



ACTIVATIVE ANNUAL 2018/19

SPORTS MARKETING, SPONSORSHIP ACTIVATION & PARTNERSHIP LEVERAGE

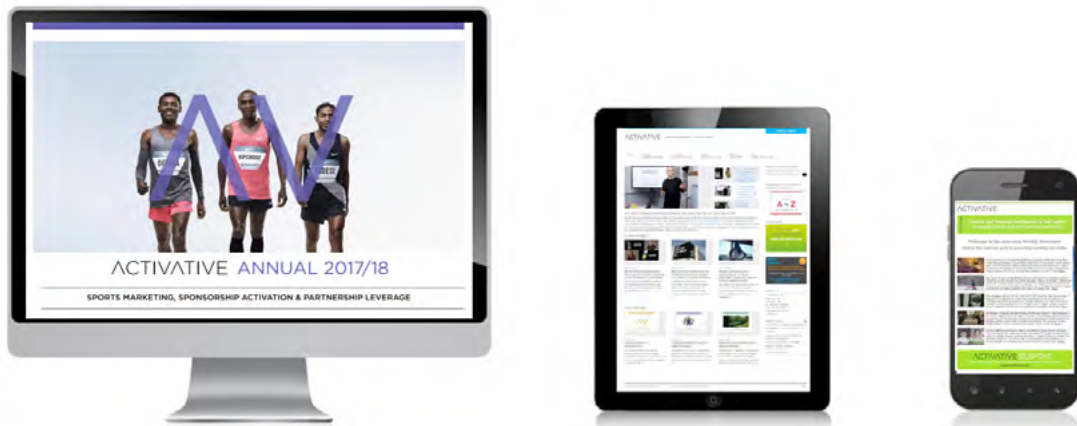
< Understand The Past Unlock The Future >

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We've made a list and checked it (at least) twice, to bring you the year's best sports and sponsorship marketing campaigns in the form of the 'Activative Annual 2018/19'.

After all, this is the most Activative time of the year.

Throughout the last 12 months, the Activative team has looked at tens of thousands of campaigns from across the global sports landscape.

Only around 500 of these make it onto our case study platform providing our subscribers (agencies, brands and rights-holders) creative and strategic intelligence, insight, and ideation to fuel their game-changing sports marketing.

So that gives you an idea of just what it means to be showcased in our 'Activative Annual' and to make it onto our list of the 'Most Activative Campaigns Of 2018'.

Of all the ads, campaigns, initiatives and projects we see, analyse and critique, these are the ones that we've judged to be the most significant and influential, the ones that reflect the zeitgeist, the smartest and most creative of all.

We hope our Activative Annual inspires you all to some fresh and brave thinking and brilliant work in 2019.

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2018 Overview

CHOOSE GO



Trends, Themes, Strategies & Tactics

This may have been a Winter Olympic and World Cup year, but it wasn't the tent pole properties that truly dominated the global sports marketing landscape in 2018 but rather the battles, the fights and the struggles that truly stood out.

From the stand against racism and the battle for gender equality, to the assault on ocean plastic and the struggle to recover from scandal and strife, the Activative Annual 2018/19 explores the key trends and brings them to life by showcasing the year's most memorable and game-changing campaigns.

In no particular order, the year's key trends, themes, topics, strategies and tactics included....

Belief & Purpose

From the USA to the UK, the political and social situation remains deeply divided and while some sports brands sat on the fence or hid, the industry's biggest behemoth stepped up with a purposeful campaign that immediately became the most talked about marketing initiative of the year.

So much has already been said about Nike's Colin Kaepernick fronted 'Dream Crazy' campaign and, of

course, we are going to say some more.

The sportswear giant stoked controversy when it launched its 30th anniversary campaign with creative starring the athlete activist and former NFL quarterback Kaepernick – the face behind the racial equality, anthem kneeling protest - and featuring the strapline 'Believe in something. Even if it means sacrificing everything'.

The campaign will appear in best practice and marketing textbooks in years to come: not least as the brave, values-led strategy drove record engagement, a major uptick in online traffic, a rise in sales and in share price.

While Nike post-campaign favourability metrics show split opinions (33% view the brand more favourably and 30% less favourably), amongst those aged 18-to-34 (Nike's core customer segment) the vast majority were positive about the campaign, supported 'taking the knee' and think brands should take a political stance.

As do we!

With so much of today's marketing dominated by algorithmically calculated FAANG media spend and price-led, online retailing, brands that back up their values, promote their point of view and favour purpose over pragmatism are part of the solution.

Yes, Nike has one of the biggest marketing budgets in sport, but in 2018 it used that marketing firepower to reinforce its status as a brand and an industry standard bearer.

Nike's 2018 track record is one to genuinely admire and not just for 'Dream Crazy'.





There were so many Nike campaigns to admire too: including **'Nothing Beats A Londoner'**, **'Juntas Imparables'**, **'Make The World Listen'**, **'Chose Go'**, **'Play Less Nice'**, **'Awaken The Phantom'**, **'Dare To Become'**, **'Going Brazilian'**, **'Belief Born On The Streets Of France'**, **'Never Ask'**, not to mention its **'I Believe'** work with LeBron James, **'What Have You Done For Us Lately'** with Cristiano Ronaldo and **'Voice Of Belief'** with Serena Williams.

Women's Sport

And speaking of Serena.....was 2018 the tipping point when women's sport and women's sports sponsorship? After all, it has been a fantastic year for women's sport.

For example, in the UK alone Nielsen Sports data shows of the UK population are interested in at least one women's sport 59% (51% female and 49% male), the BBC will stream 1,000 extra hours of live women's sport, Sky Sports teamed up with the Women's Sports Trust on **'#ShowUp'** (a campaign encouraging Britain to support women's sport by watching, attending or playing), and BT Sport signed a four-year deal with the International Hockey Federation (FIH) to broadcast all major World Cup and Pro League matches.

Indeed, England Hockey generated 120,000 ticket applications for the Women's Hockey World Cup, while the SSE sponsored Women's FA Cup Final drew a record crowd of 45,423 and

And success on the field is attracting new audiences

and fresh brand interest: According to Nielsen Sport, the number of women's sport sponsorship deals increased by 47% between 2013 and 2017 and the average deal size has risen 38%.

Recent flagship deals and campaigns include Visa's fresh, first-time and ground-breaking seven-year sponsorship of the UEFA's women's football tournaments.

As well as Nike's brilliant **'Juntas Imparables/ Unstoppable Together'** in Mexico and Sasol's **'Limitless'** programme with South African Women's Football showcased in our Top 10 Campaigns of the Year, there were so many other women's sports marketing and sponsorship activation initiatives that truly stood out.

Just some of the women's sports work we particularly admired this year included the brilliant **#WhatIf** initiative from **'Women in Football'** (sponsored by Betfair and supported by sport and entertainment agency Synergy), Star Sports India's **'Women In Blue / Gift A Bat'** leveraging the ICC's Women's T20 World Cup, the WNBA's **'Take A Seat, Take A Stand'**, **Everton and Umbro's** new season kit launch campaign fronted by the Women's Team, the launch of the first women's Subbuteo team set by the **FA/Hasbro/SSE**, Adidas' Billy Jean-King led US Open **'Here To Create Change'** initiative and its **'When Creators Unite, She Breaks Barriers'** campaign, BT Sport's **'Take Them All On'**, plus Sport England's **'Fit For Real'** and so much special work with Serena Williams (such as Beats **'Hold The Court'**, Berlie's **'I Touch Myself'**, Gatorade's **'Like A Mother'** and JP Morgan Chase's **'Mama Said Knock You Out'**).

But as the diabolical **Burger King's** host country

Russia 2018 campaign and the recent Ballon d'Or ceremony both show, there is a long road ahead.

Let's hope the positive trends continue around 2019 opportunities such as June's Women's Football World Cup in France and July's Women's Netball World Cup in the UK.

Eco Warriors

Many sports marketers decided in 2018 that when it comes to the environment enough was enough. There really was plenty of eco activism in sports advertising and sponsorship activation to admire this year.

We particularly loved the ambitious approach of Patagonia's **'Sponsor The Planet'** (a \$10m climate crisis commitment defending air, water and land in response to Trump's oil, coal, gas and oil industry tax cuts and policies).

Admiration was everywhere for the bold bravery of athleisure brand Lacoste's **'Save Our Species'** project: which saw it replace its iconic crocodile logo with a set of endangered species on a clothing range in a product and PR-able campaign that was shared 600,000 times,

This initiative that generated more than 1.2m impressions as well as \$11.6m of earned media, plus 76% of the sales were to new customers.

And all in just 24 hours - now that is a good days work!

But, for us, the stand-out ecology strand in the sports



space was the fight against plastic - particularly ocean plastic: this was the year that athletes, agencies, sports brands and rights-holders big and small joined the fight against waste.

From the World Surf League and its partners launching **#WSLPure** to Team Sky and Oceans Rescue's **#PassOnPlastic** initiative at Le Tour De France, there were admirable and inventive initiatives.

But in the sports space it was Adidas that led the way. Along with a strong team of sports team partners and sports star ambassadors, Adidas and Parley turbo-charged their on-going 'For The Ocean' project.

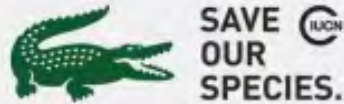
Stand out strands of this umbrella initiative included working with **Real Madrid and EA Sports FIFA 2018** (and virtual soccer star Alex Hunter) on a coral reef coloured recycled ocean plastics kit, and Adidas' Earth Day kits (made from upcycled plastic ocean waste) worn by all 23 MLS teams for April's Earth Day weekend matches.

Among other Adidas initiatives in the programme were third kits with the likes of Bayern Munich, Juventus and Manchester United, as well as its **'Run For The Oceans'** event and its **'Cliff Dive'** campaign.

Some of the early signs of the combined commitment are encouraging.

Consumer perception about single-use plastics has shifted: with 44% saying they have recently become more concerned about the issue and 70% planning to change their behaviour.

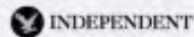
But there is a long, long way to go.



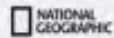
To support the International Union for Conservation of Nature (IUCN), the famous crocodile leaves its iconic spot to 10 threatened species. For each series, the number of polos corresponds to the remaining population sizes in the wild.

All proceeds go to help IUCN's Save Our Species Program.

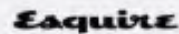
"Lacoste replaces its crocodile icon for the first time in its 85-year history"



"Major tip of the hat to Lacoste + IUCN. We can't wait to wear that proudly"



"...both stylish and helpful"



- The Amur Leopard (30 remaining)
- The Sumatran Tiger (284 remaining)
- The Spidee (250 remaining)
- The California Condor (221 remaining)
- The Kapibara (150 remaining)
- The Caspian Goshawk (100 remaining)
- The Javan Rhinoceros (47 remaining)
- The Northern Spotted Owl (20 remaining)
- The Hawaiian Monk Seal (1,400 remaining)
- The Vaquita (10 remaining)

RESULTS

SOLD OUT IN **24H**
DONATIONS TO IUCN
MULTIPLIED BY **4**

+200% TRAFFIC INCREASE
ON IUCN'S WEBSITE

600K **1.2 BILLION**
SHARES IMPRESSIONS

€9.9 MILLION EARNED MEDIA

"In addition to the money collected with the polos, personal donations to IUCN and visits to our website spiked."

