



ACTIVATIVE ANNUAL 2017/18

SPORTS MARKETING, SPONSORSHIP ACTIVATION & PARTNERSHIP LEVERAGE

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The trends and work in the 'Activative Annual 2017/18' are rich and varied, but the single thread unifying them all is an understanding that sport has now fused with entertainment and with the societal realities outside the stadium.

These brilliant, brave and inventive marketing initiatives - sportswear ads, rights-holder campaigns and sponsor activations - all recognise that sport is no longer just an escape or a separate silo ring-fenced from the wider world.

Sport - from supporter passion to the business of sport - now blends with the entertainment space and melds with music, fashion, film, theatre, art, curation and culture.

Sports marketers can't simply consider supporters, teams and governing bodies, but must embrace wider consumer and community groups and, yes, even governments too.

Because 2017 was the year that finally killed off the tired old cliché that sport and politics don't mix.

Just consider the concrete connections between #IResist and #TakeAKnee, or #MeToo and #ThisGirlCan.

The best work understands that fans and consumers, sports stars and celebrities, or even teams and governing

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bodies do not leave their societal perspectives, values and realities at the turnstiles.

As well as thriving at the core of our collective culture, sport is also part of the contemporary communication, media and technology landscape too.

The more sportswear, rights-holder and sponsorship marketers understand that they don't exist independently within hallowed, sacred stadiums but as part of wider consumer societies and communication realities, the more we will start seeing them win more awards at the world's most prestigious advertising festivals.

The world may be fragmenting, but live entertain-

ment still unites us like little else.

Sports marketing is a powerful platform that can produce successful and impactful brand and business results: indeed, it has more potential today than it has ever had.

After all, two-thirds of marketers say they will increase the number of live sports and events they host or partner with in 2018 (*Event Marketing's 2018 Trend Report*) because they recognise that live entertainment remains one of today's most effective marketing channels.

The logo awareness era is being replaced by property insights and flexible partnerships that solve business problems, create value, drive innovation and boost productivity.

The sport's marketing and sponsorship model (and its 50-year-old bundled rights package) must evolve and the best 2017 work was by those marketers driving this evolution and those rights owners who understand what brands care about (or those who are disrupting the old model).

In a year dominated by stats-led strategies based on algorithmic and AI analysis of data derived largely from the dominant social duopoly, we'd like to point out that disrup-

tion itself isn't defined by digital data, but rather by risk-taking new ideas.

Rather than rational calculations based on what you have, it is creative thinking around what you haven't got and what doesn't exist yet that is more likely to make market altering, long term differences.

We hope our Annual Review inspires you all to some fresh and brave thinking in 2018.

The Activative Annual review is a complimentary interactive overview of the key sports marketing and sponsorship activation of the year - so please share it freely among colleagues, clients and friends.

*All readers can click on the play buttons to view the illustrative creative, while Activative subscribers can also click on the **bold** text to link through to our case studies (and non subscribers can sign-up by emailing contact@activative.co.uk).*

2017 Overview

This turbulent 12 months began with a values-led set of Super Bowl spots reacting to the divisive US election and finished with split opinions about everything from the new F1 logo to activating around PyeongChang and the scarcity of Russia 2018 sponsorships.

? In the sportswear space Nike activated powerfully around gender and race values (eg **'Equality Has No Boundaries'**), Adidas continued to stylishly and successfully champion **#Creators** (and continued breaking new ground through **'Glitch'**, Yeezy and **'Speedfactory'**), Asics rebooted its brand around **#IMoveMe**, New Balance looked to **#MyFutureSelf**, Lululemon looked global with **#This** and to men with **#StrengthToBe**, while Under Armour seemed to lose some of its creative and commercial clarity and cool.

In tech, 2017 ushered in the era of voice controlled intelligent virtual assistants and Arsenal's 'Alexa Skill' became the first club activation on Amazon Echo, while **IBM's** ever evolving tennis grand slam worked leveraged AI, apps, bots, live data and other leading-edge tech to enhance the tournament experience and Manchester City continued its march towards being the Amazon of world football and became the first Premiership club to pass 1m YouTube subscribers.

As the social year unfolded, smart sports Snapchat work (like **Pepsi** and **Tostitos** NFL on-pack initiatives) seemed surpassed by Instagram Stories (like Adidas' **#ORIGINALis** with the likes of Snoop Dogg, Designer

and Stormzy) and arguably less leading-edge Twitter Stories (eg Chevrolet's Man Utd **'Everything But Football Football Show'**). While on Facebook Live Spurs saluted its old stadium with **#TheLaneTheFinale** and AS Roma bid addio to **Totti** (plus Roma also became the first club to sign up to Steller).

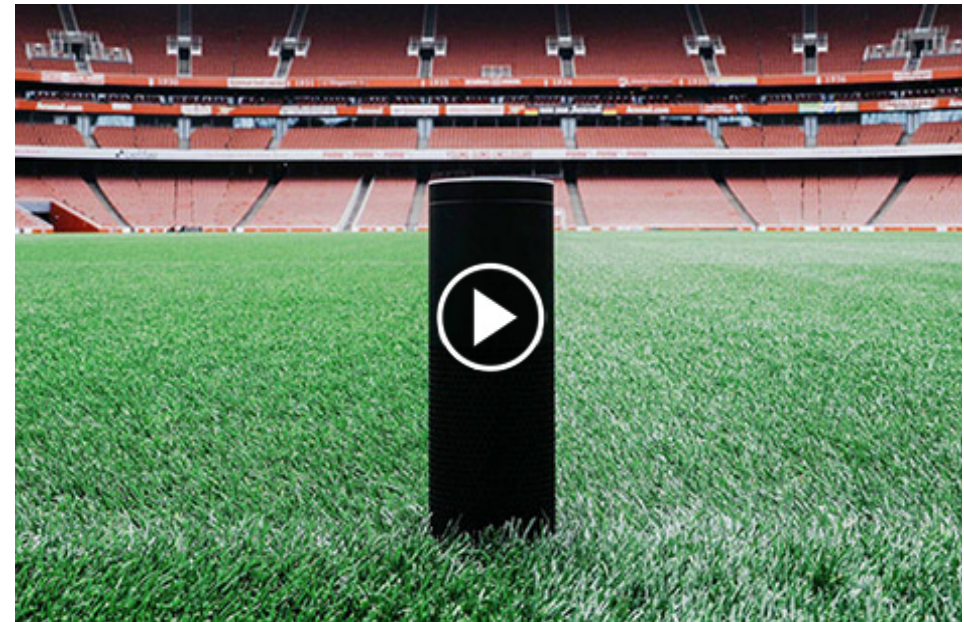
The rise of eSports continued unchecked and more big brands (from **Gillette's 'League Of Legends'** work to **EE's 'Wembley Cup'** competition) jumped aboard.

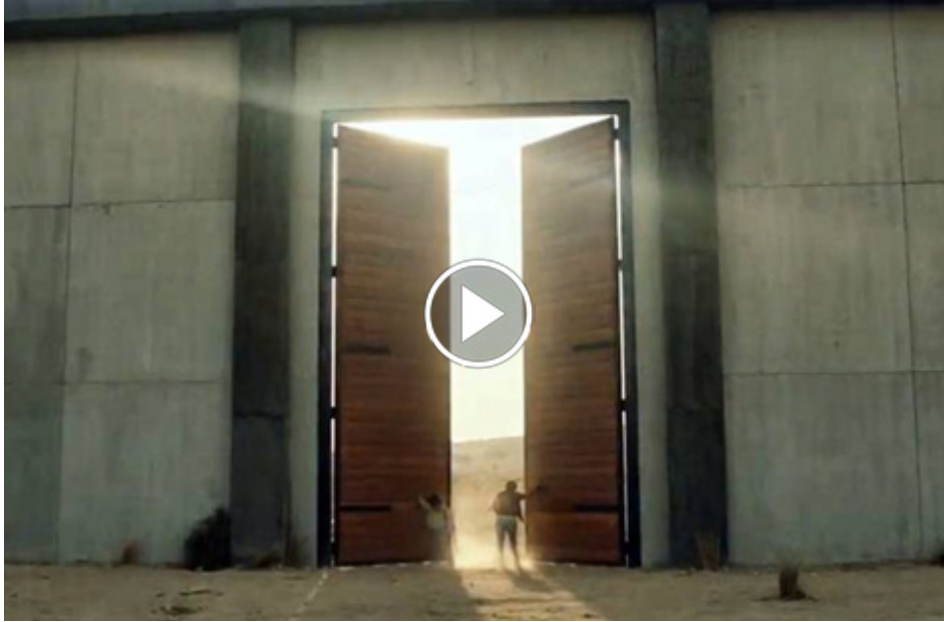
The real and virtual worlds merged as on-pitch and on-screen players tried to execute the Ronaldo **'El Tornado'** move that launched FIFA 18, while Asics mixed old and new with **thermographic print** ads.

The year also saw plenty of British & Irish Lions leverage, two quick fix finance brand rugby sponsor reboots, while around a billion fans tuned in to an India v Pakistan Champions Trophy final supported by an **ICC and Intel** campaign that included drones, bat sensors and virtual reality, plus Ashes activation in Australia spearheaded by strange sponsor headwear such as like XXXX's high-tech **'Goldie'** cap and KFC's low-tech **'HCG Bucketheads'**.

While new 'old-school' logo-led approaches saw the introduction of European football sleeve sponsorship (from **Everton's Angry Birds** deal to Bayern Munich's tie-up with **HIA Airport** (in Qatar) and the advent of NBA patch partnerships.

Amongst the more leftfield campaigns that cut through were Jack Daniels' parody pitch to NBA for a new **'Lynchburg Lights'** hoops franchise, while McLaren campaigned for a F1 Grand Prix in its glamorous home town of **Woking**, Pizza Hut activated around NCAA





March Madness with pairs of **'Pie Top'** pizza ordering basketball sneakers, while Kia sold **NBA Team-Scented Air Fresheners** and Miracle Whip signed on as a sponsor of the Octogenarian women's hoops team the **San Diego Splash**.

We look forward to next year's work: to standing up for beliefs and spreading values, to the inevitable Facebook Watch fad and the growing fascination with / fear of AI and robots, to more wintry PyeongChang work (following stylish early activation from the **IOC** and its partners such as **Bridgestone**, **Toyota** and **Visa**) and, of course, to Russia 2018.

Politics & Values

The Trump presidency forced politics to the forefront of US sport and sports marketing: particularly in its two highest profile leagues - the NFL and the NBA.

It began early in the year with seriously political Super Bowl LI spots focused on values messages: including commercials championing immigration from the likes of 84 Lumber's 'The Journey' and Budweiser's 'Born The Hard Way' and equality ads like **Audi's 'Daughter'** (on gender pay) and Airbnb's **'We Accept'** (on ethnicity)

In between we saw NFL try to calm the waters with a fence-sitting, entertainment focused **'Let The Show Begin'**, while the NBA rolled out a more inventive **#ImWhy** initiative – both of which aimed to link the leagues' places in peoples' wider lives.

