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Strategies

ISSUE 017 > January 2019

Front Row

For the best view of our world in
sports and partnership marketing

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We want to hear from YOU about Front Row

As we move into the New Year we want to make sure you get as much as possible from Front Row.

Please see the link below to the survey.

Please make every effort to fill it in by the end of January so your views can be fully integrated going forward:

<https://www.surveymonkey.co.uk/r/5C7QZ6F>



Front Row Survey



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Read Time

World Class Work

A showcase of the brilliant work done by
H+K for clients around the world

Indeed 'Job Of The Fan'

Entering the second year of H+K Germany's cooperation with Indeed - the #1 job site in the world - the client expressed its desire to build on the success of the 'Job of the Match' campaign and expand it both in terms of content quality and distribution, including paid social media support.

'Job of the Match' ran throughout the German Bundesliga season 2017/2018 and offered supporters of Eintracht Frankfurt unique insights into their favorite club.

This was achieved by showcasing Eintracht employees beyond the players and coaches: during the first year, 10 editions presented the jobs of the greenkeeper, press spokesperson, stadium announcer and seven others.

Even hardcore supporters of the club praised the campaign as one that offers real value to the fan community and which demonstrated Indeed's will to go beyond what main sponsors of Bundesliga clubs usually do as part of their involvement.

The brief outlined that from a content perspective, the format should retain its focus on the professional world in relation to Eintracht Frankfurt but be accessible to new audiences.

It should also put a twist to an established concept.

To keep the original idea's simplicity, H+K simply turned it around and created the 'Job of the Fan'.

Instead of an Eintracht employee presenting his job to a fan, a fan is given the opportunity to present his job to an Eintracht player.

Fans apply via the sponsorship homepage and the entrant with the most interesting job wins.

The first 'Job of the Fan' was shot in November and placed Eintracht and Dutch national player Jonathan De Guzman in the hands of Marcus Brinkmann, a team leader with the fire department of the city of Frankfurt.

During the 'Job of the Fan', De Guzman was fully equipped by the fire department, asked questions about the job and the training required to do it, extinguished a fire, etc.

The resulting content was broken down into various clips, eg a 2-minute social media version, a longform 7-minute version, a miniseries stylized as a comic, etc.

With each episode, the new format will showcase the variety of the modern professional world and entertain the viewers which seldom get the opportunity to see their idols perform 'regular' jobs.

Parallel to upgrading the quality of the content, its distribution was also revised and further improved.

With the start of the new Bundesliga season, H+K launched a dedicated sponsorship account on Instagram which quickly gained followers and helped to reach new audiences not present on Facebook and Twitter, which previously were the only social media channels served.



All of the videos are tailored in house to make most of them with the various distribution channels.

While in terms of the paid social media budgets, each 'Job of the Fan' is supported by Facebook, Twitter and Instagram ad campaigns which are primarily aimed at a football audience as well as targeting audiences and segments that specific to the respective job.

For the first 'Job of the Fan', for example, audiences interested in rescue services and the city of Frankfurt itself were targeted.

Overall, Job of the Fan received positive reviews among the target groups and also caused Eintracht players to engage with the content resulting in even more visibility for Indeed.

Many content assets were also shared in Eintracht Frankfurt's social media channels due to their relevance to the club and its community.

The first episode already achieved an organic reach of more than 200,000, average engagement rate across all social media channels of more than 3% and almost 2,000 interactions.

Click here or on the above image for the short version of the video.

Click here or on the below image for the long version of the video.

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Click to view the latest football campaign case studies from Activative



Making Phillip Schofield Speechless With Oculus

The Oculus UK team enjoyed great success over the Christmas period by getting the Oculus Go in an array of publications during the busy purchasing period.

Perhaps the crowning achievement was placing the headset on top of UK daytime TV show host Phil Schofield's head on ITV's This Morning.

In a segment dedicated to the best gadgets available to buy at Christmas, broadcasted on one of Britain's biggest channels, Phil Schofield experienced VR for the first time and became immersed in the game Coaster Combat.

The segment was a huge hit, with the client standing just off camera sending messages to H+K about how happy she was with the work.



Just as she was suggesting that Phil should be gifted a headset it was too late: Schofield enjoyed his demo so much he had purchased a headset online during the ad break, about 30 seconds after trying it on!

More great news followed the day after, when the Oculus team were informed by client that the day before the Facebook sales team had sent an email round their offices asking if anyone could explain why at 11:00am Oculus Go headsets had been sold out in all retailers across the country.

To which our client was very happy to inform them twenty minutes before this Phil Schofield had been wearing the headset live on This Morning and was praising its brilliance.