Jasper Jauch, IUCN General Director



Rights-Holders Reboot & Refresh

There is no doubt that 2018 was a year of rights-holder refreshes and reboots as properties seek to re-adjust to the evolving landscape, adapt to attitudinal, socio-cultural and technology changes and, perhaps above all, engage with a new, younger generation of fans.

For example, late 2018 and early 2019 sees the roll out of the ATP's fresh '**Love It All**' brand platform aiming to appeal to a new generation (of fans and players).

Two such initiatives – Formula One's Engineered Insanity' and the PGA Tour's '**Live Under Par**' - feature in our 'Top 10 Campaigns Of The Year' showcase.

The traditional motor racing rights-holders are facing a multitude of challenges from falling television audiences to fragmented properties.

In the USA Nascar audiences are down another 20%, while in IndyCar the Indianapolis 500 hit a 30-year ratings low.

While Formula One is in the middle of a revolution as its aims to drag itself in to the modern era (and get ahead of the rising challenge from ABB FIA Formula E Championship's fast growing online audience and 347% rise in young Gen-Z fans.

Following last year's logo and asset re-design, 2018 saw Formula 1 launch its first ever marketing campaign – a new brand platform that aimed to challenge the

sport's perceptions by showcasing F1 from a fan feel perspective.

While 2018 may prove to be a big year when it comes to rebooting the sport of golf.

On top of a successfully Ryder Cup and the return to the top table of one Tiger Woods (think Nike's 'Welcome Back Tiger'), there were also several attempts - some good, some less so - at refreshing golf's game and its appeal to a new generation.

These projects ranged from the Woods/Mickelson 'The Match' and some characterful Mickelson commercials from the likes of **Workday** and **Mizzen+Main** (which competed with **Lance Armstrong's Onnit** ad for quirkiest sports star spot of the year), to Callaway's evolving '**Golf Lives**' initiative and The PGA Tour's replacing of its 20-year-old 'these Guys Are Good' for a new 'Live Under Par' brand platform aimed at appealing to younger audiences and at social spaces.

Another notable type of rights-holder reboot in 2018 was Australian Cricket's attempt to rescue itself and recover from last year's ball tampering scandal and this year's scathing ethics review and the resulting resignations.

Cricket Australia and its partners (kit suppliers, sponsors and broadcasters) rolled out a series of new campaigns and fresh initiatives in a concerted attempt to reconnect after the crisis and reboot the relationship between the team, the sport, the fans and the nation.

The campaigns include Cricket Australia's own '**It's Your Game**', '**Watch Me Play**' and '**Watch Me Grow**', plus 'League Of Heroes', plus the likes of Asics '**Move As One**' and Fox's 'Cricket Like Never Before'.





Amalgamations, Blends & Fusion

The independent silo in which sport used to operate is no more as sports and sports advertising continue to amalgamate with the worlds of art, culture, fashion and entertainment.

One stand-out initiative illustrating the fashion strand of this fusion trend is the brilliant apparel initiative between Jordan Brand and PSG - see our 'Top 10 Campaigns Of The Year'.

But sport isn't just synthesising with fashion, but also with the worlds of gaming, television and film.

As well as the rise-and-rise of eSports - which continues to grow apace and attract more mainstream marketing partners (such as **Mastercard's global Riot Games LOL tie-up**), but produced little stunning marketing creative - 2018 saw some seriously inventive sports alliances in the gaming space.

After last year's award-winning **EA Sports FIFA 18** 'El Tornado' and 'Alex Hunter' ambassador deals, this year saw Everton FC sleeve partner Angry Birds' transform a trio of Toffees stars (Theo Walcott, Gylfi Sigurdsson and Cenk Tosun) into personalised playable characters in the new Angry Birds 'Evolution' and the NFL's alliance with Fortnite enabled football fan gamers to pull on their favourite team's grid iron uniform (plus referee's outfit) while playing the game, as well as deploy football-themed emotes, gliders

and harvesting tools, plus a chance to purchase eight NFL touchdown celebration dances.

While in the world of television, rights-holders continued to create promotional campaigns themed around classic TV shows (we loved **'The Office By The Cleveland Browns'** and admired the MLB's Game Of Thrones new season hype spot), while one of the key trends was the explosion in long-form, documentary style sports series.

The list of 2018 shows worth watching is a long one and stretches from Amazon's ever expanding 'All Or Nothing' series (eg the All Blacks and Manchester City) and '24-Hour War', to Netflix's 'First Team: Juventus', 'Becoming Zlatan', 'Eat.Race.Win', 'Icarus', 'Team Foxcatcher' and 'Last Chance U'.

Plus, with Amazon, Twitter and Facebook now all streaming live sports, the maturing of OTT strategies is becoming increasingly self evident.

Although, as of December 2018, despite its rivals moving rapidly into live sports rights and the astonishing ports investments of new subscription streaming service DAZN, Netflix still currently official claims to have no immediate plans for live sport.

And yet Netflix does continue to move ever deeper into the sports space. Consider, for example, its tactical sponsorship of Scottish Rugby around the Autumn Internationals as a vehicle to promote the release of Outlaw King (the story of Robert Bruce).

In fact, using sports organisation and their athletes to promote other entertainment properties is becoming ever more popular as from bespoke content production and match-day integration to players walking on the



red carpets at film premieres.

One of our favourite initiatives in this space was the **Creed 2 tie-up with the NBA's Philadelphia 76ers.**

From long form content, to digital shorts, micro action clips and the rise and rise of vertical video, 2019 will see video constitute 80% of all internet consumption and the FAANG's will Hoover up at least two thirds of the associated revenue.

Good Tech, Bad Tech

2018 also saw another strong set of new tech sports marketing firsts: much of it driven by experimentation and the associated PR and brand benefits of being seen as an early adopter or a first mover.

From Arsenal's **'Robot Pires'** Chatbot, Radio.net's World Cup **'Football Pen'** and **Renault Sport F1's Microsoft HoloLens 3D car launch**, through Intel's **Drone Show** at the Winter Olympics (and Budweiser's at the World Cup), to Samsung's Dutch Winter Olympic skater **'SmartSuits'**, the Dallas Mavericks erecting the world's biggest **AR Mural** and **Google Cloud's March Madness Machine Learning** activation (spanning AI ads and a Kaggle competition), there were notable, new tech initiatives every time and everywhere you turned your head.

And speaking of heads, 2018 was also an interesting year for the emerging marketing psychological and

neuroscience experimentation.

New Balance activated its rights as a TCS New York City Marathon partner by using a compression algorithm (created by Nielsen Consumer Neuroscience to mine consumers' brain-wave data in order to maximise effectiveness) to guide the editing and cut-down processes of its hero **#RoadToNYC** 30-second commercial, while we were also intrigued by Ford Performance's **'Psychology Of Performance'** brain training EEG helmet.

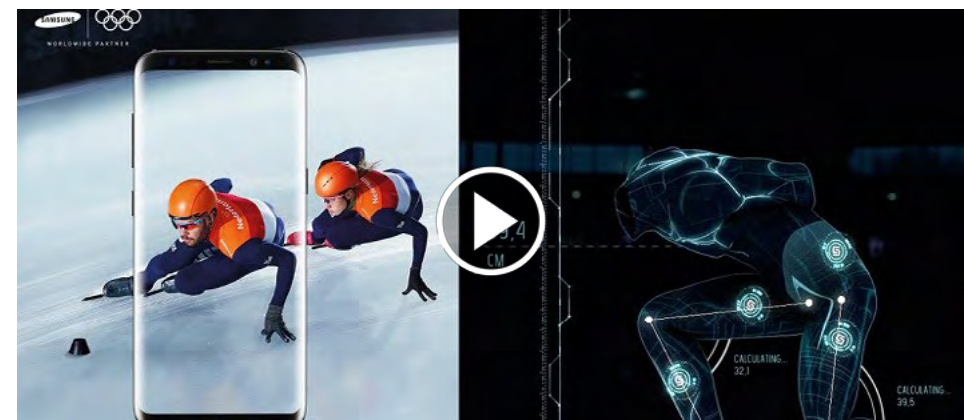
Elsewhere, sports brands were busy evolving their approach to dark social. Adidas continues to be a leader in this field as it launched its **Tango Squad community platform** and used the likes of WhatsApp and Facebook Messenger to engage with young players and develop collaborative tie-ups with the next generation of influencers.

2018 saw it launch a new app specifically to leverage dark social as a channel to speak to younger consumers and further build a committed community with an advocacy and community before sales strategy.

There continued to be plenty of invention in the established social platforms too.

One campaign that particularly stood out was Skittle's 2018 Super Bowl **'The Most Exclusive Ad'**: a commercial only be shown to one person – ever (which led to a 7% sales increase and a Gold Lion in Brand Experience & Activation at Cannes).

Another was Toyota's Instagram filter **'See Like Menna'** Winter Olympic campaign which enabled viewers see how daunting the slopes are for visually



impaired Paralympic skiers (part of IOC auto partner Toyota's global Olympic/Paralympic **'Start Your Impossible'** initiative).

But, of course, there were more technology platform and social scandals, financial failures, invaded privacy and data manipulation during 2018 than ever before.

Indeed, there were plenty of danger signs across most new tech platforms and social spaces that ranged from some signs of social slow down, to stronger indicators of regulation, legislation and perhaps even government enforced breakups.

If you managed to get through the last 12 months without having your data stolen, your profile hacked or your social channels hijacked by various dark forces, then you are either very lucky or just fooling yourself.

Old School Craft

With tech threats multiplying, it is comforting to know that 2018 also saw plenty of stand-out sports marketing initiatives and award-winning sponsorship activations deployed across traditional media platforms.

Let's take some time to appreciate and admire the craftsmanship involved in some of the best work.

In old school print we respect the craft behind Ogilvy's 'Kiwi Ali Boots' execution for SC Johnson: part of a campaign exploring the lives of historical figures through the shoes they wore.

While on the radio we were all moved by Carling

IF THESE SHOES COULD TALK, THEY'D NEVER STOP TALKING.

These aren't just any ordinary boxing shoes. These are Muhammad Ali's boxing shoes. These are the greatest shoes in the history of the world. The greatest shoes of all time. These shoes are original. They're one of a kind. The world has never seen shoes like these before. And never will again. These are the shoes that are too slick for those tricks. These are the shoes of a man who can predict what round he'll knock you down, and then do it.