Athletes, fans, coaches, owners and sponsors all engaged in various forms of high profile, politically driven values debates and campaigns: from the

Kaepernick led **#TakeAKnee** protest and high profile support from NBA megastars like LeBron James and Steph Curry, to childish and bizarre Trump tweets and public strops (and sales slumps) from the likes of the owner of NFL pizza partner Papa John's.

The stories were further fuelled by the NFL's falling audiences and the NBA's continued growth.

Of course, political matters weren't just restricted to the NFL and the NBA, Nike's **'Equality'** campaigns continued to impress, while Bjorn Borg brand's **'Borg Open'** (a tennis match played across the US/Mexican border) attracted plenty of attention.

Of course, it's not just the US that politics is playing such a role: in Australia both the AFL and NRL campaigned strongly for **'Yes'** in the marriage equality referendum, while debate rages over the value of Russia 2018 sponsorships and UEFA must be wondering whether it's oddly conceived cross-continent UEFA Euro 2020 tournament (with its final at Wembley) will clash with Brexit.

Issues & Causes

Of course individual politicians and parties aren't typically the key issue in themselves: rather they are the focus for what is a battle of values and 2017 saw an increase in campaigns revolving around diversity, minority and equality.

Excellent and equality initiatives and admirable activations abounded through the year: stand-out examples stretched from **La Cimade's** an eye-opening sports-simulated refugee campaign in France and

Cricket Australia sponsor CommBank focused its activation around the Women's Ashes with an initiative called '**Levelling The Playing Field**', and Adidas and the Swedish women's football team's inspirational **#InYourName** campaign replaced players' names on the back of their shirts with empowering messages and quotes from prominent Swedish women.

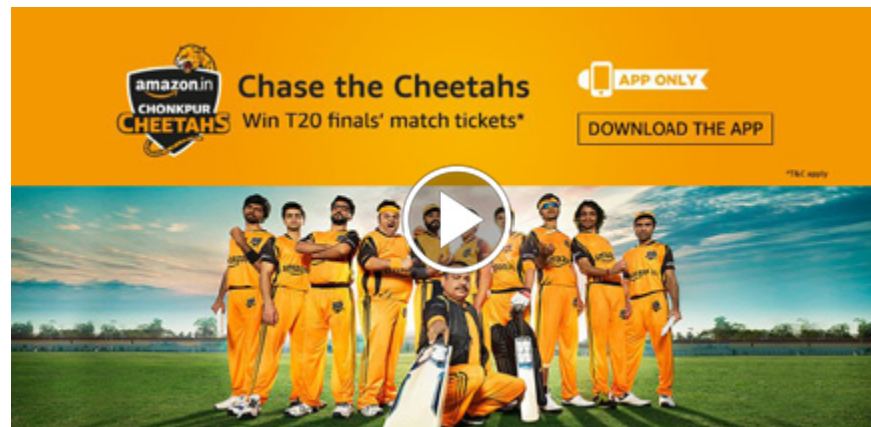
While in England both the FA (with '**There's More To Football Than Football**') and the RFU (with '**I Am Rugby**') sought to engage minorities and UEFA's '**Equal Game**' also championed participation across gender, age, ethnicity and ability lines.

There were plenty of powerful eco initiatives too: from the **Adidas/Parley** alliance to the World Surf League's 'Pure' programme.

Plus there were plenty of accomplished activations and cause-led sports campaigns to take note of: particularly in the soccer space with a wealth of impressive initiatives from sponsors (eg Standard Chartered's '**Hear The Kop Roar**'), rights-holders (eg Southampton FC's local '**Big Issue Programme**') and players too (eg Juan Mata's global '**Common Goal**').

Blockbuster Activations

In terms of rich, integrated and well-rounded blockbuster activations linked to established sporting events, our stand-out activation of the year was YouTube TVs World Series work leveraging its status as the first ever presenting partner of Major League Baseball's fall classic (see page 19).



A campaign that loaded the bases with risk-taking sponsorship firsts.

But we'd also like to highlight our appreciation of Amazon's brilliant and multi-layered IPL activation in India that saw the online retailer lobby to have the fictional, comic '**Chonkpur Cheetahs**' awarded a franchise for the world's leading T20 cricket tournament.

This rich activation included everything from songs and apps, to naming rights and a full kit launch, as well as TV, radio, print, outdoor, digital and social, competitions and customer service calls).

Real-Time Response

Live leverage linking with and responding to the on-field action in real-time continued to be a popular tactic.

These spanned newer technologies (eg Dimension Data and Deloitte's '**Tour De France**' apps) to updated, traditional media (such as real-time OOG like Guinness' **web ;linked live OOH posters** driving fans into nearby pubs to watch the 6 Nations or Heineken's F1 '**More Than A Race**' interactive billboards with Olena Khamula for the Australian Grand Prix).

Plus, there was something of a trend for left-field 'live' commercials too: amongst our favourites live ads were two from Super Bowl LI - Tide's award winning 'Bradshaw Stain' stunt (see page 22) and Hyundai's technically ambitious '**Better Super Bowl**'.

Unique Fan Experiences

Once in a lifetime experiences that give supporters a player POV and insider insight into the elite sporting life (both on and off the pitch) remain a key pillar of contemporary sports marketing: after all, we live in a world where experiences are valued above things.

Among those we admired were Lynx's Anthony Joshua 'Find Your Magic' experiential ticket treasure hunt, American Express' AI and VR driven 'Ace The Open' and Skoda's Tour De France initiative enabling all rider to experience 'A Little Bit Of The Tour'.

Once again, 2017 showed that Airbnb continues to lead the way when it comes to sports experiences with its ongoing 'A Night At' partnership series.

A programme which offers fans a chance to 'a dream sleepover' by transforming iconic sports spaces into places to stay for a night.

After campaigns that saw sleepovers at the Chicago Bulls' United Centre, at the Boston Red Sox's Fenway Park and in Rio's iconic football temple the Maracanã, 2017 also saw a series of pop-up sporting sleepovers in partnership with sponsors.

The best of these included being trackside in Italy at Monza for Nike's #Breaking2 project and being pitchside at the Audi Cup right on the Allianz Arena's touchline.

But Activative's favourite was the Martini Williams Racing F1 pit garage at the British GP (see page 25).

Fans On The Field Of Play

Sports brands and sponsors continue to come up with imaginative ways of getting supporters into the action by getting them on the field of play to connect them to the players, the team and the action.

This year saw plenty of marketers utilise new technologies – from AR and VR to AI and robots 9and the short-lived **Snapchat Spectacles** trend - to link fans to the field of play.

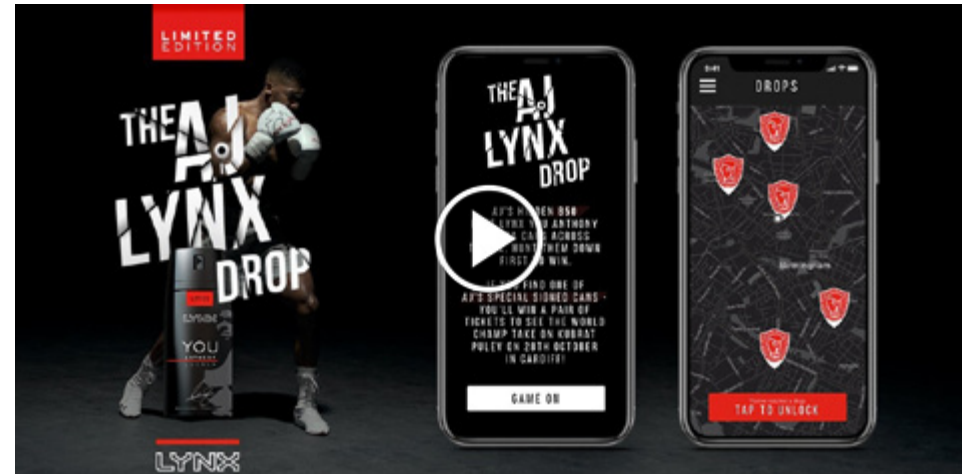
In basketball alone we saw the NBA's 'Basketball Anywhere' game, plus at least stand-out, app-linked Nike initiatives in the form of 'Hypercourt' (in Manila) and 'Connected Jerseys' (for the NBA).

But arguably Activative's favourite campaign revolving around this tactic was a much more old-school and grounded: an NHL campaign anchored in the natural world and based on a genuine regional insight in the form of the Minnesota Wild's #OurIce (see page 37).

Creative Craft

Despite the never ending flow of sports initiatives experimenting with leading edge, new technologies, there was still a major role for beautifully crafted and brilliant film making in 2017.

Our favourite was the multi-award-winning Adidas Originals 'Original Is Never Finished' series: the launch





spot ended the year at No 7 on YouTube's 2017 Ads Leaderboard with 25.4m views (see page 16).

But we also particularly loved the simple, yet moving black and white brilliance of Bob Geldof reading William Butler Yeats' 'The Lake Isle of Innisfree' for the IRFU's doomed 2023 Rugby World Cup bid film, as well as yet another emotional powerful P&G 'Thank You Mum' spot for the 2018 Winter Olympics.

Plus there was a glut of great pre-prepared sports celebration campaigns (including Nike's 'Ro8er', Jordan Brand's 'Why Not 0') and retirement tributes (such as Budweiser's 'One Last Ride' salute to Nascar legend Dale Earnhardt Jr, Nike's 'Smile' ode to Sir Mo Farah and AS Roma's 'Totti' tributes).

Amongst the more notable goodbyes to sprint star Usain Bolt was Virgin Media's inventive #ARunningLegend projection film project across London's landmarks for the 2017 World Athletics Championships.

Brand-Owned

We've already mentioned the bold Bjorn Borg 'Border Tennis Match' and among the other brand-owned events that stood out this year were the British & Irish Lions beer partner Doom Bar's 'Cornwall v All Blacks Select' rugby match and Virgin Active's cheeky 'Second Finish Line' at the City2Surf race in Sydney.

But there's no doubt about the best brand-owned 2017 sports event: Nike's brilliant #Breaking2 (see page 13).

We've been waiting for another Red Bull 'Stratos' level event since 2012 and we finally got one this year.

How will the likes of Adidas, Asics, Columbia, New Balance, North Face, Puma, Reebok and/or Under Armour respond?

The Internet Of (Sports) Things

The rise of the Internet Of Things continues across society (albeit perhaps slightly slower than some predicted) and the tactic of embedding electronics and/or sensors into sports-related objects and linking them to the web continues to be a popular in sports marketing and sponsorship activation.

2017 standouts saw Budweiser continue to build on its success with 'Hockey Red Lights' in the form of Bud Light's NFL sponsorship 'Touchdown Glasses', while NCAA partner Pizza Hut leveraged March Madness with hi-tech basketball 'Pie Top' sneakers that enabled the wearer to order simply by hitting a button on the tongue, plus there was Ford Performance's brain scanning Electroencephalogram 'Psychology Of Performance' helmet.