A search of Google analytics data backed up the impressive impact of the coverage.

Starting with picking up the phone and persevering with follow ups, this simple execution produced incredible results, showing the power of PR.

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Sevens Publishing Excellence With HSBC

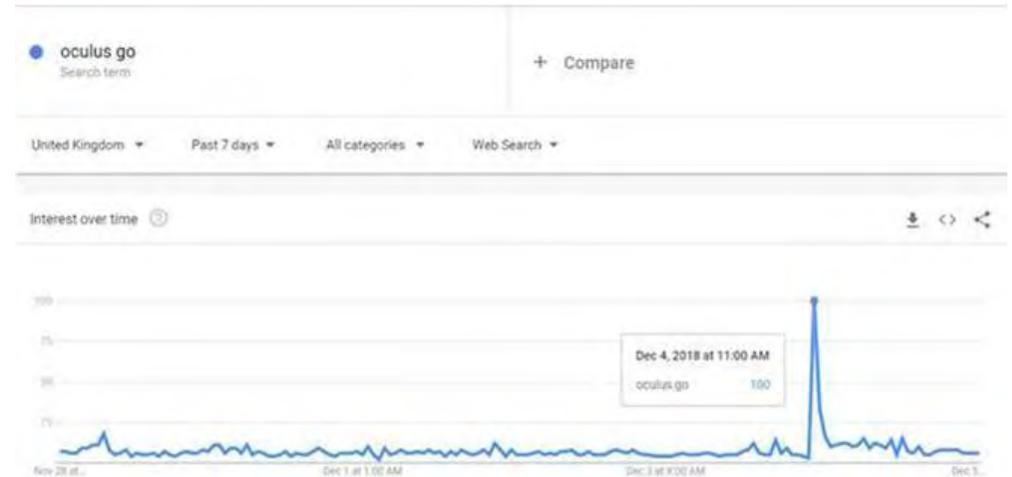
The HSBC World Rugby Sevens Series is well underway, which means that the HSBC team is already hard at work activating the bank's title partnership across owned, earned, paid and shared channels, with teams all over the world working hard to make each leg of the series a great success.

With the first two legs of the series now in the books in Dubai and Cape Town, the series is a great example of how the work done by H+K is making a powerful impact across multiple channels.

Alongside best in class earned media work, there has been impressive performance across HSBC Sport social channels, despite minimal investment in terms of hero content or paid support.

In Dubai, this year's tournament saw less activity that previous years in terms of hero content, due to various factors out of the control of the team. However, there was still huge success.

There was still strong organic engagement on HSBC Sport channels with the two shots below receiving the most engagement across the weekend.



Driven by excellent work by the Dubai H+K team, a strong suite of media coverage was generated: particularly with the objective for this year focusing on driving quality articles over quantity.

There was an 8% increase in media value with 85% of articles containing key messaging (2017 saw 58% of articles containing key messaging) and 64% having a positive sentiment (2017 saw 11% of articles having a positive sentiment).

There was local coverage from two radio stations, plus Men's Health and the UAE's no.1 newspaper, as well as global coverage in Ireland and the UK.

HSBC ambassadors Bryan Habana, Brian O'Driscoll and Perry Baker joined and added value in authenticating key HSBC messaging as well as driving competition interest over the weekend.

Habana and BOD tackled a challenge to catch and hold as many rugby balls as possible.

This is a simple 'competition' of sorts running across all the legs and creates natural, light-hearted content to live on their channels.

Cape Town saw great social engagement with 6 of the top 10 performing images all time on HSBC_Sport Instagram coming from CT 2019 including the best performing image in the HSBC Sport Instagram account's history reaching 2,091 likes.

The team made an effort to find new audiences on Instagram, using popular #s that would put the content on people's feeds, resulting in 667 new followers since the tournament weekend.

Media coverage also saw pickup in local media outlets The South African as well as rugby titles

Planet Rugby, Rugby World and Rugby Pass.

The articles' focus was on Tag Rugby: an HSBC grassroots initiative giving kids the opportunity to try rugby sevens in a safe environment, coached by legendary South Africa player Cecil Afrika.

Cape Town generated a 225% increase in media coverage due to greater tournament activation and media sell-in and this coverage performed even better in media value with 77% of total articles generated containing a positive sentiment of 'HSBC's role in the growth of rugby sevens'.

HSBC were joined by ambassadors Cecil Afrika, Seabelo Senatla, Mirithy Pienaar and Bob Skinstad who authenticated HSBC's key messaging and were active on their social media.