These are the shoes of the man who claimed he could whup every single man in America. Every man in Russia. Every man in China. Every man in Japan. Every man in Europe. And then he did. These shoes say a lot about the man who wore them. And the man who wore them also said a lot about the man who wore them. And he could back up everything he said. These shoes never wanted to be laced up by an underdog. They would only be worn by the single greatest. The most confident. The one you couldn't lay a glove on. The boldest, the prettiest, the most superior, scientific, skillfullest fighter in the ring.

These shoes have the feel and the zeal for a greatness you can't conceal. Not only are they the best-looking shoes. They're the best-smelling shoes. Other shoes should be arrested for air pollution. These shoes move like a dancer. Hit with power. And when you take them off, they smell like a flower. Oh yeah, that's right. These shoes aren't just pretty, they're poetic. They have the class of an oxford. The style of a wing-tip. And just like their owner, they'll give you a fat lip. They're strong like a boot. Flexible like a sneaker. And when the bell rings, they'll move like a streaker. Ali's shoes had personality. They had class. Occasionally, they had tassels. Sometimes they were black. Sometimes white. But they never had marks on them. No scuffs on these shoes. Because, like the boxer himself, no one could touch them. You think there are better shoes than these? Don't be ridiculous.

The shoes that can defeat these shoes haven't even been born yet. Muhammad Ali's shoes were trash and provoking. They'd step into the ring, and Ali would start a-pecking and a-poking. That's the honest-to-goodness truth. And I ain't joking. These shoes supported the legs of the great Muhammad Ali. All other boxers' legs should sue their shoes for non-support. These shoes helped Ali win the heavyweight championship of the world. Then they helped him win it again. And win it a third time. These are the shoes that foretold the bold would win the gold. They fought the fight of the century. Twice. They rumbled in the jungle. They fought a Thriller in Manila. They threw a whammy in Miami. They got plucky in Kentucky. They got a boost in Houston. Made opponents get trembly at Wembley. They extended his reign in Lewiston, Maine. They hit 'em hard in the Garden. They were definitely a-bubblin' in a-Dublin. They fought a winning scenario in Toronto, Ontario. The quorum at the Forum. The Ultramadium at the Stadium. They fought like Sparta in Jakarta. And then, they brought the championship back home at the Superdome. They were and are The Greatest of All Time.

Muhammad Ali used these shoes, and other great shoes like them, to take huge steps. Steps that had never been taken by anyone before. Steps that have never been duplicated. And steps that are still marveled at today.

Muhammad Ali
Boxing shoes, size 13 (1959)
They moved, shuffled and never stopped fighting.

KIWI
GREATNESS STARTS WITH A FIRST STEP

Black Label's **'Soccer Song For Change'** anti abuse initiative at the Soweto derby - also by Ogilvy - which saw the #NoExcuse choir adapt the lyrics of a popular South African football song (Masambe Nono) to tell the story of a woman who is beaten by her husband after his team loses a match.

While among the most memorable television ads was Tide's 2018 'It's A Tide Ad' Super Bowl spot (by Saatchi & Saatchi) hijacking other ads during the game.

Another old school turned new school tactic, the pop-up, went into overdrive in 2018.

It was just the sheer number of short-term sports pop-ups, but the notable increase in genuinely brave and original approaches: from Converse's 'Chuck Stop' and Hyundai's **'Winter Olympic Pavilion'**, to the Adidas Glitch 'Chicken Shop' and Bjorn Borg's 'Exerhighs Drug Swap'.

There was also some inventive camera work in the sports space too.

If 2017 was the year of the spider cam, this year brought us fresh cam inventions such as Fox Sport's corner flag cameras at the MLS Cup Final and also the Angry Birds 'Above The Rim Cams' at the Chicago Bulls United Centre.

Old school sports team mascots also hit the headlines in 2018.

If 2017 was the year of Hero The Hedgehog (the refreshing mascot of the IAAF World Championships in London), there is not question that the 2018 mascot of the year was **Gritty**.



The Philadelphia Flyers hadn't had a mascot since 1976 and was designed as a grotesque underdog: a mascot that you couldn't help but love and a symbol of the historically rough-and-tumble Flyers team and the city of Philadelphia's famously aggressive sports fans.

When he debuted in September he was initially dismissed as a googly-eyed, ugly orange Cookie Monster wannabe - the first reactions were more ones of horror and revulsion.

But the tide turned fast in Gritty's favour and by December he'd become the USA's meme of the year, permanent fixture across the sports social and traditional media channels and nominated by thousands as Time Magazine's 'Person Of The Year'.

Gritty was even at the centre of America's internet culture and political wars throughout 2018.



PERSON OF THE YEAR IT ME



2018's Most Activative Campaigns

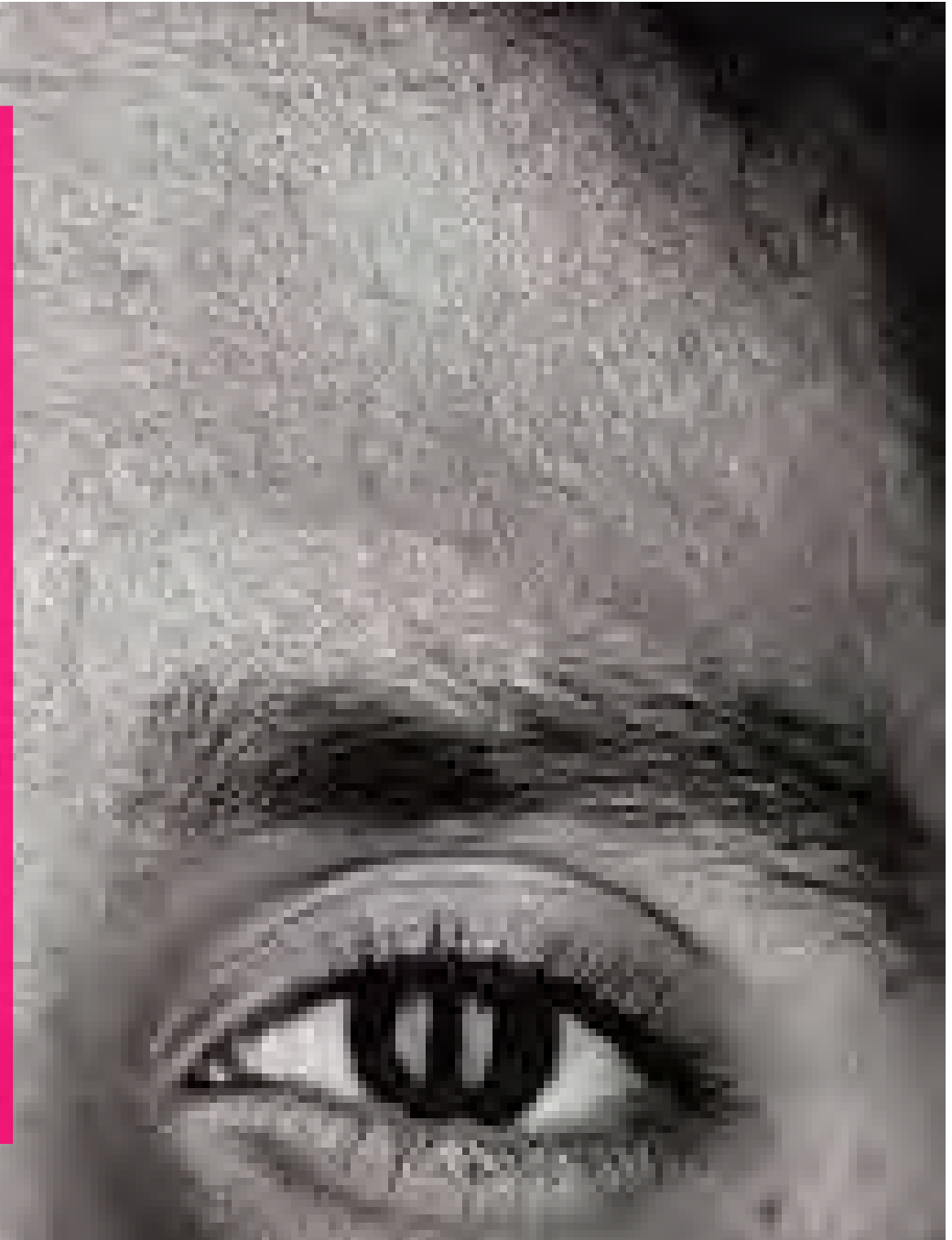
The image features the official logo of the 2018 FIFA World Cup in Russia. The logo is a stylized trophy with a red and white flame-like base, a yellow body, and blue eyes with white stars. It is set against a background of white, flowing fabric. The text "FIFA WORLD CUP" is in black, and "RUSSIA 2018" is in large red letters. A semi-transparent pink rectangle covers the left side of the image, containing the title "2018's Most Activative Campaigns".

FIFA WORLD CUP
RUSSIA 2018



Nike 'Dream Crazy' Wieden+Kennedy

Putting Colin Kaepernick, the athlete activist leader of the NFL's anthem protests, at the centre of its 30th anniversary 'Dream Crazy' campaign was seen by some as a bold, brave and risky move that marketers might discuss for years to come. But Nike didn't simply take a stand and demonstrate its right to enter the political debate. It showed Nike felt it had a duty to do so. It proved (again) that Nike understands its core audience and it reaffirmed its culture brand credentials. It was praised by the majority of its loyal fans, it boosted sales among its target audience and it led to the company's share price reaching an all time high.



Nike Takes A Stand With Kaepernick Led 'Dream Crazy'

Created together with long-time agency Wieden+Kennedy, 'Dream Crazy' debuted on 3 September across Kaepernick's and Nike's social channels with a simple, bold black and white image of the athlete activist's determined face staring ahead with the copy "Believe in something, even if it means sacrificing everything. #JustDoIt"

The initial image launching this major new 30th anniversary campaign, which coincided with the start of the new NFL season, was followed by a set of simple posts all containing key campaign lines sourced from the hero television spot which debuted during the season opener on 6 September.

The two-minute film, initially posted by Kaepernick prior to airing on national US TV during the game between the champion Philadelphia Eagles and the Atlanta Falcons, is a sprawling, multi-athlete, smartly cut spot set to the quarterback's narration which aims to reflect the heart of the brand's 'Just Do It' spirit.

The campaign, which follows on from Nike renewing its endorser partnership with Kaepernick,

saw content roll out across multiple platforms (including OOH billboards, TV and online), plus the brand will create a new apparel line for Kaepernick (including a signature shoe) and contribute to his 'Know Your Rights' charity.

While the former San Francisco 49ers quarterback an iconic athlete activist (who has been without a team since he kick-started the NFL player protest against racial injustice and police brutality in the USA by kneeling during the US national anthem) garnered the most attention, the campaign actually featured an impressive line-up from its endorser stable.

The anniversary campaign also includes the likes of tennis star Serena Williams ("Girls from Compton don't play tennis. They own it"), plus Seattle Seahawks rookie linebacker Shaquem Griffin and New York Giants wide receiver Odell Beckham Jr.

