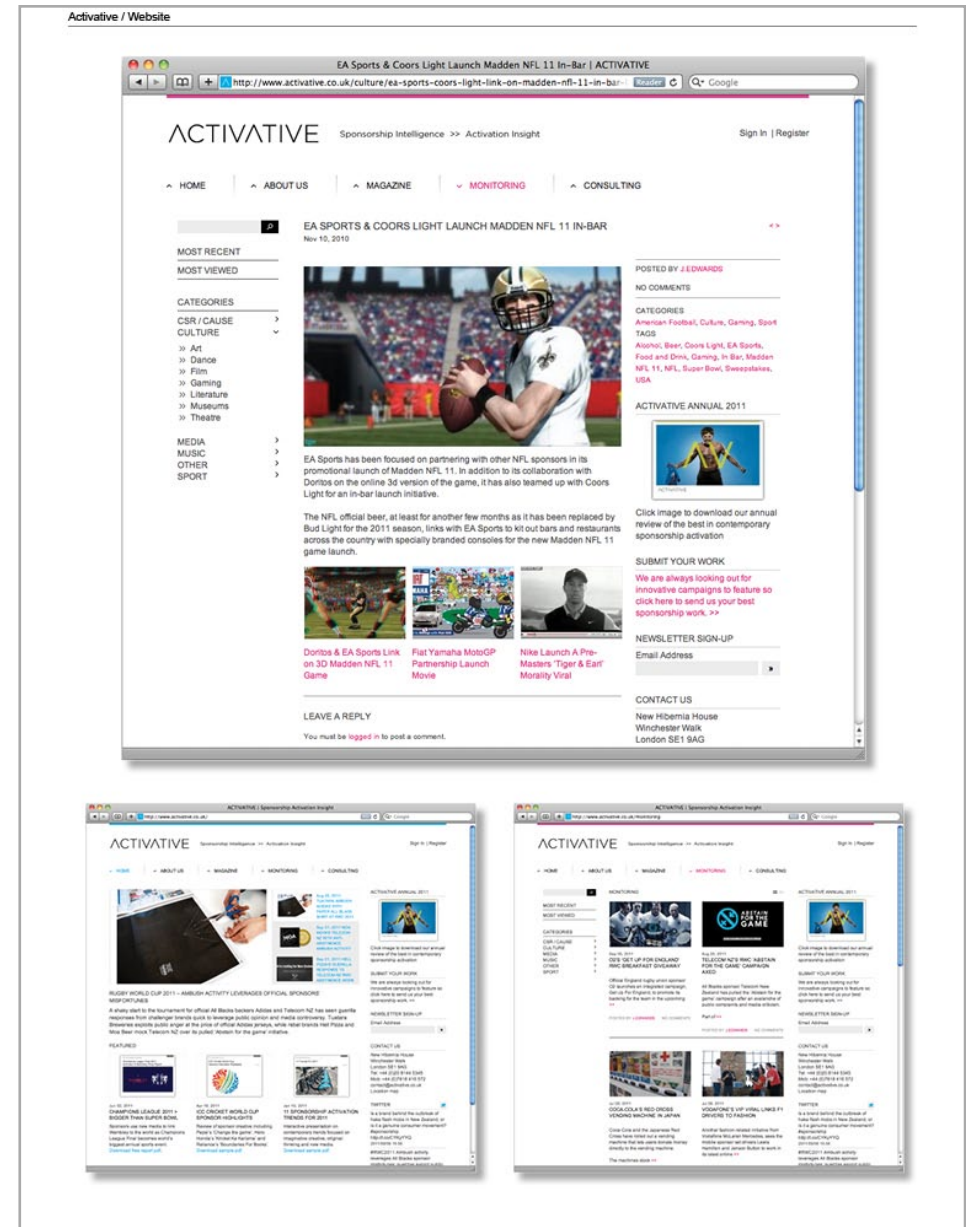
Our unique 'Source' sponsorship activation monitoring service blends a weekly newsletter of breaking contemporary campaigns with our world-leading database of case studies. Global in reach, the focus is on innovative work and blockbuster campaigns that demonstrate cutting edge activation. This service provides an analytical case study feed of what is new, breakthrough and creative in the sponsorship activation space. It stimulates creative thinking, keeps clients up-to-date with the evolving landscape and provides an in-depth research resource.

