

CREATIVE REVIEWS > AN INTRODUCTION



ACTIVATIVE

CREATIVE & STRATEGIC INTELLIGENCE FUELLING GAME-CHANGING SPORTS & SPONSORSHIP MARKETING

< UNDERSTANDING THE PAST
UNLOCKING THE FUTURE >

We deliver creative and strategic intelligence to fuel game-changing sports and sponsorship marketing.

Inspire your teams with the world's most innovative sports brand campaigns, rights-holder marketing, sponsorship activations, tech & trends. **Contact@activative.co.uk**

Activative's 'Creative Review' series offer a category/industry or sport/property specific creative and strategic intelligence to fuel game changing sports marketing and sponsorship activation.

These interactive reviews identify, explore and analyse the key strategies, tactics, themes and trends, as well as showcase best practice campaigns and award-winning creative from across the rights-holder, sponsor and sports brand landscape.

Our analytical creative reviews are interactive - just click on the play button arrows to view the illustrative, relevant creative.

Designed to offer insights for everything from pitches to competitive intelligence, our work helps clients stay ahead of the evolving landscape by broadening and deepening knowledge and learning from the world's best work.

We focus our analysis on the brave, innovative and original work that is driving, shaping and responding to the socio-cultural, economic and tech-led chang-

The logo for Activative, featuring the word "ACTIVATIVE" in a bold, black, sans-serif font. The letter 'A' is stylized with a triangular shape on its left side. The logo is centered within a white rectangular box that has a thin black border.

es across the sports marketing space.

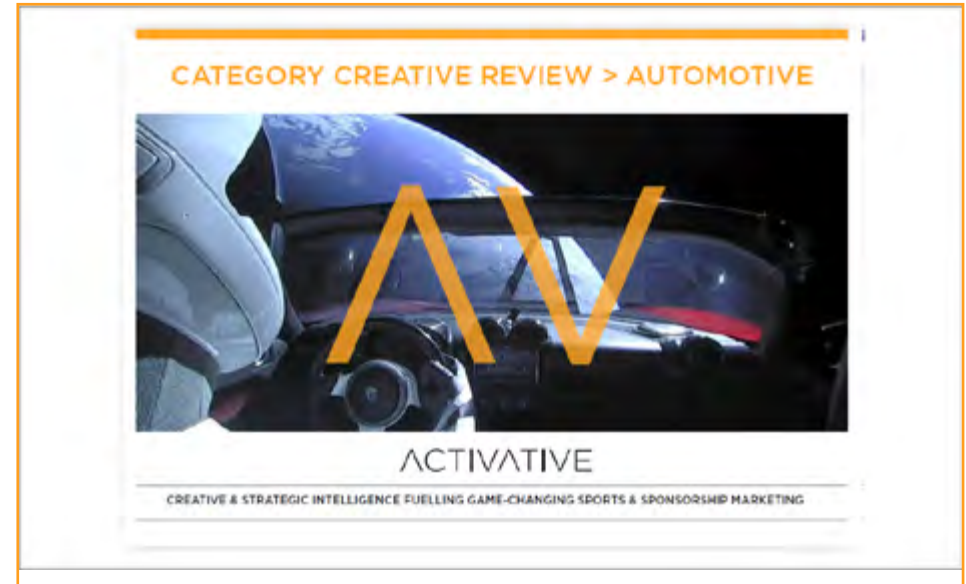
We believe you'll find plenty of ideas, insights and inspiration to help fuel your game-changing sports and sponsorship marketing.

Our creative reviews are free to subscribers and available to non-subscribers for £500.

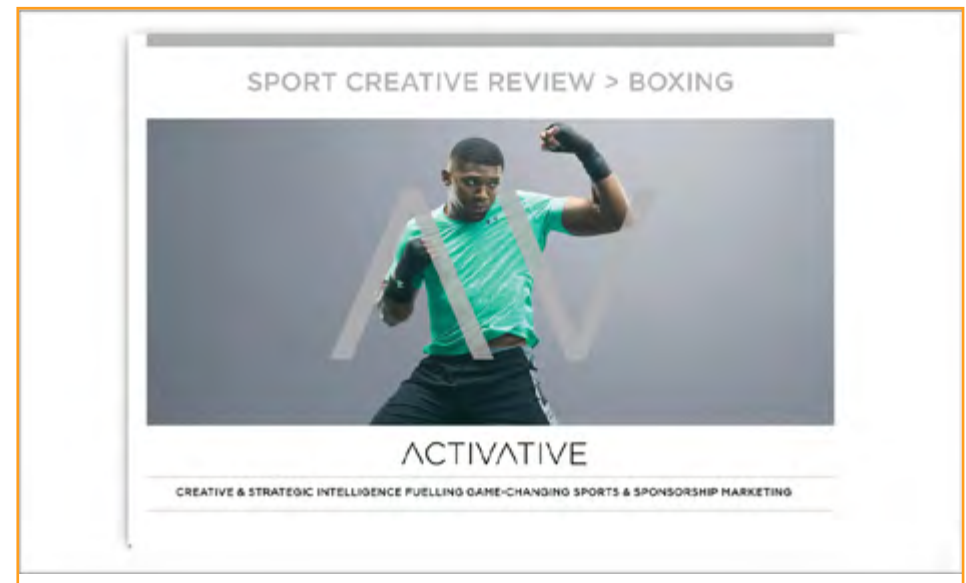
We would also be delighted to bring our briefings to life for your team or clients through a live, private briefing presentation for £1,000 (excluding travel & accommodation etc).

We also produce bespoke creative reviews for clients: to discuss commissioning a review just email contact@activeative.co.uk.

Category / Industry Creative Reviews *(Samples)*



Sport / Property
Creative Reviews
(Samples)



ACTIVATIVE

Get the most ACTIVATIVE thinking 365 days a year

Subscribe to Activative for year round access to case studies, news and views focusing on activation excellence, innovative leverage strategies and effectiveness

Activative brings daily inspiration and learning to your sports marketing / rights-holder / sponsorship team. Between our flagship 'Source' online intelligence tool, our curated 24/7 digital 'Platform' magazine and our 'Insight' creative category reviews and property briefing reports, we connect the dots between game-changing creative activation, sponsorship objectives and real-world results.

Want a demonstration, presentation or more information?

Email us at contact@activative.co.uk

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To subscribe to Activative's tripartite - Source, Insight & Platform - sponsorship and sports marketing activation/leverage insights and intelligence service for a year simply fill out the following form and send it to the contact details below, or go to our website at www.activative.co.uk:

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jeremy.edwards@activative.co.uk

or post to

Activative Ltd
 New Hibernia House
 Winchester Walk
 London SE1 9AG

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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

WWW.ACTIVATIVE.CO.UK



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