The move sees Nike take sides in the ongoing NFL anthem debate by putting the man who began the kneeling protest against social inequality at the heart of what is a values-based brand campaign.

A Nike statement described Kaepernick as "one of the most inspirational athletes of this generation" and Gino Fisanotti, Nike's VP Brand for North America added "he has leveraged the power of sport to help move the world forward".

Kaepernick began his protest back in 2016 when he sat for the US anthem in a pre-season game. Then, in subsequent games, he began kneeling: an act which began a movement amongst other players in protest police brutality and social inequities.

The national debate has raged since that moment: with Donald Trump being the leading, most vocal and fiercest critics of players who kneel.

Nike is, of course, no stranger to marketing controversy.

After all, this is the brand that ran high profile campaigns around the likes of drugs cheats Lance Armstrong and Maria Sharapova, as well as Tiger Woods and even Oscar Pistorious (see case study).

Trump, who last year said that any player in the NFL who knelt during the anthem was a "son of a bitch", responded publicly to Nike's campaign.

"I think it's a terrible message that [Nike] are sending and the purpose of them doing it, maybe there's a reason for them doing it," Trump said.

"But I think as far as sending a message, I think it's a terrible message and a message that shouldn't be sent. There's no reason for it."

The president did acknowledge that Nike and Kaepernick had a right to express themselves.

"In another way, it is what this country is all about, that you have certain freedoms to do things that other people think you shouldn't do, but I personally



"It's resonated strongly with consumers around the world. It's driving a real uptick in traffic and engagement, both socially as well as commercially and [the company] feels very good and very proud of the campaign."

Nike CEO Mark Parker

am on a different side of it.”

Trump also mentioned that Nike pay him “a lot of rent” as its flagship New York store is in a building owned by Trump.

Last year the company announced it would leave the property.

Kaepernick, who was recently given Amnesty International’s top honour, has been without a team since he opted out of his contract with the San Francisco 49ers in March 2017.

He has recently filed a grievance claim against NFL team owners arguing that they have conspired not to hire him because of the protests and the case is set for trial.

Comment

Within just two hours after the debut post, Kaepernick’s tweet had already generated 56,000 retweets, 127,740 likes and many comments.

While the brand saw a staggering 1400% increase in Nike social mentions within 24 hours of the initial social post.

Initially there was a 2% drop in the company’s share price the day after the campaign launched, but this was followed by a 31% rise in online sales during the matching week in 2017 and within a week Nike’s share price had reached a record high.

The research arm of Thomson Reuters analysed the statistics relating to Nike’s online sales in the 10 day period following the campaign’s initial launch, and found a 61% rise in the amount of sold-out merchan-

dise compared with the 10 days before the launch.

Figures aside, this is a powerful and bold a statement ad campaign!

Perhaps the most powerful and most discussed sports related spot since 84 & Lumber’s ‘Journey’ 2017 Super Bowl campaign.

As well as a piece of marketing, the campaign is essentially a commitment to Nike’s values and a solidification of its status and standing as a brand.

Surely it’s the morally right move too – as well a brave decision: one not without risk – especially considering the inevitable Trump Twitter response and social backlash (as well as social support).

Kaepernick has been a Nike athlete for seven years and the brand has maintained its their relationship, albeit quietly, with him through the protest.

But now Nike has decided, whether or not he ever sets foot on an NFL field again, that Kaepernick will be a public-facing Nike athlete ambassador

Companies, especially US publicly traded ones, so often adopt a cynically apathetic, amoral approach to politics and socio-economic issues in order not to alienate consumers and thus maintain profits.

Whether this campaign is the result of Nike’s famed market research department having tested the economics of the campaign, or whether it is a simple matter of the board deciding to do what it knows to be the right thing we may never know.

Either way, Nike is now a brand putting its marketing where its mouth is.

56,000 Retweets & 127,740 Likes In 2 Hours
1400% Increase In Social Mentions In 24 Hours
31% Rise In Online Sales Within 7 Days
Record Share Price After 1 Week





Believe in something.
Even if it means sacrificing everything.

 Just do it.

> Nike 'Nothing Beats A Londoner' Wieden & Kennedy

Nike re-affirmed its relationship with London's youth through a mobile-first, crosss-platform campaign capturing powerful, characterful moments when the city's young athletes turned hardship into motivational fuel.

Starring 30 iconic London sports stars and influencers alongside 258 real Londoners, the initiative exceeded its objectives of providing enouragement and engagement. Launched by real kids in their own social communities, amplified by big name influencers the work spanned a blockbuster hero film, Instagram Stories, Snapchat Stickers, GIFs for dark social all driving kids to a week of free London sport.



Nike 'Nothing Beats A Londoner'

Sportswear behemoth kicks off its new 'Global City' strategy with a blockbuster spot (which immediately went viral) paying tribute to the UK capital city.

This stunning commercial blends sport with music and culture in an attempt to mobilise Londoners through a dynamic, breathless ad featuring a galaxy of stars and citizens fronting a new campaign that is designed to showcase and support the vast array of athletic activities undertaken by those living in the UK capital.

Spearheading the integrated initiative is a lengthy ad three-minute commercial, developed by the brand's long-time creative agency Wieden+Kennedy London, which takes the viewer on a breathless journey through the city.

Shot on the streets of London (from Dalston to Peckham and Brixton), the frantic camera moves from football and running, through golf, basketball, swimming, boxing and even ice hockey as the commercial showcases the eclectic, odd and unusual places activities are practised in London.

It features an impressively diverse range of famous faces from across the sports, music and cultural diaspora: From British sports stars such as Harry Kane, Steph Houghton, Nathaniel Chalobah, Mo Farah and Dina Asher-Smith, to those born

elsewhere but plying their trade and showcasing their skills in the city like Eden Hazard, Alex Iwobi (England football manager Gareth Southgate even makes a brief Godlike cameo).

Plus it features stars from London's culture scene such as Skepta, Michael Dapaah, Dave, Giggs, J Hus and AJ Tracey.

The soundtrack reflects the competitive theme with each young Londoner getting their own piece of music: from Skepta's 'Shutdown' to West London's pirate radio station Kurupt FM.

Despite all the famous faces, the core objective is to champion the city's youth and the spot features 258 real Londoners working hard and enjoying their passions and what they love in a challenging urban environment.

The campaign also includes call-to-action for people in the city to add their own voice into the mix by downloading the Nike app.

Debuting socially on 9 February (to leverage the half term holidays), the online video notched up 2m views on the Nike YouTube channel in its first three days and after three weeks has now past the 7m mark.

Comment

This is a joyful, city homage film focused on celebrating and championing the passionate, enterprising and fiercely competitive young Londoners who shape their city.

The spot immediately went viral with many - from Londoners and sports stars to politicians

(like London mayor Sadiq Khan) and marketing creatives - using social media to voice their approval.

It is a key step in Nike's current 'global city' strategy, developed back in June 2017, which saw the sportswear giant identified London and 11 other key cities (in 10 countries) that will be the focus of its effort to fuel its global growth.

Nike believes around 80% of its projected growth through 2020 will come from those cities, which, in addition to London, also include global mega cities such as New York, Shanghai, Beijing, Los Angeles, Tokyo, Paris, Berlin, Mexico City, Barcelona, Seoul, and Milan.

Nike describes this approach as 'local business on a global scale'.

Of course, while many Londoners (and ad/marketing industry insiders) are loving it, there is always the potential that customers outside those cities could become alienated.

What price Nike follows up with 'Nothing Beats A New Yorker, a Singaporean (or even a Manc/Brummie/Glaswegian)?

**10m Full Film YouTube Views
171k Click Throughs
#1 Trending On YouTube
Organic Twitter Moment
10k Opportunities To Play Sport**



"Despite the star cameos, the creative flips the traditional model and holds kids up as the inspiration for all - championing them, their spirit and incredible athlete mindset."

**Paddy Treacy & Mark Shanley
W+K London Creative Directors**





Nike 'Juntas Imparables' Wieden & Kennedy

Nike's 'Juntas Imparables' contest weaponised its fans to boost app users/customers. Nike invited Mexican women to form teams of four and track their exercise on the brand's training apps: each member could do a different sport as long as she logged the minutes in the app to measure the team's combined efforts. The group that logged most minutes over six weeks won a year's Nike sponsorship. Nike rolled out a stunning, dynamic film to promote the contest and, to provide support, each team was added to a WhatsApp chat group that connected them to a Nike ambassador coach. Brilliant!



IMPARABLES

‘Juntas Imparables’: A 6-Week, App-Led Mexican Women’s Team Sports Challenge

The contest aimed to boost physical activity by recruiting women to team up and participate in a six-week, app-based sports challenge in what was a parallel marketing campaign and brand event aim to unite the strength, confidence and passion of all Mexican women in order to demonstrate how sport makes us stronger.

This was a female call-to-sporting-action, created in harness with long-time agency Wieden+Kennedy, aimed to inspire viewers to sign-up in four-woman squads compete to accumulate activity minutes.

The sportswear behemoth encouraged Mexico’s women to partake in physical activity in general and the brand challenge in particular through a dynamic, spectacular TV spot starring famous female Mexican athletes – including footballer Nayeli Rangel, boxer Mariana Juárez, Olympian Paola Morán, gymnast Alexa Moreno and basketball star Casandra Ascencio – running through Mexico City’s streets.

The women face down a series of challenges –

from traffic chaos to wolf-whistling builders – to demonstrate that the challenges facing women today can be met and conquered.

The ad’s rallying call is: “This is our moment. Let’s move the city. Join the challenge at www.nike.com”

The challenge itself runs across Nike apps and through the challenge the teams are coached by a Nike representative through WhatsApp.

It began on 10 September and finished on 19 October: during this the aim is for women’s teams to sign-up, log and track their physical activity via the Nike Training Club or Nike Running Club apps.

Individuals on teams can perform a range of sports or exercises to add to the team’s combined efforts.

Nike also offered teams support via a WhatsApp chat group linking them to a brand representative who will provide coaching and guidance.

Groups can monitor progress and competitive positioning versus other teams on the live leaderboard on the Nike Imparables site.

Nike also promises that each exercise minute recorded for Juntas Imparables will be put back into public schools and community organisations as a part of its Made to Play programme (created to help Mexican children live happier, healthier lives).

Essentially, for every minute logged, Nike Mexico will fund another minute of play or exercise in collaboration with the NEMI foundation next year.

The incentive for teams to participate?

The winning quad gets a one-year Nike sponsorship.

Comment

This campaign weaponises the audience and is a girl power engagement initiative is essentially a tactical approach to increase Nike app downloads.

Which the brand hopes will have a knock on sales effect: after all, the Nike app is packed with purchasing opportunities.

An admirable purpose, a great film, smart use of new tech, camaraderie and communication and a linked cause strand and it addresses a genuine need and gender imbalance.

A recent University of California (San Diego) study shows that Latino women typically receive little encouragement and often actual discouragement to undertake physical activity.

Indeed, 47.8% of adult Latino women say they never engage in any leisure time physical activity.