Overview:

- > A unique sponsorship activation intelligence service
- > The world's no.1 collection of campaign case studies
- > Analysis of objectives, strategies, tactics, creative & media
- > Complete with embedded & linked creative assets
- > Offers independent comments & actionable learnings
- > Provides creative stimulus & idea generation
- > Explores links to relevant contemporary trends & tech
- > Provides deeper property/event understanding
- > Framed insights into categories, industries & brands
- > A 24/7 searchable activation case study database
- > Includes a weekly 'best of' newsletter sent via email

Methodology:

- > Experienced analyst team monitors 1000s of global sources
- > Covers the sponsorship, partnership, brand alliance space
- > Inc sport, music, arts, culture, eco, cause/responsibility
- > Focus on innovation, originality, bravery and impact
- > Search by category, property, industry, brand & country
- > Community & client-only comment facility





Activative Insight > Briefing Reports

Our monthly 'Insight' briefing service explores breaking activation trends/topics and pinpoints why they are important to your brand and business. We explore the key drivers of change and link activation to socio-cultural-economic-techno trends to provide a holistic perspective. The briefings offer low latency analysis of contemporary trends and 'first light of dawn' innovation (and include illustrative case studies).

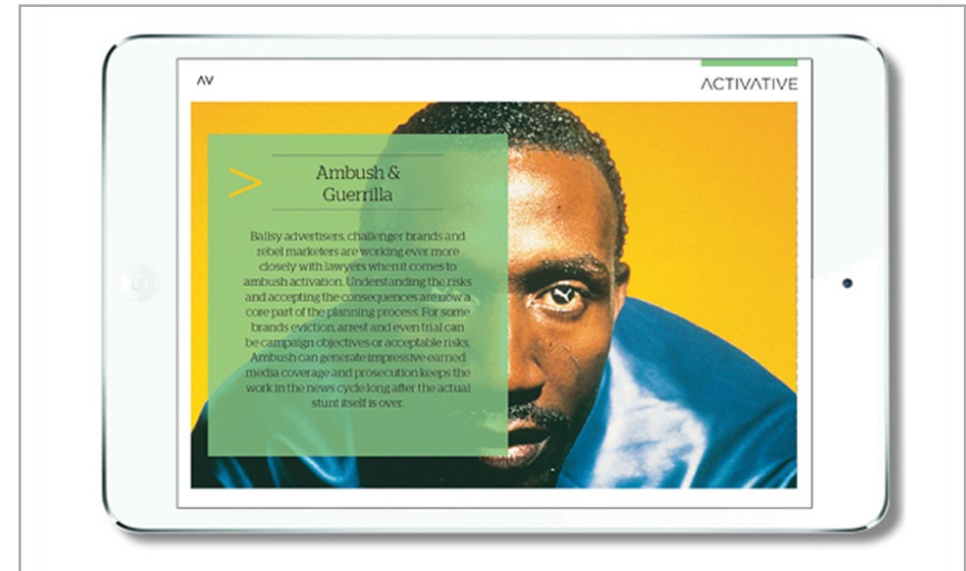
They act as an early warning system - alerting clients to the new trends and how to effectively leverage evolving consumer habits and new technologies right across the sponsorship/partnership space.

Overview:

- > Analytical briefings on the 'now' and on the 'immediate future'
- > Boost understanding of innovations impacting the space
- > Spans traditional sponsorship & new partnership/alliances
- > Adapt to new opportunities & leverage sponsorship shifts
- > Explores fresh ways of working and underlying principles
- > Helps reframe how clients think and develop
- > Broader mindset & a better understanding of benchmarks
- > A tool to help clients set their strategic/creative vision
- > Online access to archive of all previous briefing reports

Methodology:

- > A set of 4 briefing reports on separate topics/trends per month
- > Reports available online and delivered via a monthly email
- > All reports collated into our end-of-year 'Activate Annual'





Activative Platform > Curated Magazine

‘Platform’ is our curated, live magazine aggregating the best sponsorship activation content from across the digital landscape. With an emphasis on notable and cutting edge creative, it blends online news and views, analysis and opinion from stand-out sponsorship marketers and leading property owners, brands and agencies.