But our favourite sports-linked internet of things activation of 2017, for the way it brought fans together both in the stadium and beyond, was XXXX Gold's Cricket Australia 'Goldie' cap (see page 31).

Year Of The Drone

If 2016 was the year of virtual reality in experimental



sports marketing tech, then 2017 saw a switch to leading-edge augmented reality: tech that superimposes a computer-generated imagery on a user's view of the real world to offer a composite view.

Notable, inventive campaigns ranging from AR games like the NBA own 'Basketball Anywhere', KFC's 'NBA All-Star' and Apollo Tyres' 'Earn The Jersey' Manchester United, to app led AR activations such as Wendy's 'NCAA College Football App', Mastercard's 'MLB World Series SU2C AR' initiative and the Baltimore Ravens 'Face Paint' fan app.

But, like VR before it, AR hasn't quite gone mainstream, so the Activate team's vote for tech platform that really stood out in 2017 we'd say 'drones'.

In the year of the drone it was Intel that led the way and in our opinion Intel's spectacular Super Bowl 2017 'Drones Light Stunt' (see page 34) edged out its 'Drone Dunk' at the NBA All-Star Weekend.

Signing Stunts

The summer of 2017 saw something of a sports campaign craze for soccer signing stunts.

The biggest was PSG's mega celebration of **Neymar Jr signing**: a multi-platform initiative stretching from the airport runway all the way to the Eiffel Tower.

Comic campaigns cut through too and honourable mentions must go to the spoof stunts like Southampton FC 'Are We Doing This Right' and AS Roma's 'Defrel Parody' promotion.

But for Activative, the standout signing campaign of 2017 and one which truly pointed the way to the future was Coca-Cola sponsoring its first virtual athlete - the in-game FIFA 18 football star Alex Hunter (see page 28).

Is Boxing Back?

Once boxing commanded a seat at global sport's top table and in 2017 there were signs that it might just make it back to the mainstream and the big time.

Of course, it was impossible to ignore the marketing hype and pantomime promotions around Mayweather v McGregor (from Paddy Power's controversial 'Always Bet On Black', to Betsafe's 'Notorious Airways' and Monster Energy's #IAmTheBeast).

But in truth there were far bigger bouts that mattered like Álvarez v Golovkin and, at the top of the tree, the stunning Joshua v Klitschko heavyweight epic.

Nike's 'Can't Guarantee A Win', featuring Hong Kong boxer Rex Tso, took a fresh approach to fight activation, but, as ever, the very best boxing marketing work tended to revolve around the boxer's back story.

This ad approach was impressively demonstrated by the Beats By Dre 'Above The Noise' McGregor spot (and Beats also activated around AJ with 'Be Heard').

We also respect Under Armour's 'Inspired By Greatness' campaign with AJ, but our favourite boxing campaign of 2017 was Lucozade Sport's powerful and emotional 'Anthony Joshua - Made To Move' short bio-film (see page 40).



Activative's Top 10 Sports Marketing & Sponsorship Activation Campaigns Of 2017

- 1: **Nike #Breaking2** > An audacious, must-watch blockbuster brand-created sports event (and shoe launch)
- 2: **Adidas Originals 'Original Is Never Finished'** > Beautifully crafted and creatively complex film making
- 3: **YouTube TV 'MLB World Series'** > A risk-taking, and inventive activation packed full of sponsorship firsts
- 4: **Tide 'Bradshaw Stain'** > A live Super Bowl stunt showing how best to blend broadcasting & marketing
- 5: **Martini/Airbnb 'A Night At Williams F1 Pit Garage'** > The ultimate experience in the era of sports experiences
- 6: **Coca-Cola 'FIFA 18 Alex Hunter'** > Coke adds first virtual player endorser to athlete ambassador stable
- 7: **XXXX Gold 'Goldie'** > Iconic Australian cricket cap turned tech-led, in-stadium/at-home fan connector
- 8: **Intel 'Super Bowl Halftime Show Drones'** > The year of the drone's most spectacularly entertaining stunt
- 9: **Minnesota Wild #Our Ice** > A new fan tradition linking insights and fans via the actual playing surface
- 10: **Lucozade Sport 'Made To Move'** > An Anthony Joshua bio film showing brand storytelling at its best



#Breaking2

Nike (Zoom Vaporfly Elite)

Wieden + Kennedy

Nike #Breaking2 concept aimed to create a brand event so audacious that it would turn a shoe launch campaign into a must-watch entertainment event (and to make a big statement in its ongoing battle against revived rival Adidas). #Breaking2 challenged three Nike-sponsored athletes - Lelisa Desisa, Eliud Kipchoge and Zersenay Tadese - to break the marathon holy grail and run the first sub two-hour race wearing the brand's new Zoom Vaporfly Elite racing shoe. The event both boosted Nike's brand and promoted Vaporfly's performance benefits (how its ultra-lightweight foam cut the energy needed to run by 4%).

BREAKING2

Audacious Nike Brand Owned #Breaking2 Marathon Bid

This blockbuster event didn't just consolidate Nike's marketing leading status, 'Just Do It' brand promise, or launch a shoe, it took the brand-created sports event trend to the next level.

Plus the initiative was a conspicuous challenge to its sportswear category competitors as it followed on from a financial year in which Nike's principle global sportswear competitor Adidas had shown impressive growth: especially in the North American market where its sales surged 31% in the three months to the end of March (Nike's own regional sales grew just 3% during the same period).

Streamed live on social media from the Monza Formula 1 track in Italy on 6 May, Nike hosted its own event coverage led by US sports presenter Sal Masekela and including several famous faces from the worlds of athletics and entertainment (supported by running influencers from around the world live-blogging behind the scenes).

As Nike announced just when its three chosen athlete ambassadors will take the Monza's F1 track in northern Italy to try and run the first sub two hour marathon in history, the sportswear behemoth launched a three-phase, three day brand-owned live event product launch campaign called

#Breaking2 that climaxed when Eliud Kipchoge clocked an unofficial new world record but missed out on the two-hour mark by 25 seconds.

In the first phase on the day the time/date was announced the work primarily aimed to boost awareness and drive viewers to its online live platforms, this was followed by race day phase two which showcased the event live and the third phase saw Nike celebrate the project's athletic achievements.

On Saturday 6 May at 5:45 am Eliud Kipchoge, Lelisa Desisa and Zersenay Tadese attempted to break the iconic two-hour marathon barrier: the current best men's time is 2 hours, 2 minutes and 57 seconds which was set by Kenyan Dennis Kimetto in Berlin in 2014.

All three athletes wore Nike's new Zoom Vaporfly Elite running shoe and essentially the entire project was primarily a product launch promoted by a campaign (created in harness with Wieden + Kennedy) that revolved around a bespoke, brand-owned, live sports event entirely devised and funded by Nike and its agency.

Of course, fascination with attempt on new athletics records is nothing new: indeed, Nike chose this specific weekend because it is the anniversary of Roger Bannister's world-first four-minute mile in 1954.

While the project didn't quite manage to break the sub two-hour mark, the quickest of the three runners finished in two hours and 25 seconds and extraordinary achievement smashing the previous quickest marathon time.

Nike's #Breaking2 project gave the three runners a set of unique, Nike-created advantages to tackle the record.

One of those was the time and date: the attempt started at 4.45am (after weather forecasts suggest that this will provide optimum conditions).

Another was the Monza F1 track itself which Nike analysts believe has the average temperature, air pressure and wind levels and surface efficiency optimal for a world record attempt.

A third was the use of drop-in pacemakers, who joined after the start of a race (this is one of the elements that disqualifies the Nike race from being an official record).

The fourth was, unsurprisingly, the Nike Zoom Vaporfly Elite shoes they wore to race.

While the event itself was closed to the public, runners, sports fans and curious consumers were invited to experience the excitement in real time by tuning into Nike's live stream and the accompanying campaign drove viewers to the brand's live platforms.

It could be viewed through two of Nike's social platforms: Nike's Breaking2 landing page on Twitter and Nike's Breaking2 Facebook page livestream.

Nike also shared live and behind-the-scenes moments around the attempt via its @nike Instagram handle.

Those following #Breaking2 and tweet @nike and #Breaking2Alerts were provided with live updates on the race and consumers were also encouraged

"Congratulations @EliudKipchoge on such a courageous run."
@AdidasRunning Twitter
7.20am 6 May 2017

to use a custom-created Nike Vaporfly Elite shoe emoji on Twitter.

Nike urged viewers to sign-up on its digital hub to receive a notification reminder for when the attempt is happening and how it was progressing.

Live Breaking2 coverage, hosted by Sal Masekela with expert analysis and commentary by Paula Radcliffe, Craig Masback and Kevin Hart (assisted by other special guests), began around 15 minutes before race start.

The brand also teamed up with the National Geographic to produce a feature length Breaking2 documentary which will air later in the summer.

To coincide with the official announcement of the attempt date, Nike rolled out an integrated promotional initiative across its digital and social platforms: including Twitter and Instagram.

These assets aimed not simply to generate awareness and boost interest, but also to drive viewers to follow the race on Twitter and/or watch the attempt live on the brand's Facebook page

The spectacular brand stunt race was also promoted by a series of spots led by a 60-second

trailer posted on 4 May in which Nike declared: “We believe barriers are meant to be broken—even one as crazy as running a marathon under 2 hours. Can it be done? There’s no better way to find out. #Breaking2 #JustDoIt”

This central film was supported by a series of online films including a longer form ‘Conquering the 2-Hour Marathon’, ‘Why Monza?’, ‘Legs’, and, of course, the trainers/shoes/product itself in a spot called ‘The Innovation’.

These were joined by a general ‘Meet the Runners’ spot, as well as individual videos focusing on each of the three competing athletes: Eliud Kipchoge, Zersenay Tadese and Lelisa Desisa.

As the start time approached Nike released a countdown spot followed by the livestream and then within a few minutes of the finish it rolled out a video titled with the fastest time ever recorded: ‘2:00:25’.

Nike also linked up with Airbnb to extend the ongoing ‘A Night At’ series by offering 10 fans a unique chance to witness the record attempt in person with a VIP weekend experience at the racetrack.

Comment

Despite the fact Kipchoge was 25 seconds shy of beating the two-hour mark, #Breaking2 was a huge success - receiving global media coverage.

#Breaking2 trended worldwide and generated 30m impressions in 24 hours after the race.

One post-race Nike tweet was retweeted 14.5K

times and gained 15m impressions within the day.

Yes, Nike’s marathon attempt was a PR stunt, but it is one that was impossible to ignore – largely because it was a legitimate sports event in its right.

The project attracted some controversy, particularly as Nike paid the athletes to miss the prestigious London and Berlin marathons to focus on the feat, post event even main rival adidas praised the feat.

The approach was straight out of the Red Bull ‘Stratos’ branded events play book.