Nike’s initiative aims to tackle this reality and encourage Latinas to challenge these obstacles.

Indeed, even the act of exercising in a groups is designed to provide mutual support, encouragement and inspiration and to make them accountable to one another (and the Nike WhatsApp coach means they are also somewhat accountable to an external partner too).

16m YouTube Views

47.8% of adult Latino women say they never engage in leisure time physical activity



“You only have to look at the some of social comments posted beneath the official Nike YouTube video to realise just how much this kind of campaign is needed. Enough said!”





JUNTAS IMPARABLES

6 SEMANAS. 4 AMIGAS Y 1 RETO

El objetivo es demostrar que juntas somos imparables.
Sin importar tu habilidad deportiva o condición física.

El squad ganador obtendrá un patrocinio
de Nike Women México por un año.

DEL 10 DE SEPTIEMBRE AL 19 DE OCTUBRE

[ENTRAR](#)



PSG Jordan Brand CL Apparel Alliance

Paris Saint-Germain (PSG) and the Nike-owned Jordan Brand aligned in a stylish, fashionable and ground-breaking alliance led by a new apparel collection of more than 90 performance, training and lifestyle products.

The partnership, led by Jordan home and away UEFA Champions League shirts, runs in parallel's to PSG's ongoing £17.5m per season

Nike tie-up and marks the first time Jordan has teamed up with a soccer team. Focused on fashion and influencers more than football and footballers, it illustrates sport's merger with culture and entertainment as PSG becomes an extension of Parisian society and aesthetic.



Fashion Films & Influencer Boxes Front Jordan's First Ever Football Tie-Up With PSG

The Nike sub-brand activated its first ever football deal, with French super team PSG, with an integrated, fashion-focused campaign - led by a video series, influencers and a goodie box giveaway - to position PSG as the world's triendiest team.

The tie-up, which marks the first time the iconic Jumpman logo appeared on a European football club shirt, not only sees the brand produce the team's Champions League home and away kits but also launch an exclusive collection of more than 90 performance, training, and lifestyle products.

After a series of summer star stunts and social hints, the official tie-up was unveiled in September with a moodily-lit, concrete mock-up sports pitch catwalk show at Parc des Princes (with freestylers and dancers performing football and basketball tricks to a hip hop soundtrack). This PR event saw PSG and Jordan announced a 'pioneering' three-year partnership that not only sees the players wear Jordan kits in this season's Champions League

Star players Kylian Mbappe and Dani Alves appeared in the new kit shrouded in smoke and flanked by women's team stars Marie-Antoinette Katoto and Shuang Wang, plus Jordan designer Aleali May, rappers Wale and Fabolous, and French dance duo Les Twins.

The launch event was followed by a hero spot that was supported by a multi-language film series, 'Making Of' and 'Training' videos, a set of player interviews, as well as a more direct Shop Spot'.

To amplify the tie-up, more than 100 limited edition exclusive boxes were delivered to a set of PSG's most influential stars and supporters: including players Mbappe, Katoto, Alves and Shuang, plus stylist May and dancers and musicians too.

While Michael Jordan added: "Jordan Brand and PSG share a distinct position in sport and style, so are a natural fit. We're excited to unite these two passionate communities by putting the Jumpman on the chest of Paris Saint-Germain to continue fuelling the energy for sport and style globally."

Parent brand Nike retains the anchor role as the club's primary, long-term kit manufacturer.

Comment

Should we start looking to the catwalks and the music charts for future clues about what Paris Saint-Germain's kits for next season will look like?

Football is increasingly crossing over into the world of fashion and entertainment and this deal leverages the trend as part of PSG's culture play.

It's an obvious tactic for a Paris based organisation:

seeking to build a global image by becoming more of a fashion-focused lifestyle brand - thus capitalising on the city's global reputation as a cultural capital and a centre of style.

The approach PSG and Jordan ate taking to their tie-up aims to help the club engage with an audience who don't traditionally follow football, but will connect to this kind of project.

Indeed, as well as the PSG x Jordan collaboration, the club recently linked up with Christelle Kocher and the Rolling Stones (a collaboration linked to the the band's three Paris performances on the No Filter tour that will see clothes and accessories, including PSG shirts with the Stones' iconic lips logo on the back, sold at Paris's trendy concept boutique Colette), while musicians such as Beyonce and Rita Ora have also recently been spotted wearing PSG clothing pieces.

In fact, fashion/sports/music fans may have noticed Justin Timberlake take the stage for a concert in Paris earlier in the summer wearing a giant black jacket with a huge PSG x Jumpman logo on the back, followed in late August by rapper Travis Scott sporting a PSG x Air Jordan basketball jersey at the Cabaret Vert Festival in north-eastern France.

"PSG is now the hottest club in the world," says CDO Russ Stopford
62m Total Social Followers
35m Facebook Follows
17.3m PSG Instagram Followers
6.5m PSG Twitter Followers
1.6m YouTube Followers

The Jordan brand has been wworking to bridge the sportswear and street fashion gap for several years now. Indeed, the PSG deal came hot-on-the-heel of another notable Jordan Brand first when, earlier in the summer, the Nike imprint partnered with Anna Wintour and Vogue on a limited-edition collection of women's-only sneakers.



"The PSG/Jordan collaboration underlines the ambition of both brands to combine performance, innovation and style. It is a logical next step in our project to make PSG one of the biggest global sports brands: capitalising on the avant-garde approach of our Parisian roots to reach new audiences as well as offering our loyal fans ."
PSG CEO and Chairman Nasser Al-Khelaifi





SASOL / SAFA #Limitless Banyana Banyana Levergy

In a game-changing year for women's sport, women's sport marketing and sponsorship Sasol's #Limitless campaign stands out for its rich and interlinked series of parallel programmes that range from powerful ads and an anthem, to shoelaces and internships. A long-time sponsor of the South African Football Association and South African women's football, this is no short term marketing burst. While the initiative was launched to leverage spiking soccer interest around Russia 2018, it continued through the Africa Women's Cup Of Nations (where the Banyana Banyana lost the final on penalties) and will run on through 2019.



Sasol/SAFA Show The #Limitless Potential Of Women's Soccer

Sasol, official sponsor of the South Africa Football Association (SAFA) and the Sasol Women's League, launched #Limitless to drive support for and participation in women's football.

The aim of #Limitless is to garner support for women's football in South Africa (and increase the fanbase for the Banyana Banyana national team) and to inspire women and girls to play.

The energy and chemical company's campaign, launched ahead of spiking football interest around Russia 2018 and continued through the Africa Women's Cup of Nations in Ghana and into 2019, consists of several parallel programmes designed to shine a spotlight on the women's game.

Developed with South African sports marketing agency Levergy (part of the M&C Saatchi Sport & Entertainment Group), the multiple strands of the campaign range from television work and digital/social content, to music and the creation of blue #Limitless shoelaces, plus an influencer campaign and an internship programme.

The hero commercial launched on 31 May with social content support across Sasol's Twitter,

Instagram and Facebook pages with content showing the brand's backing for the team and urging fans to show their support using the campaign's #Limitless hashtag.

An additional strand of the campaign saw the creation of a campaign soundtrack with up-and-coming artist Rouge – who recently had a major hit at the local music awards.

Click here to read the local news coverage.

Sasol also created the campaign's signature blue #Limitless shoelaces and the campaign challenges people across the nation to wear them as a symbol of their support for women's football.

The laces are a personal support symbol and a manifestation of the campaign's aim to get South Africa behind Banyana Banyana and women's game.

The national initiative also aims to shine a spotlight on individuals involved in the women's game (including Banyana Banyana stars) and to serve as an illustration of the powerful and talented individuals selflessly helping to grow the game.

These people and players act as aspirational role models to young girls and will work to show how sports participation teaches confidence, dedication, determination, and teamwork: all lessons that can translate into other areas of individuals' lives.

This is tied to a #Limitless internship programme which initially offers two players valuable work experience at Sasol, the SAFA and at Levergy.

Thus #Limitless uses amateur and professional football as a positive catalyst in changing

perceptions and behaviours for positive outcomes.

Banyana Banyana head-coach Desiree Ellis added: "Research is showing there are not enough women being active/playing sport, while active people see physical and mental benefits that translate into all aspects of their life. Football gives a chance to showcase talent and enables you to make friends, build character and provide opportunities outside sport. I wouldn't be where I am today without football. I urge all young girls to consider taking up football. #Limitless is an immensely exciting prospect, it mirrors all of my beliefs around football and I can't wait to see its impact in the future."

Fran Hilton-Smith, Assistant Technical Director at SAFA said: "Banyana Banyana are currently one of the top performing national teams in South Africa and we continue to see growth in the Sasol League. We urge all South Africans to show their backing for women's football and to give our players the support they deserve. #Limitless is definitely a step in the right direction in achieving greater exposure for the game. We look forward to seeing what we will achieve in this regard together with Sasol."

Comment

In a year of powerful women's sports marketing and

42,558,900 Reach
R9.6m Media Coverage
31m Total Impressions
634,000 #Limitless Video Views

this is a stand-out, meaningful piece of work.

The local, female empowerment factor is strong, the work feels genuine and authentic, while the integration and commitment is impressive.