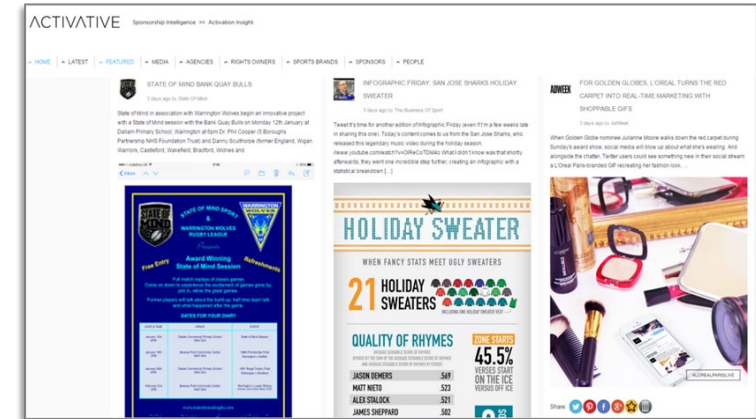
Ideal both for those looking for a quick snapshot of the latest breaking sponsorship stories as well as those looking to browse the best sponsorship activation material across social media. Platform assembles highlights from 1000s of global resources.

Overview

- > Our curated review of online sponsorship activation content
- > A live digital magazine offering key content as it breaks
- > Aggregates activation-led content across social media
- > Content spans news and views, opinion and analysis
- > Collates key property owner, sponsor, agency output
- > Offers current snapshot of partnership/sponsorship space
- > Focuses on breaking, active sponsorship campaigns
- > Immediate click through to original story source
- > Offers fast browsing for perusers of partnership work
- > Search by rights owner, brand, agency and sportsbrand
- > Covers the sponsorship, partnership, brand alliance space

Methodology:

- > Aggregates the best content from 1000+ sponsorship sources
- > Collated from web, RSS, Facebook, Twitter & YouTube etc
- > Filtered by an experienced editorial team
- > Updated on a daily basis





Activative Bespoke > Research & Consulting

Our dedicated consultancy division offers a bespoke project service to sponsorship professionals seeking intelligence into particular partnership problems and solutions to specific sponsorship challenges. The team's objective is to deliver hands-on help to maximise value and deliver change. We are committed to equipping our clients with the knowledge and insights to increase their confidence to be braver, and to create more groundbreaking work. that both engages people around passion points and maximises the value of their sponsorships.

BESPOKE

In addition to our subscription package, we also offer a range of bespoke research and consultancy services for those responding to a specific challenge and clients seeking a deeper dive.

Our bespoke projects are crafted according to individual client briefs and can range from specific property/competitor research, planning projects and pitch support work, to inspirational presentations at rights owner away days, best practice showcases, interactive workshops and analytical reports.

Typically these projects are primarily built on our world leading activation expertise, but they are often supporting with other sponsorship silos

such as statistical analysis, consumer research and media exploration.

Our approach to bespoke work is based on 'partnership' and we treat these projects as client 'collaborations' rather than as independent, isolated exercises. The aim is to help unlock our client teams' own potential to implement the most powerful, innovative and effective activations.

Bespoke projects are priced according to brief and budget.

Activative also produces interactive, analytical activation reviews of some blockbuster global properties - from FIFA's World Cup, UEFA's European Championships and World Rugby's World Cups, to generic 'best of' reports on topics such as music festival activation or arts and culture sponsorship. <



WHO WE WORK WITH

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

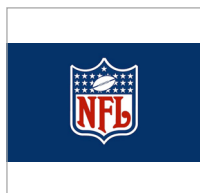
We have worked for some of the biggest property owners on the planet: from global rights owner giants like the IOC to heavyweight sports leagues like the NFL and the NHL, and from iconic event organisers such as Glastonbury Festival to small, independent theatres like The Tricycle.

On the brand side we work with sponsors from a huge range of industries and markets - including many of the biggest FTSE 100 and Fortune 500 com-

panies such as BMW and France Telecom, as well as Indesit and SAB Miller.

Our agency clients include both specialist sponsorship and brand engagement agencies (such as Havas Sports & Entertainment and Synergy) to classic advertising agencies and global networks (including Dentsu and McCann).

We also work with a varied range of other sponsorship related organisations and firms. These include broadcasters and media outfits (including the BBC, Campaign and SportsPro), as well as leading industry bodies such as ESA (European Sponsorship Association) and the SMCC (Sponsorship Marketing Council Canada), plus sponsorship awards and conference companies (such as the UK Sponsorship Awards and DMS Sports Marketing Days). <



 SUBSCRIPTION FORM

To subscribe, simply fill out the form below:

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> Tier One: 1-25 users = £2,000.00 ☐

> Tier Two: 26-50 users = £2,750.00 ☐

> Tier Three: 50+ users = £3,250.00 ☐

** Subscriptions run on an annual basis (12 months).*

** They are tiered according to the size of the client team.*

Then simply sign below

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and return this page by email or by post to:

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Then Activative will be in touch to activate your service.

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THANK YOU



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