PR driven brand event stunts like Nike’s ‘#Breaking2’, Red Bull ‘Stratos’ and even brand-own strands connected to or within an event such as Betfair’s ‘Swapping Saddles’ all illustrate just how far innovative and adventurous companies are prepared to go to reap the benefits of ownable, live sport and entertainment passion platforms.

They also highlight our obsession with audacity, breaking records and with new technologies.

Will adidas, Under Armour, Asics or New Balance step up to the Nike’s challenge?

What will the next sporting ‘moonshot’ be?







'Original Is Never Finished' Adidas Originals Johannes Leonardo

'Original Is Never Finished' was beautiful, complex and cleverly orchestrated with 'music at its heart' and with the idea that 'being original is never finished' as its mantra. It was in January that Adidas Originals and agency Johannes Leonardo first rolled out the campaign focusing on originality and creativity and a provocative approach to contemporary streetwear culture to relaunch the brand's EQT footwear line. By late summer it had triumphed at awards events globally: including at Cannes Lions (where it won an Entertainment for Music Grand Prix, plus integrated, film craft design/art direction and adapted music awards too).

A Stylish Launch Ad Remixed Sinatra & Starred A Stable Of Contemporary Art, Music & Sport Creator Endorsers

The global 'passing the torch' sequenced launch film, which introduced a campaign that ran through 2017, featured musicians Snoop Dogg, Stormzy and Dev Hynes, plus artist Petra Collins, skate legends Gonz and Lucas Puig, hoops icon Kareem Abdul-Jabbar and young LA Lakers star Brandon Ingram.

Created by agency Johannes Leonardo, helmed by RSA's Terence Neale via RSA and boosted by social video outfit Unruly, it aimed to redefine EQT footwear (a celebrated 1990s line) for a new generation.

It blended art school creativity with a dystopian future of a Mad Max style rebellion via arresting images ranging from sportswear-clad teens hanging like bats to masked gangs with flaming torches.

Launched on 18 January, it aimed to explore the idea that driving culture: it re-imagined Botticelli's famous 'Birth of Venus' painting and paid homage to Kubrick's A Clockwork Orange and Snoop Dogg's reworked 'Doggystyle' album cover.

An April follow-up spot featured an all-female cast and in August the brand rolled out the third iteration

of the series: it too was fresh, rich, opulent, challenging, gritty and a touch aggressive.

It featured a fresh line up of stars who were again drawn from across the sport, music and fashion fraternities: from the world of sports comes hoops star James Harden, from the music diaspora are Playboi Carti, 21 Savage and Young Thug, while from the celebrity influencer circuit came Kendall Jenner.

What do they all have in common? Adidas believes they are all up-and-coming stars whose creativity and individuality helps them stand out in a cluttered influencer landscape.

'Everything we do for adidas Originals is a work in progress, as true creativity is never finished. We have in the past challenged 'outward'-facing concepts like what it meant to be a superstar, or the dystopian notion of the future,' explains Adidas Originals VP of global communications Alegria O'Hare.

'For the first time ever, we decided to point the attention in, and challenge the very ethos of our brand and the notion of what it means to be a true original.

"The great and unique thing about Adidas is the diversity that we embody both from a product point of view and also through the community of people that we work with. For the first time, Adidas Originals has had the privilege of working with a new group of creators, each of whom are a reference point for the current generations. Collectively they, alongside the powerful voice of Frank Sinatra, bring a new and fresh perspective on the meaning of doing it your way," O'Hare continued.

'We wanted the film to reflect the rich past of all

creative spheres: music, art, film and sport,' adds Johannes Leonardo creative director Wes Phelan who notes that the past empowers the future.

'Starting with the music, we intentionally chose a track that had been done multiple times before to prove our point — original is never finished.'

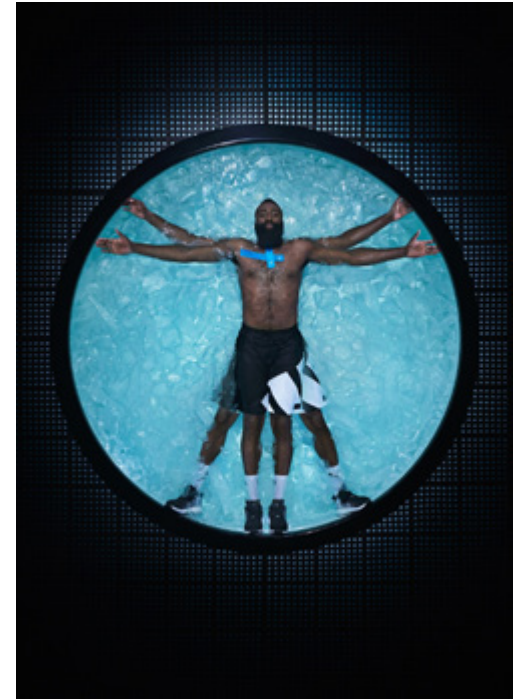
"It's a continuation of a story that started in 2015," said Leo Premutico, chief creative officer for Johannes Leonardo. "What the three stripes campaign is about is removing the mental barriers that keep creators from producing their best work and being true to themselves."

Comment:

With 8,342,053 YouTube views in its first week, plus millions of further consumer engagements across other platforms and touch points, the first film quickly turned into something of a phenomenon.

It certainly stands apart from so many other big-budget sports brand spots and differentiates the Adidas sub-brand from the likes of Nike and Under Armour as it aims to carve out of genre of its own.

The creative approach adds a fresh twist to Adidas Originals' positioning as a brand for creators and follows in the footsteps of its recent ad heritage honing this message that includes last year's 'Your



Future Is Not Mine' — also by Johannes Leonardo.

The company is in the middle of developing its revival strategy partly around fashion partnerships with artists and creatives such as Kanye West and the approach looks to be succeeding with Adidas reporting a 20% rise in North American sales for the third quarter of 2016 (according to NPD Group).

"Every Adidas Originals always wants to stay true to the ethos of endless creativity, and it is important to stay centric to our DNA in that a real original, and authentic creativity, is always a work in progress." Adidas Originals VP of global Communications Alegria O'Hare.



> *'Presented By / Watch It Live'* YouTube TV MLB World Series

YouTube TV's groundbreaking deal with Major League Baseball and Fox Sports saw it become the first ever presenting sponsor of the World Series. The brave, inventive and extensive activation was notable for a series of 'sponsorship firsts': from live in-game commercials, multiple 30-second supporting ads and experimental 6-second microspots, to unique digital content and un-missable in-stadium logo placement. The campaign was a huge success: the risk taking work was boosted by a compelling series that went 7 games, drew the 3rd highest viewership since 2005 and was half hosted in the USA's entertainment capital.



YouTube TV's MLB World Series Activation Firsts

The partnership saw Google's new, cable-free, live TV streaming service negotiate a rights package that spanned national TV broadcast spots, on-air call-outs, branding across MLB's digital and social properties, as well as in-stadium promotion, plus the rights for YouTube TV to air the FOX broadcast of the World Series and to create behind-the-scenes World Series video content with both MLB players and YouTube creators.

One of the more innovative activation aspects was YouTube TV's live World Series commercial: running in Game One, this two-minute commercial incorporated live game footage and blended this with promotion for the new streaming service.

It aired immediately before the game's first pitch and built from the pre-match, live commentary in the broadcast booth (where Joe Buck and John Smoltz were seated ready to call the game) as the game comment segued into a discussion about the extended pitch for YouTube TV.

As the discussion went ahead, the camera zoomed out from the on-field footage to a real television set in someone's living room which featured the same actual live footage from the stadium.

The remainder of this lead spot showcased Fox content that's available on YouTube TV and the

various subscription and payment options.

YouTube TV also aired a two-minute ad in Game 6 (occupying the entire commercial pod), plus other 30-second TVCs and several 6-second in-game ads (a fresh, new Fox commercial offering).

The sponsor also ran prominent stadium signage: including placing its iconic 'arrow/play' logo directly behind home plate for the first games in LA: for TV viewers, the logo hovered over the umpire/catcher's heads (like watching a YouTube video).

The campaign also included an evolving series of World Series action and event led content pieces across YouTube TV's social channels.

YouTube TV also generated original World Series content featuring unique access to parks and players and other game-relevant activation assets.

Plus, the MLB/YouTube tie-up also gives a few lucky fans the chance of a lifetime to experience the World Series in-person as a VIP with their own personal behind-the-scenes access.

"When we were thinking about partnerships to showcase the power of YouTube TV, Major League Baseball and the World Series was the perfect fit. It's a great next step in our long-term relationship with the league," said Kelly Merryman, YouTube's managing director of content partnerships in the Americas.

"We are proud to team with You Tube on its first major partnership to help raise national awareness for YouTube TV," said Noah Garden, MLB's executive vice president of business. "YouTube TV is an exciting new offering for fans providing them

with increased flexibility to enjoy FOX's broadcast of the Fall Classic on any device."

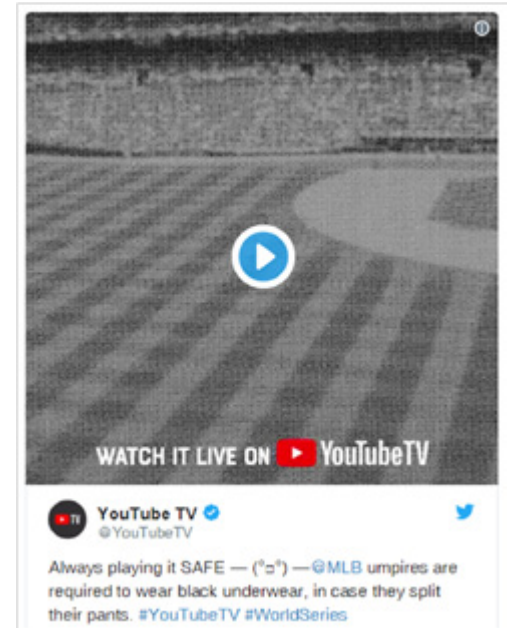
"This is an exciting time for FOX Sports, Major League Baseball and the industry as a whole," said Mark Evans, senior vice president of FOX Sports Sales. "YouTube TV provides a fresh, unique perspective that sparks new and creative ways for us and our partners to innovate."

Comment

Despite the bravery, innovation, the activation depth and the synergies between MLB and YouTube, some might feel that the 2017 World Series was when the sports advertising rubicon - the rule of thumb that keeps advertising separate from the game itself - was well and truly crossed.

Does the sale of the naming rights ('World Series Presented by YouTube TV'), the in-game split screen ads and the home plate brand logo make fans question the integrity of the property?

This year marks the first time that MLB has sold postseason presenting sponsorships: Camping World was the title partner of the American and National League Championship Series, existing



sponsor T-Mobile extended its league tie-up to include the two National League Division Series matchups, while South Korea's Doosan was the presenting sponsor of the AL Division Series.

This may have been a controversial campaign, but it was groundbreaking and, according to the sponsor, it was a major success.