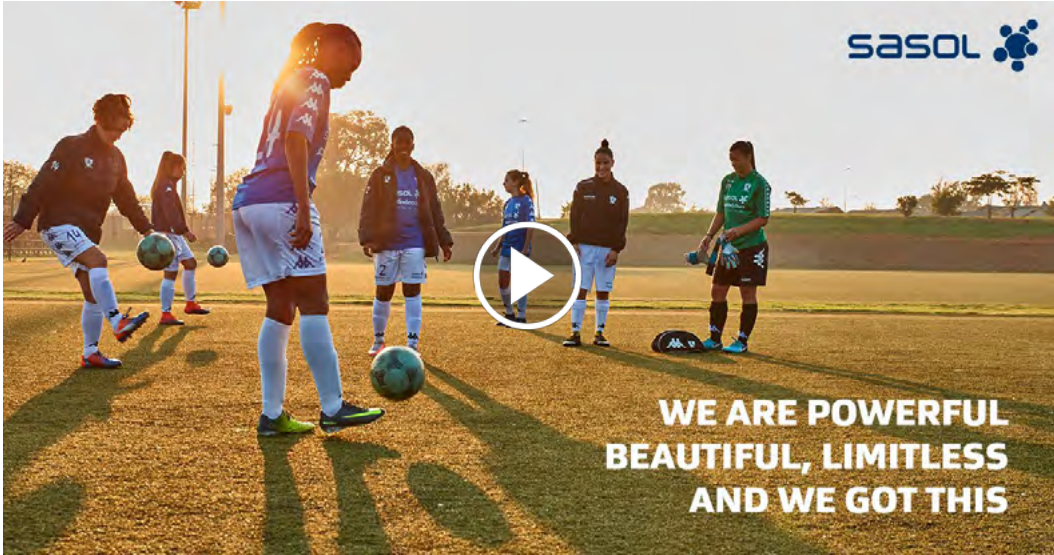
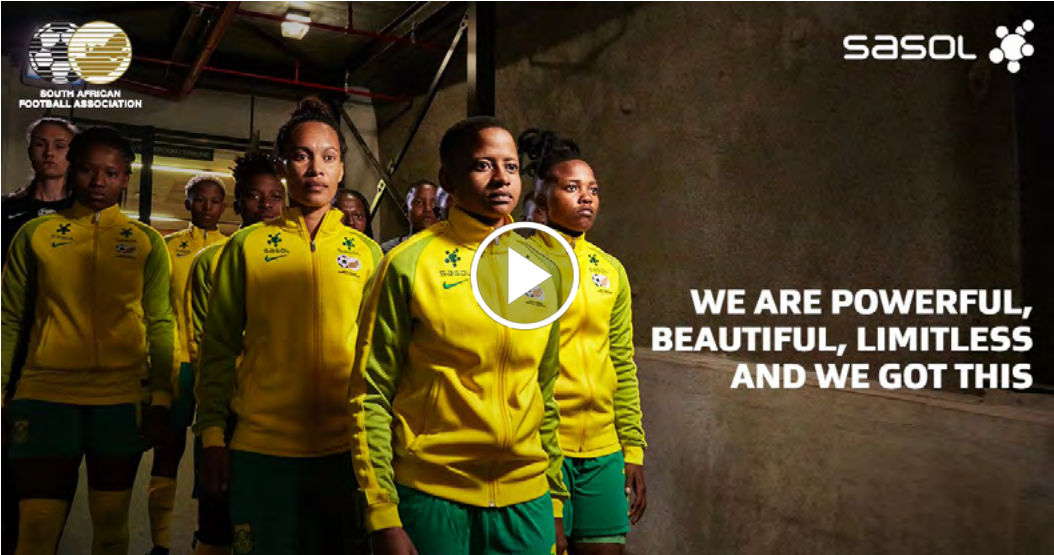
Sasol has supported the Banyana Banyana for the last decade and is also the title partner of the Sasol League (the top tier women's club league).

The initiative emerged from research showing not enough women in South Africa are sufficiently physically active and lose the obvious mental and physical benefits that come with exercise/sport.

While the growth of women's sports and sports marketing is accelerating in Europe and the USA, there's been less growth and development in Africa.

Sasol, the SAFA and Levergy are using the Banyana and #Limitless to start driving this change.

"Sasol has been a supporter of women's football for 10 years, We are immensely passionate about the game: we now want to imbue our passion into South Africa as a whole. That's what #Limitless is about. It is a mechanism to inspire both footballers and supporters of football and to assist us and our partners SAFA, in growing the game."
Sasol Group Brand Marketing Manager Nozipho Mbatha



Paddy Power 'From Russia With Equal Love' Synergy

When the World Cup comes around, so often football fever overshadows everything else. But Rainbow Russians kept the spotlight on the host nation's human rights record (specifically its LGBT attitudes and laws) as well as on the home team's on-pitch performance. An impactful World Cup campaign that genuinely made a difference and led to a total of £170,000 in donations to LGBT causes. Each time the Russians scored, the betting brand made a £10,000 donation to Attitude's Foundation. It was clear, simple, legitimate and brilliant and it exploded beyond PR across social, editorial, press, tv and most other marketing touchpoints.



Paddy Power Gives LGBT Causes Cash For Host Nation Goals

As the World Cup kicked off Paddy Power launched 'From Russia With Equal Love': a cause campaign which saw the betting brand back the host nation by donating £10,000 to LGBT charities for each goal Russia scored in the tournament.

A values campaign challenging Russia's discriminatory laws, this initiative blended branded and football fun with a serious commitment by ensuring all Russian World Cup goals directly funded initiatives to make football more inclusive to the LGBT+ community.

'Rainbow Russians' was launched by a team of high-profile LGBT athlete ambassadors including ex-Olympian Caitlyn Jenner, rugby league legend Keegan Hirst, swimmer Mark Foster, international rugby referee Nigel Owens, England women's internationals Lianne Sanderson and Jordan Nobbs, England cricketer Danni Wyatt, as well as other advocates such as actor Christopher Biggins and choreographer Louie Spence.

Content kicked-off with a hero video and reactive

creative was rolled out in low latency whenever the Russians score right through the tournament.

Power initially guaranteed a minimum £50,000 donation - a total reached after the opening game.

Running in collaboration with Attitude magazine's Foundation, donations were be used to:

- Challenge LGBT+ prejudice on /off the field
- Support people in the game in coming out
- Fund school/college educational programmes
- Make teams safe spaces for LGBT+ players

Darren Styles OBE, publisher of Attitude, added: "When Paddy Power approached us with this idea we leapt at the chance. The LGBT+ community has a long history of reclaiming and adopting behaviours, words and styles that were intended to discriminate against us, so for this tournament we're adopting Russia.

"The World Cup is meant to be about inclusivity, but thanks to the hosts – and those who chose the hosts – this tournament (and the next, in Qatar) is taking place in a nation with laws that discriminate against the LGBT+ population," continued Styles.

"This is completely unacceptable and, therefore, we welcome the opportunity to benefit from Russia's success and make unwitting allies of their national team. It will be hugely satisfying to see a goal from Russia send a message of equal love."

Comment

This campaign blends the fun with the serious and

represents a classic challenger brand campaign typical of Paddy Power (as well as doing good).

One of several stand-out Paddy Power initiatives leveraging the World Cup: others included a controversial polar bear stunt, as well as its official sponsorship of the alternative CONIFA World Cup.

£170,000 Total Donations

84m Impressions From 12,000 Posts

92% Of Posts Had A Positive Or A Neutral Sentiment

PP was the most talked about UK WC brand and the fifth most mentioned brand in the world.



"Given they invented Russian Dolls, you'd be forgiven for thinking Russia wouldn't have an issue with women being into other women. Likewise, their appreciation for bears is one shared around the world by the LGBT+ population, so it really is astonishing they have not used their stewardship of this tournament to champion LGBT+ inclusivity. As a result, we've stepped in to help. When Russia Put-in a goal, we'll Put-in £10,000 to Attitude magazine's Foundation, who will use the funds to make football more LGBT+ inclusive. I can't wait to see the LGBT+ community get behind the hosts (or the Russians' reaction!)."

Paddy Power

FROM RUSSIA, WITH EQUAL LOVE £80,000 AND COUNTING!

THAT'S BECAUSE FOR EVERY RUSSIAN
GOAL THIS SUMMER, PADDY POWER
ARE DONATING £10K TO LGBT+ CAUSES

Paddy Power will donate £10,000 to Attitude magazine's Foundation for every goal Russia score in the 2018 World Cup. Minimum donation £50,000. Excludes penalty shootouts. Own goals count.

18+ BeGambleAware.org
T&Cs apply

IN CONJUNCTION WITH
attitude
MAGAZINE

THEY'RE OUT! WE'RE OUT!
LET'S ALL BE OUT TOGETHER!

RUSSIA'S GOALS RAISED £170,000

FOR LGBT+ CAUSES,
SO GIVE IT UP FOR THEM!

IN CONJUNCTION WITH
attitude
MAGAZINE

PADDYPOWER
ENOUGH OF THE NONSENSE

WHEN THE FUN STOPS STOP

BeGambleAware.org

FROM RUSSIA, WITH EQUAL LOVE
£50,000 AND COUNTING!

THAT'S BECAUSE FOR EVERY RUSSIAN
GOAL THIS SUMMER, WE ARE DONATING
£10K TO LGBT+ CAUSES

PADDYPOWER

WHEN THE FUN STOPS STOP

BeGambleAware.org

Cristal 'The Hacking Jersey' Houdini

Peru hadn't qualified for the FIFA World Cup since 1982. But a play-off game against New Zealand meant a last chance to end the drought and qualify for Russia 2018. Sponsor Cristal knew this was a unique opportunity to reaffirm its commitment to the side and to bring its 'Better Together' brand promise to life. But the challenge was how to make the Peru players feel at home and generate support for them whilst 10,588 kms away in Wellington - a city where only 64 Peruvians live? The ingenious solution was 'hacking' that opposition's shirt without the home fans knowing.



Cristal 'The Hacking Jersey'

After finishing fifth in CONMEBOL qualifying, the Peruvian national team faced an intercontinental repechage play-off against New Zealand for a chance to play in the World Cup for the first time in 36 years. The Peru team's beer sponsor Cristal saw this has an opportunity to reaffirm its commitment to the side and to its 'Better together' brand promise.

So Cristal challenged its agency Houdini to come up with a way to make the team feel at home despite being 10,588km away in Wellington – a city where only 64 Peruvians live and where 36,000 New Zealander fans would cheer for their own team.

Cristal's marketing team noticed that the New Zealand football shirt was mainly white with a second colour red incorporated into the design – much like Peru's own kit.

Plus the New Zealand team's motto was 'Here as One' and the country's geographical map shape mirrored the stripe of Peru's own jersey.

Cristal decided to hack the New Zealand jersey in order to inspire Peru all the way to the World Cup.

So the marketers used these colour/design details to create a jersey all New Zealanders would want to wear during the match. A white jersey with a red

stripe that from a distance was very similar to the Peruvian team jersey.

The aim was to 'hack' 5,000 New Zealand fans' jerseys to make the Peru players feel more at home, to encourage them and provide the seeming support that would spur them on to qualify for the World Cup for the first time since 1982.

The 'hacked shirt' was promoted and amplified through geo-targeted advertising and Cristal also worked with a former New Zealand international player to amplify the message before an on-site street team gave away 5000 jerseys outside the stadium on matchday.

Peru won the play-off 2-0 on aggregate and became the last team to qualify for Russia.

While the game was in 2017, the campaign itself was launched ahead of Russia 2018 in April 2018.

Comment

'Hacking' has been a hip for a few years, but as far as we know this is the first time a brand backing a team has hacked the opposition team's kit.

The campaign's total reach was 5m, with 430,000 video views and 19,404 social engagements.

Furthermore, and no offence to New Zealand is intended here, but Peru's successful qualification was a major bonus for the whole tournament.

While Peru lost two of its three games and went out in the first phase, its supporters won the 'best fans' category at the 2018 'Best FIFA Football Awards'.

The prize was awarded to the 40,000 travelling 'La

Blanquirroja' fans after an online vote agreed they were the most passionate of all travelling fans.

The competition's runners-up were Japan and Senegal supporters (who cleaned up the stadiums after their teams' games).

5m Total Reach
430,000 Video Views
19,404 Social Engagements



THE HACKING JERSEY

LA CAMISETA QUE TODOS LOS NEOZELANDESES QUERÍAN TENER. PERO QUE A LO LEJOS LOS HACÍAN VER COMO HINCHAS PERUANOS.

El secreto de los peruanos era sentirse locales en Nueva Zelanda.

El Camiseta

ALL BLANQUIRROJA (NEOZELANDESES)

PERUANOS

RESULTADOS

Llenamos las tribunas del Westpac Stadium de hinchas peruanos sin peruanos.

Pero lo más importante, el equipo regresó al mundial después de 36 años.

IDEA

Creamos una camiseta que recogía todos los elementos que todo hincha neozelandés quiere tener, pero que a la distancia se veía como la camiseta peruana.

La hicimos conocida con publicidad geolocalizada, hicimos que un ex jugador neozelandés la usó para amplificar nuestro mensaje y la regalamos dentro y fuera del estadio.

CONTEXTO

Después de 36 años sin participar en un mundial de fútbol, Perú se jugaba la clasificación contra Nueva Zelanda a 10,588 kilómetros de casa.

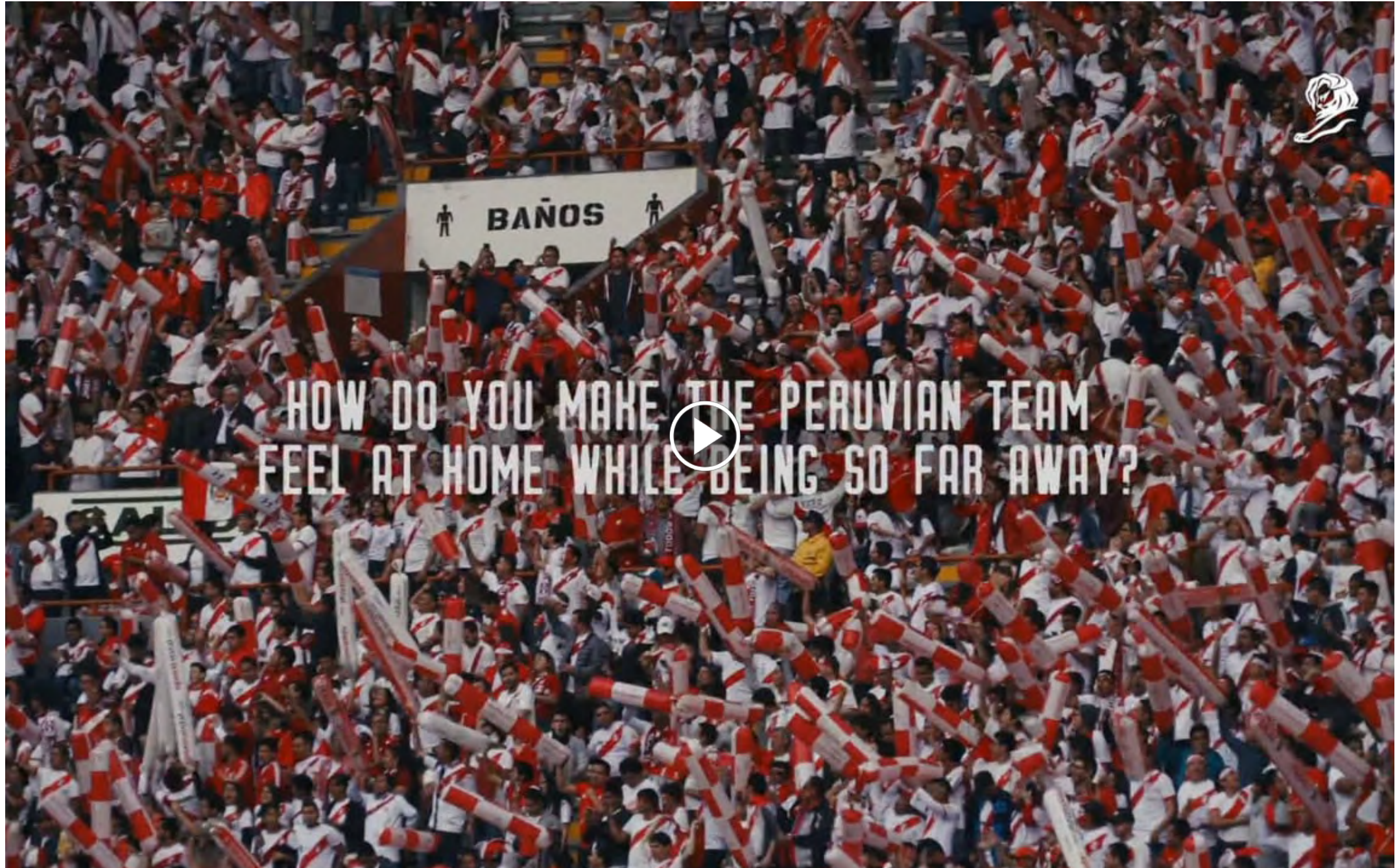
RETO

Se jugaba en Wellington Nueva Zelanda, una ciudad donde solo viven 64 peruanos. El reto era hacer sentir en casa a la selección peruana en el Westpac Stadium.

ESTRATEGIA

Nos dimos cuenta de que la camiseta de Nueva Zelanda también es blanca y que el color rojo es parte de sus diseños.

Su frase es 'Here as One' y su mapa político parece una franja, como la franja de la camiseta peruana.



Tim Hortons 'The Away Game' Zulu Alpha Kilo

The Canadian coffee giant has long been associated with ice hockey: its partnerships have stretched from the NHL's All-Star Game and Trading Cards to Hockey Canada. The sport is in Tim Hortons' and Canada's DNA and the brand is committed to spreading this passion around the world. So the company and its agency Zulu Alpha Kilo teamed up to give the Kenya Ice Lions the opportunity of a lifetime. The Ice Lions aren't just the only team in Kenya, but they play on the only ice rink in east and central Africa. So Tim Hortons brought them to Canada to face some competition.



Tim Hortons 'The Away Game'

Twice a week, the Kenya Ice Lions take to the only ice rink in east and central Africa (at the Panari Sky Center Hotel in Nairobi) to fulfil their passion for hockey. But there aren't enough players for a second team, much less a league, so the Ice Lions have never had an opponent.....until Canadian coffee brand Tim Horton's took them on a trip to Canada.

For the past five years, Tim Hortons has sold a series of Collector Series NHL trading cards and year after year, they've sold out well before the campaign even finishes.

Knowing that, for 2018, they challenged agency Zulu Alpha Kilo to come up with an idea that could continue the momentum built by the Hockey Cards campaign that would help to maintain the sales increase, reinforce Tim Hortons as a hockey leader and improve upon their brand sentiment.

The idea came after the agency/brand heard about the only hockey team in Kenya - the Ice Lions.

They had little to no equipment, a half-size rink and no one to play against so the 12 players had to skate against themselves.

So the agency and the Canadian coffee and doughnut chain decided to bring them to Canada,

the home of hockey, for an unforgettable trip and an unforgettable game.

Upon arrival, the players discovered a set of surprises waiting: including top-of-the-line gear, custom jerseys and a team to finally play against.

But they also had a few unexpected visitors lace up and join their starting line:

NHL stars Sidney Crosby and Nathan MacKinnon joined the Ice Lions, adding to the special moment.

Sidney Crosby (the captain of the Pittsburgh Penguins and considered one of the best players in the world for more than a decade) and the Colorado Avalanche's Nathan MacKinnon (one of the league's rising stars known for his skills and for bringing a lot of spirit to the game).

"It is a dream to not only have the chance to play in Canada, but to play, for the first time, in full gear alongside two of the game's greatest players," said Benard Azegere, captain of the Kenya Ice Lions

"When we first started playing in Kenya, we didn't even have full equipment, but now not only do we have that, we can say we've played a real game with some All-Star teammates."

The initiative and its creative content were developed in harness with Canadian agency Zulu Alpha Kilo and the output was spearheaded with the October launch of an emotional powerful film.

The video documented the Ice Lion's experience from start to finish: capturing every aspect of surprise and delight - from receiving brand new CCM equipment, meeting their two new NHL

teammates Crosby and MacKinnon and finally their first, unforgettable game against another team.

The outputs consisted primarily of paid and organic videos tailored to Instagram, Facebook and YouTube, supported by a strong PR presence driving media coverage across Canada, the USA, UK and in Africa (including CBC, CNN, Sportsnet, the BBC, ESPN, and USA Today.

The team's captain was interviewed by Jay & Dan, CTV, Breakfast TV and even appeared at a Leaf's' game for an interview after the first period, where the Kenya film was shown on the Jumbotron.

In the first four days it drove 4m video views and the initiative drove 300m global media impressions.

The reception was so positive that we took our idea on step further and, partnering with Rogers and Sportsnet, created a full-length documentary variation that aired live on Sportsnet after a Penguins vs. Capitals game.

Plus, to continue building the legacy that the Ice Lions have started, Tim Hortons also made a donation to Kenya's Youth Hockey League in hopes of helping ensure Kenya's first ice hockey team isn't its last.

**4m Video Views In First 4 Days
300m Global Media Impressions
700,000 Social Media Engagements**

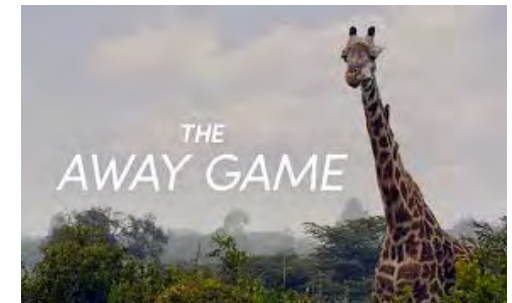
Comment

For Tim Hortons, the idea of surprising the Kenyan players was an extension of the brand's (and its home country's) deep connection to hockey.

Essentially it is an authentic demonstration to show that the brand cares as much about hockey as the fans.

That's the commitment that drives this work.

And that's why it has proved such a great success.



**"In Canada, and as a company, hockey is part of our DNA. We are so inspired by the story of the Lions. Despite having no other teams to play, the players on the Kenya Ice Lions' passion for the game is unwavering. Their shared passion and love of the game knows no borders."
Jorge Zaidan, Head Of marketing, Tim Hortons Canada**



PGA Tour 'Live Under Par' Troika

The PGA TOUR launched a new brand campaign called 'Live Under Par' with the aim of extending its reach among golf's existing fan base and attracting a new, younger, more diverse generation of golf fans. Whilst led by a spearhead film, the campaign is primarily fuelled by content created by players, fans, influencers and the Tour itself and focuses on life in and out of competition play. As well as using the usual social channels, the initiative also runs across the athlete marketing platform 'opendorse' to help players share image and video social posts. Both the Tour and the players are now engaging fans at three times the previous rate.



PGA Tour 'Live Under Par'

The PGA Tour leveraged the post The Masters spike in golf interest by launching a new brand campaign that saw it axe the 20-year-old 'These Guys Are Good' idea for a new approach that stresses the fans as much as the players called 'Live Under Par'.

Launched on 10 April to leverage peaking golf interest driven by The Masters, the campaign's ambitious objective is transformative as the PGA Tour's marketers aim to reinvigorate the fan base and simultaneously draw a new, younger audience.