"Despite some backlash, we had a significant lift in positive mentions and it was a huge success," said YouTube TV head of marketing Angela Courtin. "We wanted to increase national awareness and fan live sport connection and we saw double digit growth and new sign-ups exceeded expectations."





'Bradshaw Stain'
Tide (P&G)
NFL

Agency Saatchi & Saatchi NY and P&G's Tide brand scooped 12 Cannes Lions (including at least four golds and four silvers) for the brilliant Super Bowl sponsorship 'Bradshaw Stain' campaign. Activating the P&G laundry/cleaning brand's NFL rights, this elaborate stunt initiative - a mix of real-time and pre-recorded creative, with plenty of influencer social marketing and ambassador ad activation - blended broadcasting and commercial content. It won marketing gongs in categories such as 'events', 'media', 'promo' and 'activation', 'integrated', 'direct', 'brand integration into a sports property' and 'film').

Do not attempt



P&G/Tide's Live 'Bradshaw Stain' Super Bowl Stunt

This Super Bowl surprise spill began with brand endorser, former NFL star and current commentator Terry Bradshaw showing up for what seemed to be a live TV broadcast on Fox's big game coverage with a prominent shirt stain.

It turned out, this clothing spillage was actually an elaborate pre-recorded stunt that set up a pair of commercial spots airing during the game.

During what seemed to most viewers like live TV big game coverage, viewers saw Fox commentator Bradshaw with a stain on his shirt and immediately flocked to social media to mock the stain.

Tide then launched social activations on Twitter, Instagram, and Facebook to generate additional buzz and drive further conversation around the stain and, once the stain was trending,

Eventually, Tide's central Super Bowl ad aired: revealing that the laundry brand was responsible for the wardrobe malfunction all along and that it was an elaborate, pre-taped stunt.

To ensure a seamless outcome, this integrated, as-live initiative was a complex agency/ production challenge to convince the public something real was going on: from securing the right time in the game for the spill setup, a TV ad that saw the dirty shirt laundered mid-game and a closing twist

towards the end of the match.

Other tactical risks needed to be taken to: for example, there was no pre-release of the commercial (as is so common these days for brands looking to maximise the value of their Big Game spots) as it would have spoiled the surprise.

Tide's brand managers wanted to inject both 'newness' and 'surprise' to the product - which has been in the US market for 70 years and is, according to P&G, already in almost half of the laundry rooms in the USA.

The challenge also meant the new work had to live up to or exceed the standards of Tide's previous award winning Super Bowl work such as 2008's 'Talking Stain' and 2013's 'Miracle Stain'.

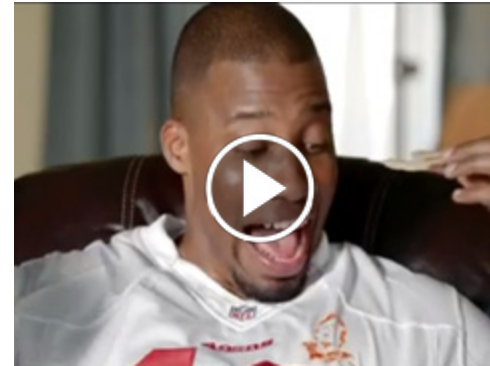
Plus, the pressure was on and not just because of the huge cost of Super Bowl spots. Failure would have been costly as the work introduced Tide with Downy Pods (the brand's biggest 2017 launch).

Comment

This campaign scooped awards around the world (including 12 Cannes Lions) and, more importantly, it helped drive a 22% rise in PODS sales.

#BradshawStain was perhaps the first Super Bowl campaign to blur the lines between broadcast and commercial – although Chevrolet might argue with this claim pointing to its 2015 spoof power outage pre-game spot.

It's a fine illustration of how entertainment and event sponsors are increasingly blurring the line between broadcast content and commercial creative.



"Tide's been in the Super Bowl a few times with some pretty great success, and so, if we're going to be in the game, we're going to do something pretty epic. The stakes were really high and we were dreaming up ideas that were never done before."

Saatchi & Saatchi ECD Paul Bichler



> **'A Night At The Pit Garage'** **Martini & Airbnb** **Williams Racing F1**

Williams Racing's primary partner Martini teamed up with online accommodation marketplace Airbnb to offer Formula One fans a unique overnight stay in the Williams Martini Racing pit garage trackside at Silverstone the night before the 2017 British Grand Prix. This standout sports strand of Airbnb's ongoing partner promo 'A Night At' series - which offers consumers a chance to 'win the sleepover of your dreams' by transforming iconic spaces into homes just for one night - saw the drinks sponsor bring its lifestyle proposition to life by offering a unique fan experience within the secretive, inner-sanctum of its F1 team partner.

A woman with long brown hair is sleeping peacefully in a bed with dark blue bedding. A large, semi-transparent purple rectangle is overlaid on the left side of the image, containing white text. A red circular logo with the word 'MARTINI' in white is positioned over the woman's face. Below the logo, the word 'Presenteert' is written in white. At the bottom of the purple rectangle, the text 'Williams Martini Racing ervaring' is visible in white.

MARTINI

Presenteert

Williams Martini Racing ervaring

Martini & Airbnb Offer F1 Fans A Night In The Williams Racing British GP Pit

Williams Racing and title sponsor Martini ran a once-in-a-lifetime-experience for a fan and guest to spend the night in the team's garage: this included race tickets, meeting and eating with the team as it celebrated its 40th anniversary, as well as sleeping with the FW40 cars in the pit on the night before the 2017 Formula One Rolex British Grand Prix.

The winner didn't just stay in the pit lane garage, but also met the drivers, received a guided garage tour from deputy team principal Claire Williams and had VIP track-side seats at the big race.

The prize spanned travel and accommodation, transfers, food and drink, visa fees, £250 cash and a Martini gift pack for the 14 to 16 July experience.

The pit garage space was transformed overnight from a bustling workplace into a peaceful bedroom: complete with curated works of Martini Racing Art on the walls and an expertly engineered bed ready for your speediest dreams.

The competition, which was hubbed around the Airbnb contest page at <https://www.airbnb.co.uk/night-at/wmrgarage>, actually began back in April.

The property listing simply said: "Formula 1 fans looking for a way to live out their passion, can now spend a night at the Williams Martini Racing garage at the 2017 Formula 1™ Rolex British Grand Prix, in Silverstone, England. Nestled between two Williams Martini Formula 1 cars, the bed will offer the ultimate headrest for a max power nap."

The competition, which was promoted socially by brand, partner and team, ran from 27 April to 16 May and was open to fans over 25-years-of-age who were resident of either Belgium, Italy, Germany, Russia, Spain or the UK.

To enter, Williams fans, Martini drinkers and or petrol heads were simply invited to sign in with an Airbnb account, go to the Williams Martini Racing garage competition listing page and click on the 'Enter to Win' button and then submit a creative story in 100 words or less 'explaining what they love about racing and why they should be the lucky one chosen to stay the night at the Williams Martini Racing Garage'.

The winners were chosen by a panel of judges comprised of members of the marketing teams of Airbnb and Martini and one independent judge and picked on merit based on originality and creativity.

"At Martini, we're not just a racing sponsor, we're race fans. Aside from driving an F1 car, spending a night in the garage is like waking up in your own racing dream," explains Bacardi global head of creative excellence Zara Mirza.

"It's amazing what Martini has done for racing since its return to Formula One. They really understand the joy and passion of the sport and celebrate it

on and off the track. For me, the Williams Martini Racing garage has always felt like a home away from home and I can't wait to welcome the winners at Silverstone," commented driver Felipe Massa.

Comment

On race weekends pit garages are tightly restricted and usually the preserve of drivers, mechanics and the elite F1 circle and super star guests, but at the heart of this campaign Martini aims to celebrate the joy of racing by opening its garage doors.

This is one of several interesting Martini F1 marketing moves this season: as well as the usual track-side hospitality work, another of the Bacardi-owned brand's recent initiatives saw it rework its famous 2009 giant billboard ad for the Monaco Grand Prix.

Airbnb's ongoing partner promo 'A Night At' series offers consumers a chance to 'win the sleepover of your dreams' by transforming iconic spaces into homes just for one night.

Since it began in 2015 its tie-ups with arts, culture and tourist partnerships have seen Airbnb offer exotic and exciting nights in Van Gogh's bedroom, down in the Paris Catacombs, on the Great Barrier Reef, in the Rough Trade Records shop and at Abbey Road Studios.

2017 saw the brand switch its spotlight to the sports space: with 'A Night At' overnight home transformations offering lucky fans a unique chance to live and sleep in the arenas and stadiums that host their passions.

After sleepovers at the Chicago Bulls' United

Centre, the Boston Red Sox's Fenway Park and in Rio's iconic football temple the Maracanã, 2017 saw pop-up sleep spaces at Nike's #Breaking2 project and an Allianz Arena pitchside family experience (hosted by Jerome Boateng) at the 2017 Audi Cup.

This latter soccer experience was certainly spectacular and garnered plenty of headlines in the marketing and football press. But what we truly love about the Martini Williams pit garage at the British GP is that pit lanes are sacred, secret places where fans can only dream of spending any time.

The posted described the space as:

- > Room type: Private room
- > Bed type: Real Bed
- > Property type: Other
- > Accommodates: 2
- > Bedrooms: 1
- > Bathrooms: 1
- > Beds: 1
- > Check In: Anytime after 3PM

The post included some House Rules:

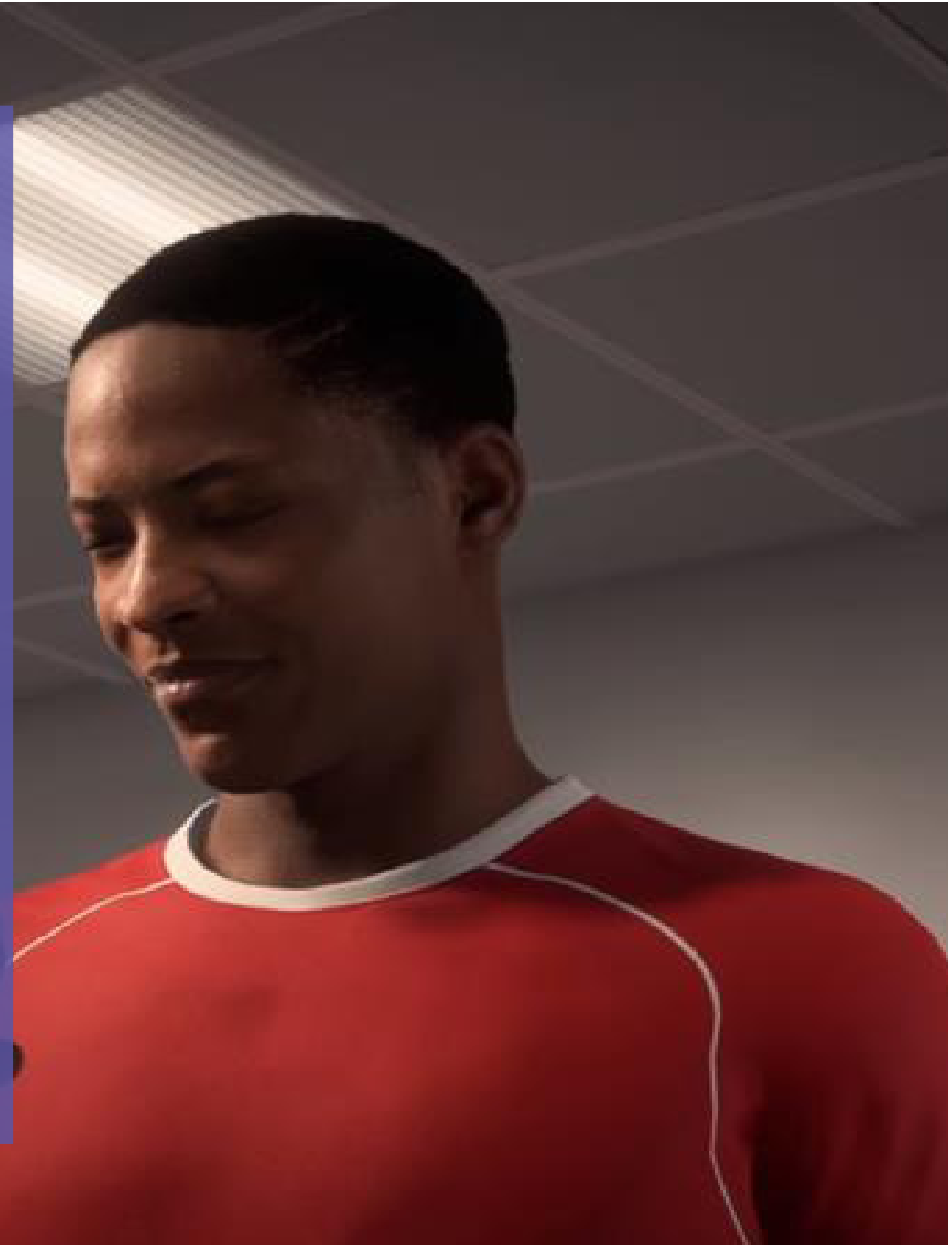
- > Abide by the rules or get a 5-second penalty
- > Observe the pit lane speed limit of 80km/h
- > No helmets in bed: helmet hair is a bad look
- > Ear plugs may be required during tuning
- > In cold weather, tyre warmers are provided
- > No flag waving, it may distract your neighbours
- > No pets: the loud engines scare them
- > No sleepwalking.: the pit lane is very busy



> *'Coke Signs Alex Hunter'* Coca-Cola EA Sports / FIFA 18

Summer 2017 was filled with blockbuster soccer signing campaigns: the biggest was PSG's activation around its capture of Neymar Jr from Barcelona, while the funniest were those from Southampton FC and AS Roma.

But in terms of invention and looking at the landscape from a X perspective, the most innovative signing campaign was the collaboration between Electronic Arts and Coca-Cola which saw the soft drinks giant add its first ever virtual athlete ambassador to its sports star endorser stable in the form of FIFA 18 in-game virtual player Alex Hunter.



Coca-Cola Signs First In-Game Virtual Athlete: Alex Hunter In EA Sports FIFA 18

The partnership was spearheaded by a Coke spot, running across its online platforms, that saw a young fan hand Hunter a bottle of Coke after a really tough game. (This is actually a tribute to Coca-Cola's own iconic and award-winning 1979 'Mean Joe Green' ad).

This computer-generated ad was amplified online and on high profile OOH sites such as the recently installed Coca-Cola Times Square 3G robotic sign.

The signing also spanned on-pack and retail: with limited-edition cans bearing special codes enabling fans to unlock additional game content leading up to the 2018 FIFA World Cup.

It was actually the previous iteration of the world's leading sports video game, FIFA 17, that saw the debut of virtual player Alex Hunter (who has his own social media @MrAlexHunter) to introduce the game's cinematic 'narrative-driven' mode.

This mode encapsulate many aspects of modern football: including brand endorsement (Hunter even starred in adidas' 'First Never Follows' campaign).

Hunter was first introduced via a campaign led by a digital/social film called 'The Journey' which follows the young football prodigy's rise through the ranks of English football into the elite world game.

EA brought Hunter back in FIFA 18 with a storyline centred on an MLS comeback for LA Galaxy after a tough season in the English Premier League.

The game features Hunter's life on and off the pitch and his personality is determined by how players answer questions for the media.

Coke enters the in-game narrative when Hunter signs an endorsement deal with the brand (to shine the spotlight on Coca-Cola Zero Sugar - it's rebranded version of Coke Zero) and has continued to activate around the expanding storyline.

"This is an exciting innovation. Signing Alex Hunter puts Coca-Cola at the intersection of gaming and brand marketing within the most popular franchise sports game in the world," explained Coca-Cola vice president of entertainment, ventures and strategic alliances Matt Wolf.

According to Wolf, Hunter represents the core of the Coca-Cola DNA: "He is the democratization of football stars. Everybody that plays 'The Journey' really falls in love with Alex and embodies themselves into his persona."

Dave Madden, head of global brand partnerships for EA, added: "It's great to be a part of this truly unique collaboration, the first of its kind. This in-game Coca-Cola endorsement gives our fans a taste of life as a renowned football star and the opportunities that come along with it."

Comment

While several brands have already integrated into video games, there's still plenty of opportunity for activation in the video game space: from in-game marketing to sponsoring eSports stars.

Back in 2013 Coke partnered with Riot Games and League of Legends on a challenger series to give amateurs a path to professional eSports. It also hosts eSports viewing parties in cinemas globally.

This new virtual player partnership comes with the added benefit of the brand not having to fret about its new sports star getting into any kind of legal trouble or bringing the brand into disrepute.

Of course, brand control safety in the sports sponsorship space aren't really why Coke have penned the partnership: the tactic is more about giving players control over Hunter.

The approach fits neatly with its global football marketing strategy, which includes its grassroots programs like Copa Coca-Cola, and enables it to market towards the 2018 FIFA World Cup internationally (EA's FIFA game is available in more



than 190 countries and in 19 languages) without having to pick a side.

EA's FIFA is the world's most popular football video game with 3.5 million daily players. FIFA 17 sold more than 21 million copies and around three quarters of FIFA 17 players interacted with the playing mode featuring Hunter – which from start-to-finish totals a 15-hour experience.

"Going beyond the field of play presented an amazing window for us. The role Coca-Cola plays in football is before or after a match, so we saw a natural tie-in," said Alban Dechelotte, senior entertainment marketing manager at Coca-Cola. "FIFA fans share a 360-degree football passion: playing, watching and gaming. So we decided to connect the love stories Coke has with the real and virtual football worlds via a partnership with the world's biggest football video game."





'Goldie' **XXXX Gold** **Cricket Australia**

Being awarded a Baggy Green cap is an honour for all Australian cricketers and XXXX Gold leveraged this iconic national symbol by introducing a tech-enabled 'Goldie' cap. Designed to galvanise the nation's support of the Australian cricket team, to bring friends and fans together across Australia throughout an Ashes cricket summer, this campaign stretched from the backyard and the beach, to the living room and the stadium. It offered prizes and visibility in the ground and across the nation. Developed with agencies Host and Havas, the initiative was the first activation leveraging XXXX's new sponsorship of Cricket Australia.



Tech-Enabled 'Goldie' Cap Leads XXXX's Cricket Australia Ashes Activation

The beer brand is activating its new Cricket Australia sponsorship with an internet-of-things style initiative that gives away Goldies to those who buy specially-marked packs of XXXX Gold.

This tech-enabled Australian/brand gold coloured cricket cap has been designed to reward fans for coming together and supporting the national side right across Australia during the upcoming Magellan Ashes Series.

Using an on-pack code, consumers can use an app to pair their smartphone to their Goldie – which contains miniature iBeacons in the lining and can detect other in-range Goldies.

Throughout the season, XXXX is challenging Goldie wearers to link up to increase their chances of winning one of 6000 cricket-related prizes with a value of more than \$350,000.

The prizes include LG TVs, Qantas flight vouchers, official merchandise and other cricket items such as Ashes tickets and VIP match day experiences.

The more Goldies in one place, the higher the chance of winning: so the bigger the cricket party

BBQ, the bigger the prize.

XXXX Gold will give fans wearing a Goldie the chance to win \$10,000 if they catch a six during the Australian Men's Test matches and One-Day Internationals.

This is an incentive for thousands of fans wear Goldies to the stadium to watch the Ashes – thus generating in-stadium brand visibility.

In late September the partner announcement was made: promoted by a PR push and debut social spot linked to cricketer Q&A.

A week later the Goldie was launched by former Australian cricketer and XXXX Gold ambassador Adam Gilchrist on the brand's YouTube channel and on Cricket Australia's channel too.

This was followed by a 'How To Connect With Your Mates' spot, a 'How To Pair Your Goldie' video, and a 'How To Register'.

The initiative was also promoted on the beer brand's Facebook page.

"Cricket is about more than just the players. It's about the fans that head out to the Test, play cricket at the beach or get together with their mates at home to watch the match," Gilchrist said.

"The Goldie has been created to unite these fans over their favourite sport and make them feel part of the Ashes this summer."

"Partnering with Cricket Australia was a natural fit for us, especially given that XXXX GOLD has long been a supporter of cricket," said XXXX Gold

marketing manager Richard Knight.

"We're stoked to be back as the beer sponsor of the Australian cricket team and encourage Aussies to get together with their family and friends under the Aussie sun and celebrate the season ahead."

Comment

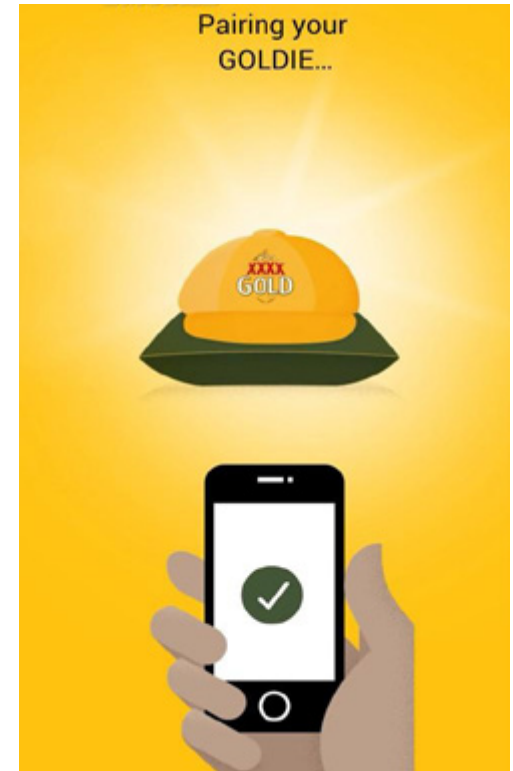
An innovative idea that links the brand to the property and also links fans via collective support.

It may even lead to TV commentators discussing why the stands are filled with fans wearing XXXX brand gold throughout the Ashes.

Although consumers do need to sign up for SMS and email alerts when they register a Goldie account: so there is the potential for the activation leading to a stream of marketing email spam.

An Australian Ashes summer always brings fun and innovative beer brand activation: past series have seen work ranging from beer fridges and wi-fi scoreboard radios (see case study), interactive bobble heads and getting fan names on team shirts (see case study), and even buying the whole country of Australia a round (see case study).

"We thought that doing something big for the fans was a great way to kick off the Ashes season," said XXXX Gold marketing manager Richard Knight. "Launching the Goldie is all about giving Aussies more joy in coming together over cricket. Whether you're playing cricket with your mates in the backyard or sitting in the stands at the Ashes, the Goldie is going to take the fan experience to the next level."



The 'Goldie' continues this tradition: it reminds us of NZ beer sponsor Tui's brilliant 'Catch A Million'.

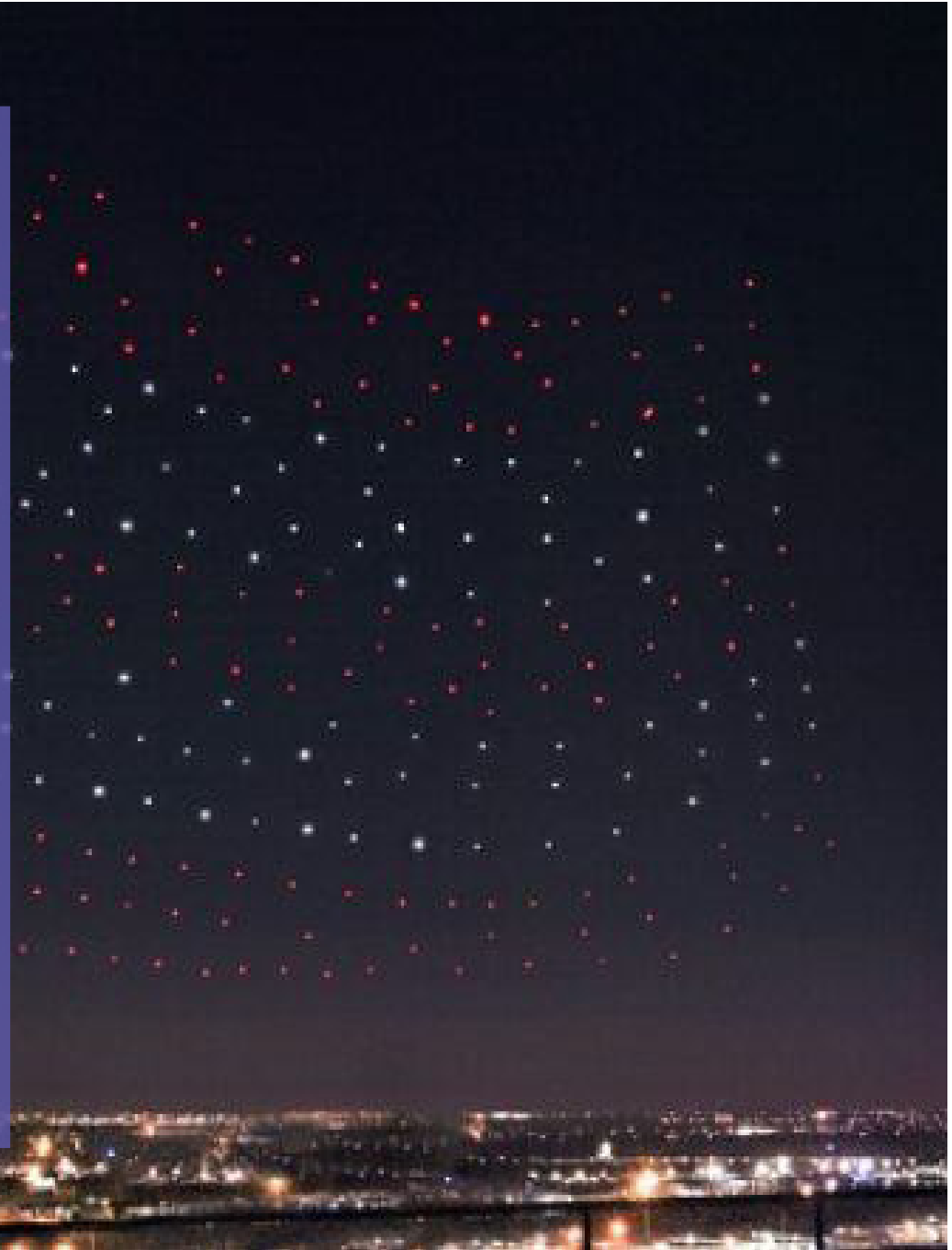
What next? A wi-fi enabled cable knit classic cricket jumper for the next Ashes in England?





'Drone Super Bowl Stunt' **Intel** **NFL/Lady Gaga**

For the 2017 Super Bowl hosted in Houston's NRG Stadium, Intel's 'Drone Light Halftime Show' leveraged the biggest televised event in America to showcase its technology through an ambient activation unlike anything seen before and bring its brand promise that 'Intel makes amazing experiences possible' to life. In supporting Lady Gaga's Halftime Show, Intel challenged people's perceptions of what that technology can do: applying a strategy based on 'creating awareness' and 'garnering brand credit' for the first ever drone integration in the NFL Super Bowl Halftime Show.



Intel's Ambitious Ambient Drone Display Supports Lady Gaga's NFL Super Bowl LI Halftime Show

On the day of the Big Game, 5 February 2017, Intel's drone light show aired live television before an audience of 150 million viewers during Lady Gaga's Halftime Show.

This saw the brand launch around 300 drones into the skies above Houston's NRG Stadium to create a custom light show (complete with twinkling stars and then a dancing US flag lighting up the night sky in red, white and blue) that seamlessly integrated Intel's technology with Gaga's performance.

The brand then immediately followed up with a commercial at the start of the next ad break to provide brand attribution.

The tech giant also launched real-time content across Facebook, Twitter, and YouTube to keep fans engaged after the event itself and followed up with supporting assets led by a behind-the-scenes film showing how the stunt came to life.

While this stunt used the Shooting Star system, one of a handful of drones Intel has devised, isn't yet on general sale, Intel's drone division has been

selling a general-purpose drone development kit for engineers since January and Intel sees a range of other commercial applications for its expanding range of drone technologies.

Comment

Drones (along with AR) are amongst the year's on-trend, leading edge technologies and this ambitious and groundbreaking TV drone integration demonstrated a new entertainment and live event application for drone tech.

Super Bowl ad space is arguably the world's most crowded commercial platform as the world's top marketers armed with the biggest budgets fight for attention.

Intel's tactic of cutting through this clutter by becoming part of the show itself again re-emphasizes the increasingly important role of event partnerships within the marketing mix.

In terms of activation outcomes, the results were almost as impressive as the drone show itself.

In terms of viewers, around 150 million watched the Super Bowl Halftime Show live and the show gained a further 30 YouTube million views.

While within the Super Bowl broadcast, Intel's drone light show generated the highest 'aided-awareness ad recall' at 53%.

In total, according to the brand, the drone show generated 4.9 billion potential impressions through article and broadcast clip mentions and resulted in 1000 feature articles and more than 1,200 media hits across a wide variety of general interest, news,

sports, technology, and music publications.

The initiative scooped ad awards around the world: at Cannes Lions alone it won a Silver Lion for 'Digital Craft' and a Bronze Lion in 'Media', while at the Clios it lifted gold in the 'Music' category, silver in 'Branded Entertainment' and bronze in 'Brand Partnerships', plus at the One Show it earned a silver pencil for 'Innovation in Branded Entertainment'.

Spoiler alert: it's just a shame that the segment was pre-recorded due to FAA rules making the stadium a no fly zone.

We are sure to see more of this kind of stunning tech display in the skies in the future: mouth-wateringly, Intel says it has the capacity to control more than 10,000 drones at any one time.

This stunning Super Bowl event follows on from similar Intel sponsor sports and entertainment event stunts: such as activations at the NBA All-Star Dunk Contest and at The Grammys.



"Lady Gaga and the Super Bowl creative team wanted to pull off something that had never been done before and we were able to combine Intel drone innovation with her artistry to pull off a truly unique experience. The potential for these light show drones is endless and we hope this experience inspires other creatives, artists and innovators to really think about how they can incorporate drone technology in new ways that have yet to even be thought of."

Josh Walden, Senior VP, New Technology Group, Intel

DRONES POWERED BY INTEL

Pepsi Zero Sugar Halftime Show





‘This Is Our Ice’ Minnesota Wild NHL

Ahead of the 2017/18 season, the National Hockey League’s Minnesota Wild launched a new campaign, ‘This Is Our Ice’, which aimed to start a fresh franchise tradition: one that invites fans from across the state to bring their own water (from local lakes, rivers, ponds and streams) to create the team’s ice playing surface for the new season. The initiative’s objective was to use the state’s famous ‘Land Of 10,000 Lakes’ official slogan to bring together the Wild’s diehard fans, to engage new ones and to solidify loyalty by creating a stronger sense of community and an annual NHL team event to share and solidify supporter passion.



The Minnesota Wild's #OurIce Fan-Created NHL Ice Hockey Playing Surface

Developed in harness with agency ICF Olsen, the 'This Is Our Ice' campaign launch phases reached a climax when the NHL team invited the parents of current Wild players, former Wild hockey stars and a member of the current US women's hockey team to pour out water collected from their hometowns onto the ice at a recent game at the team's home rink – the Xcel Energy Center,

Thus, for the 2017/18 season, the Xcel Energy center's ice sheet includes fan contributed water collected from around the self-styled 'State of Hockey' which was brought to the arena, filtered and frozen into the ice.

The initiative and the fan call-to-action was spearheaded by a central anthem video, and the campaign ran across broadcast TV, pre-roll, paid social, display banners, in-arena, arena OOH and PR.

Wild fans were encouraged to share a photo of themselves collecting water from their favourite pond, lake or ice rink on social media using the hashtag #OurIce and explain why they chose that location for their picture and these images were

collated and curated at the campaign web hub (<https://www.nhl.com/wild/fans/this-is-our-ice>)

Throughout the campaign, participants' hometown hockey stories were also shared on Minnesota Wild social media channels, tagged with #OurIce.

Once the initial promotional call-to-action phase was over, fans came with their portable containers on the afternoon of 16 September to 'flood the rink' by putting their own three-ounce H2O contributions into a Zamboni that turned it into the playing surface.

A series of other, linked activities also took place at Xcel Energy Center on 16 September – including:

- > [The Minnesota Wild Breakaway Run](#)
- > [Single-game tickets for the season go on sale](#)
- > [The Wild will host an open practice for fans](#)
- > [The new Wild home jersey will go on sale](#)

Then at the home opener on Saturday, 14 October, when the Wild hosted the Columbus Blue Jackets, a pre-game ceremony highlighted the new initiative, with additional water from some iconic Minnesota hockey hotbeds being added to the ice surface at Xcel Energy Center.