The key change compared with previous PGA work is that the new creative augments classic golf action-led assets that focus on the skill sets of the stars and technical aspects of play with softer, more fan-focused social and softer content.

This ranges from the spectator tournament experience to the social lives of the golfers when they're not training or playing golf and will bring the players, fans and content to audiences via their screen of choice wherever they are

The campaign, developed in harness with LA-based branding and marketing shop Troika, spans television, print and OOH, as well as living across all digital and social-media channels.

The new creative has more emphasis on audience-

reaction shots in the TV spots linked to Twitter exchanges posted in real time during play.

A pair of launch films spearhead the new campaign: 'Together' and 'Attraction' - which both come on long and short form versions.

The new approach follows a PGA Tour audience study showing that while committed golf fans look to broadcasts for the technical content you'd expect (eg tips and advice on their own games), other demographics, like the so called Sports Socialites (who make up nearly a quarter of golf's viewers), are seeking more social and interactive content (eg player access and the opportunities and platforms to socially connect with likeminded others).

The campaign launch's first 24 hours saw it deploy multiple content pieces (often tied to asset-referenced players) across different social platforms that promoted the importance not just of social interaction but also showing that the Tour and its stars are about so much more than just golf.

The new tagline, 'Live Under Par', has a dual-meaning that links golf life on and off the course and is 'ownable'.

According to the PGA, a key golf USP is that fans can stand so close to the players compared to other sports. The PGA believes no other sports get the supporters as close to the stars and the action: few other sports have golf's player proximity or enable fans to stand on the field of play.

The PGA thinks this can help drive powerful player/fan connection and the new work emphasises audience experience and fan participation.

Comment

Mixing fans and players more seems a sensible way to activate around a sport so often considered elitist and inaccessible (although the new tagline does sound a touch elitist to us).

Showcasing the rounded, fun fan experience and the skills and the players' personalities is smart.

Given golf's ongoing struggles, the new campaign - designed to kick-start another glory era like the one spearheaded by Tiger Woods two decades ago - comes at a critical time. Despite Woods' 2018 Masters return and the associated ratings rise and marketing spike, most statistics - from TV viewers to memberships and club number - show golf is a sport in decline.

There are challenges everywhere - from the time it takes to play, the slow pace and lack of eco credentials, to the white middle class and male stereotypes, the intimidating rules and the price of playing (not to mention how difficult it actually is to play) - so has this change gone far enough?

**Top 50 players social media engagement up 82%
200m Video Views (Up 157%)
10m Rise In Collective Followers
PGA Tour players have a 4:1 engagement rate (better than MLB, NBA & NFL)**



"The new campaign goes beyond competition to capture moments: how players live, interact with fans, and charities. We pulled the camera back and are capturing moments that happen week in and week out."

PGA Tour Chief Marketing Officer Joe Arcuri

"The campaign is there to pivot the brand, to make it more modern, fresh and fun. The product was always fantastic. What we wanted to do was open it up and provide the authentic, 360-degree view."

Troika ECD Gil Haslam.





F1

'Engineered Insanity' Wieden & Kennedy

A mixed year for F1 with falling revenues, static TV audiences and an OTT launch, but its big post-Ecclestone era marketing move was impressive. F1's first ever paid-for global marketing campaign focused on its visceral appeal. Led by a launch film that blended race footage with clips of six superfans (picked for their love of F1 and to represent its fanbase breadth) shot in a wind tunnel filled with intense wind, heat and rain, the work included OOH ads, hand-painted murals, plus digital and social content. It aimed to shift perception, build a new fan-centric identity, increase interest, better knowledge and deepen engagement.

ENGINEERED INSANITY



F1 'Engineered Insanity'

F1 Launched Its First Global Brand Campaign Ever Prior To The Start Of The New Season At The Australian Grand Prix.

To drive anticipation and excitement ahead of the new Formula One season, the rights-holder rolled out its first ever brand platform, called 'Engineered Insanity', as it aims to continue to shift brand perceptions and build a new fan-centered identity.

The lights went green on the 2018 Grand Prix season in Melbourne on 25 March and to leverage the season start the integrated, global brand campaign focused on 'What F1 really feels like' through the eyes of the fans.

Led by new owners Liberty Media, this marks F1's first ever paid global marketing campaign.

This multi-platform initiative, created by creative agency Wieden+Kennedy London, revved up from 16 March with integrated content linked by a new tagline and hashtag #EngineeredInsanity.

It aims to 'shine a spotlight on the innovation, endurance and elemental nature of the sport' by putting fans at the 'visceral heart of the action'.

The global campaign is spearheaded by a hero 60-second film, featuring six superfans and airing across a wide set of paid media and on all of F1's own digital and social channels.

While on the ground in Melbourne, home of the season-opening race, work includes a major outdoor push with major airport and city posters, as well as hand-painted murals.

Further local activations focusing on key markets and race host nations (eg China, France, Germany and the USA) - will roll out as the season unfolds.

Plus, through the season, F1 says it will create further fan-centred at-race activations both at fan festivals and across its social platforms.

In the short term F1 will track engagement, video views, reach and re-sharing, while long term it will be measured against its core brand statements.

Measurement is run against these three key pillars:

- > 'Increased Interest'
- > 'Better Knowledge'
- > 'Deeper Engagement'

Comment

This powerful and visceral creative has got the Activative team revved up for the new season – something that hasn't happened in many a year.

Following on from the rights-holder's December logo refresh, this new campaign also fits with F1's long-term strategy to shift brand perception and build a new identity centred around its fans.

Norman says that the new approach is a step change and that "Every decision we are making is about how it serves the fan, so if it doesn't serve the fan, it doesn't serve Formula One".

The campaign follows February's announcement that the rights-holder was making a major digital investment with the launch of F1 TV.

F1 TV is an over-the-top live subscription service enabling fans to watch ad-free live streams of each race (including on-board cameras showing live content from the driver's point of view).

The new global brand campaign also follows on from January's announcement conforming the axing of F1's controversial grid girls and their replacement with a grid kids' programme.

It is another step on the road to establishing a clear identity for a rights-holder that prior to the Liberty takeover had (surprisingly) lacked a marketing department, let alone any marketing.

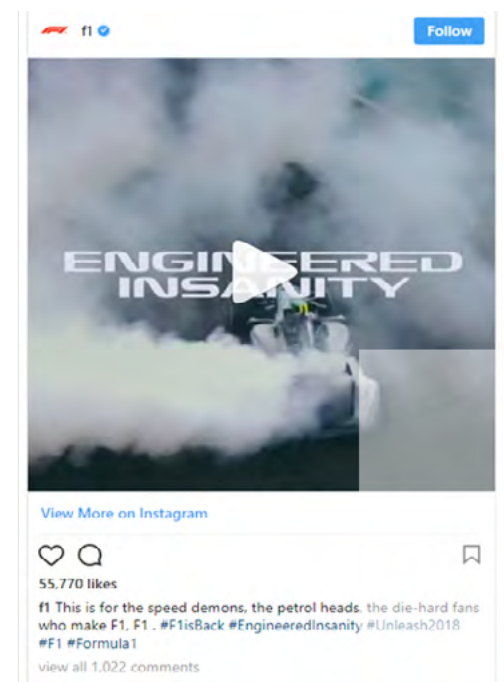
During the Ecclestone era, F1 relied largely on race promoters, teams, sponsors and media for publicity.

It now seems that F1, the world's most famous and glamorous auto racing series finally has a marketing campaign (and department) to match.

A rights-holder going in the right direction.

Go! Go! Go!

625m impressions
4.8m clicks (Formula1.com)
43.4m video fully watched
518m seconds viewed
Social up from 12.1m to 18.5m



"The audience we want to reach and getting to a new audience is about creating content that resonates and engage on their level, in their spaces. We'll push out lots of animated gifs and short videos to give people a feel for the campaign and then they can discover longer format content on our pages and social channels or website."

F1 Marketing Director Ellie Norman



2019 Predictions & Projections



2019 Predictions & Projections

1: Pragmatic Purpose > In terms of brand and creative strategy, more companies look set to focus on purpose and values rather than on product attributes and price? Authenticity and beliefs connect with consumers - especially in split societies needing common purpose.

2: Streaming/OTT > Viewing fragmentation continues, parallel consumption grows and consumption habits evolve - so big and small sports properties and OTT players refine their strategies for the big streaming switch. Marketers and creators will be called on to bring the tech developers' platforms to fruition. Will 2019 be OTT's real breakout year?

3: Content Cost > 2019 may see a fall in the cost of professionally produced, high quality content. Consumer appetite continues to drive for another increase for longer form content (videos, podcasts, documentaries etc), so the price premium price of ATL production may erode further.

4: Athlete Media > Player power has been on the rise for years and their control and influence will grow further. First it was Twitter and Instagram, then it was Stories and Twitch, but now it is increasingly through platforms designed for the players and owned by the players. The end of 2018 saw the launch of Otro, while The Players Tribune acquired Unscriptd, signalling that 2019 either looks set to be the Year of the Athlete, or for a fight for control between players and clubs.

5: Interaction/Immersion > Live events continue to flourish so experiential continues to be vital part to the mix with a focus on interaction and immersion. In-person experiences will be further integrated through new tech and 5G's arrival may offer new opportunities in this space (and others like AI) and more influences by the immersive participation led by the gaming space.

2019 Predictions & Projections

6: Right Time > More marketers will hold their firepower for the right moment. Long pre-event lead-ins and post-event tails may no longer be the best way to maximise investment. Nothing has power like leveraging passions at their peak. It's not deploying pre-prepared content on the final whistle (eg Nike's 'Belief Born On The Streets Of France'), or careful timing like England marvellous World Cup squad reveal spot, but also Under Armour's brave release of Kano's 'Road To Awareness' video poem after Anthony Joshua's dramatic 11th round win.

7: Betting Boom & Bust > An Atlantic divide is splitting the sports betting space: in the US new legislation is driving a sports betting partnership bonanza, while in Europe regulation may tighten (as illustrated the recent voluntary, bookie group's self-imposed live sport television ad ban).

8: Local/Community > From global ambitions achieved via differentiated local approaches (eg Nike's key city strategy), to more community focused offerings like Strava/Zwift, 2019 will see more city/local/neighbourhood work and the rise of shared interest community platforms as alternatives to generic global ones based on friends and family.

9: Voice Tech > Voice is becoming omnipresent: on mobiles, at home and in car. We've seen Alexa skills from the likes of Arsenal, England Rugby and Players Voice, but these are just the beginning. But why Alexa, Cortana and Siri and not Alex, Corbin or Simon? Remember, regardless of the AI voice bot's gender, it is always listening and collecting everything you say.

10: The Age Of Asia > The rise of 'official' Asian brands at mega events began in 2018 with Ali Baba's 'The Greatness Of Small' at the Winter Olympics and World Cup sponsor work from Hisense, Mengniu, Vivo and Wanda and will continue with Japan's Rugby World Cup and Tokyo 2020.

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