"Growing up playing hockey in Minnesota, I felt a sense of camaraderie that I believe is unique to this state," added Wild star forward Zach Parise.

"It's not just hockey players who are a part of the game. It's every Minnesotan who has picked up a stick. It's our families, friends and communities. That's what This Is Our Ice means to me — the

feeling that we are all contributing to the legacy of hockey in Minnesota."

Comment:

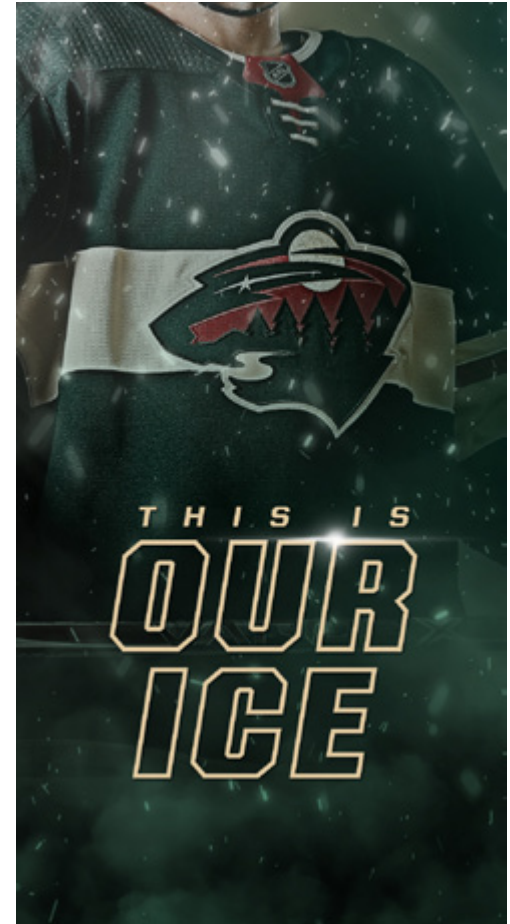
We respect this campaign both for its objectives and its activation and the innovative way it seeks to link to fans and the players through the playing surface and introduce a new annual tradition.

Minnesota is proud of its heartland hockey roots and this campaign celebrates the state's winter and water connections.

Minnesota is indeed the 'Land Of 10,000 Lakes' (it actually has 11,482): there are no prizes for guessing which state the LA Lakers NBA franchise originally came from.

It would be certainly something of a challenge to get fans to do this in the NHL's newest franchise in the desert bound city of Las Vegas, Nevada.

As a communicator and a marketer, the Wild are beginning to develop a reputation for innovation: after all, the franchise was the first US professional sports team to use Snapchat Specs.



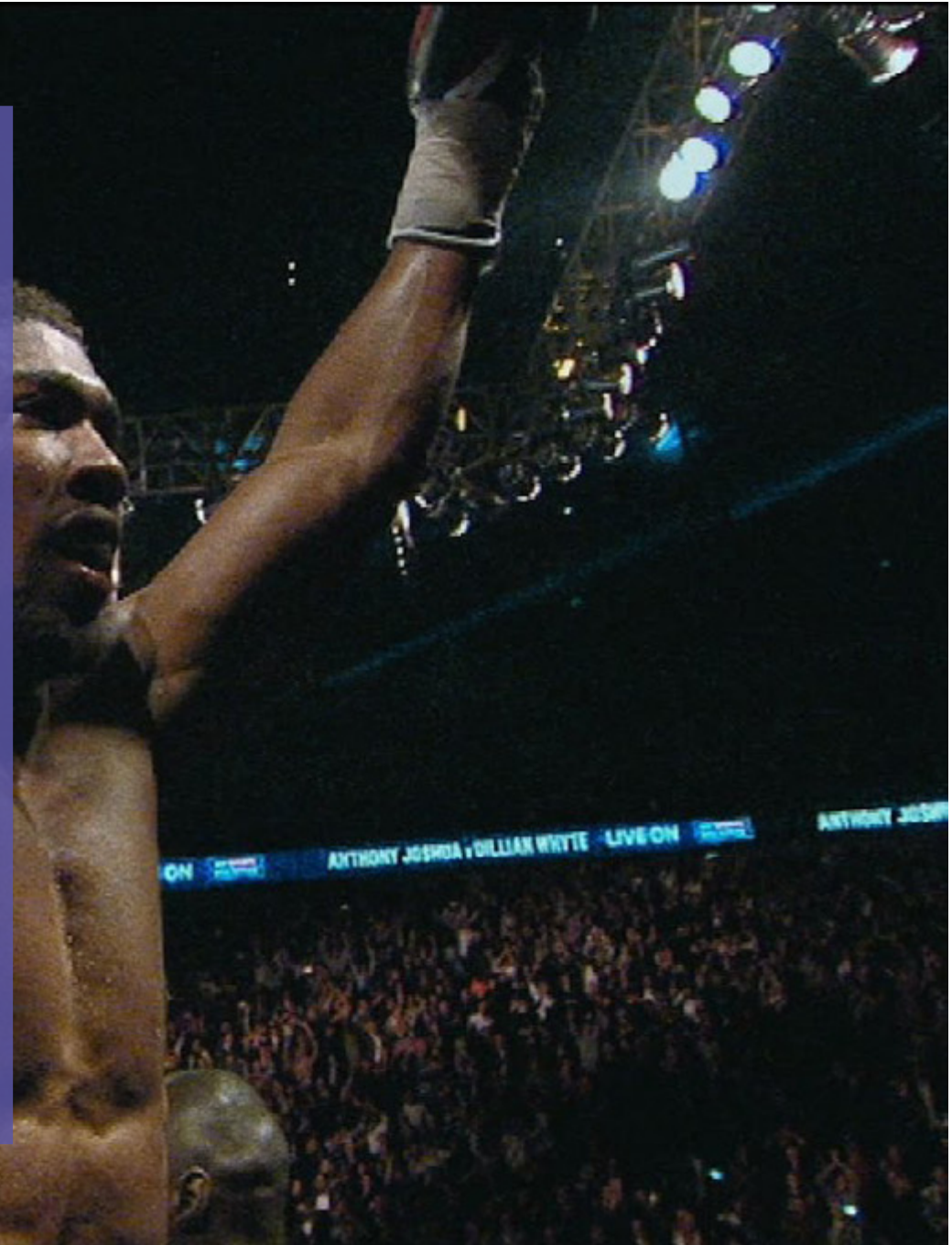
"Every winter, when our ponds and lakes freeze over, a rebirth happens as we embrace the frozen beauty of our state. Lake bays become our hockey home, and everywhere you turn kids young and old play pick-up hockey. That's what This Is Our Ice is all about — inviting fans throughout the State of Hockey to bring a piece of their hometown hockey heritage to our arena."
Minnesota Wild President Matt Majka





‘Made To Move’ Lucozade Sport Anthony Joshua

Led by Mayweather v McGregor and Joshua v Klitschko, 2017 was a big year for boxing. The sport is showing signs it may even make it back to the mainstream sporting big time. While Mayweather’s brilliance and McGregor’s bravado have played their part, much of the sport’s long term success lies with heavyweight world champion Anthony Joshua. No wonder so many brands are aligning themselves with the new champ. One standout piece of work was UK energy drink Lucozade’s ‘Made To Move’ big fight bio film which won silver at Cannes for editing and bronze for film craft.



Anthony Joshua Bio-Film Fronts Lucozade Sport Ambassador Work

Continuing its ongoing #MadeToMove concept, a big idea developed with Valenstein & Fatt and based on the belief that most consumers now expect brands to help them be more active, Lucozade Sport leveraged endorser Joshua's big fight with an integrated campaign led by an emotional boxer biopic.

A week ahead of the British heavyweight boxer's world title fight against Wladimir Klitschko at a 90,000-capacity sold-out Wembley on 29 April, Lucozade Sport launched a multi-platform campaign led by stylish short film revolving around Joshua's back story.

The stylish piece of brand storytelling first launched in mid April on digital and social and then aired on Sky Sports immediately ahead of the fight.

It tells the tale of his life to date: starting in Watford in 1989 when Joshua was born, moving through his troubled teenage years, before finally finding work and training to become a professional boxer.

With music by The Antlers and focusing on the idea that 'Nobody Ever Moved Forward Standing Still', the film was first posted on the brand's YouTube channel on 17 April and then evolved across

Lucozade's digital sites and social channels with pieces linked by the hashtag #MadeToMove.

As well as featuring front and centre on the drinks home page, this wave of work spanned Twitter, Facebook and Instagram.

The campaign also includes a parallel ticket competition: which invites fans to post their own 30-seconds of shadowboxing with the hashtag #MoveWithAJ for a chance to win tickets (the entry deadline is 5pm on 26 April).

This initiative, developed with Grey London, aimed to inspire more people to take up exercise.

This campaign phase built on Joshua's previous work for the sports drink brand after initially teaming up with Lucozade Sport in June 2016 to push its 'Summer of Movement Campaign' with FitBit.

Comment

This was an effective piece of branded storytelling and one that leverages a global star as he moves towards a professional (and a popular) peak.

Shortly after the fight Mongoose S&E PR director Jo Long-Pockett, who is promoting the campaign, said that the core spot and linked campaign has generated: "About 9m social views so far and that's not including views where the video's been embedded in media articles" and it is also driving interest in the boxer's back story which has led to organic media content growing around the film.

This campaign also dovetails with Lucozade Sport's official partner activation around the London Marathon – which also featured Joshua.

From boxing insiders and fans to the media (and Joshua himself), many fights fans are hoping and claiming that a Joshua victory will see something of a return to the glory days of professional boxing with a fighter and a personality at the tip of the pyramid with genuinely mass market, global appeal.

Indeed, Lucozade isn't Joshua's only commercial partner hoping the fans and the media are correct.

Other partner brands running campaigns featuring Joshua ahead of the big fight included Beats, Lynx, Land Rover, William Hill, Altitude Mask, and his sports apparel brand partner Under Armour.

Many of these initiatives ran on both the brand's channels and Joshua's platform which are building impressive metrics: by summer his Facebook had 1.5 m likes, his Instagram had 2.2m followers and his Twitter feed boasted 1m followers.

A stand-out spot amidst several strong boxing activations that also included striking work around McGregor v Mayweather from Beats By Dre, Betsafe and Paddy Power.



"I'm not usually one to look back, but I liked the concept for the short film. It has been a real journey from growing up in Watford to fighting at Wembley Stadium. Everything in between; all the things I have done and all the people that have supported me, have made me who I am today and this film illustrates that. I am excited to share my journey with my fans and I hope that it inspires the hunger in others."

Anthony Joshua, World Heavyweight Champion

NOBODY EVER MOVED FORWARD  STANDING STILL



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