Seabelo Senatla took part in the catch challenge which Habana and BOD attempted in Dubai and it resulted in organic engagement from Senatla's channels: again increasing the presence of HSBC.

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[Click to view the latest rugby campaign case studies from Activative](#)



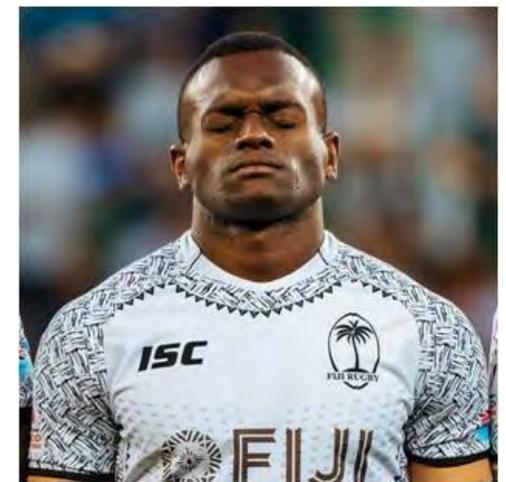
373 Likes / 386 Engagements



406 Likes / 424 Engagements



2091 Likes / 2141 Engagements



1920 Likes / 1959 Engagements



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Read Time

Spotlight On...

Shining a light on the people and things
that make H+K who we are

Looking Back And Looking Forward With Andy Sutherland

A new year is a time of reflection: about what has just been and what is to come. It's a chance to take stock about our ambitions and goals for 2019.

At the end of the year, I was asked a selection of questions about the last 12 months and the 12 months to come by PR Week. I wanted to share some of my responses as they cast a light on some of the most notable industry moments from 2018 and on some trends to look forward into 2019:

Describe the past year – and make your predictions for the next 12 months.

The next 12 months will be like the 12 before: living with the certainty of uncertainty. Tenacity and great ideas will be even more important in 2019 and anyone bored of Brexit should stay at home, power off, curtains drawn.

What's been your favourite campaign of 2018 (not one you were involved in)?

Nike's 'Nothing Beats a Londoner': one of the most culturally relevant and resonant campaigns of the year.

Which person or organisation handled PR most adeptly in the past 12 months?

Easy. Gareth Southgate. At last an England boss who has put the national pride back into our national game. Managed his team, the media and public expectation with equal aplomb.

...And which most poorly?

"...there was a possibility there never had been any drones at Gatwick", said Detective Chief Superintendent for Surrey & Sussex Police, Jason Tingley... much to the delight of the 140,000 people who were affected as services were delayed or cancelled just before Christmas

What is the PR industry's single biggest challenge to develop as a profession?

More a case of re-developing the core craft of earned media. The industry has become enamoured with buying its way into the public's cluttered feeds and cluttered lives. Creating stories that demand positive public attention, rather than pay for it, is a 'Back to the Future' moment for PR

What's the most important practical step your organisation can take to improve the mental health of your workforce?

Seek appropriate ways to redress the credo of 'always on' and look to France for any lessons learned from their employee 'Right to Disconnect' legislation passed at the beginning of 2017

In which sector/sectors are social influencers now more important than traditional media?

Please give one or two examples

Any sector where audience insight demonstrates social media influencers are more effective at a) reaching the desired target market and b) having a

positive influence when they do so. If proven to be the case, the next most important question must be 'which' social influencer?

I also enjoyed this post by industry commentator David Cushnan at the beginning of January: an excellent A-Z perspective on the year ahead which I found a thought-provoking read. How about you?

It is well worth a read for a thorough overview of the year ahead in sport, but in particular there were a few entries that I found particularly interesting:

A - Athlete Influence. More athletes, with their own direct media channels, feeling empowered to talk openly and honestly about issues that matter, far beyond mere sport. And much more behind-the-scenes nonsense too. #clutter

E - Expansion. Across world sport rights holders are looking for more. #Football, of course, leads the way, for good or bad. Is this the year when a 48 team #FIFA World Cup becomes a reality? And what are the next moves in the seemingly inevitable expansion of the club game

G - Gambling. The US is discovering (as if it didn't know) that there's money - and lots of it - in betting. We should be able to paint a clearer picture of big winners and losers among leagues, betting operators, media companies and the major data players in the next 12 months.

L - Latency. The BBC claims to have a solution (**click to read it**) and if they do, it'll be a game-changer for live sports streaming, especially in relation to how it works with social media conversation.

Q - 1/4 By 1/4 The @NBA offering the chance to

pay to watch the final quarter of games is a move that ought to be closely watched by leagues the world over, just in case the sports-watching future really is micro-transactional.

R - Retail Sport has lots to learn about #ecommerce & the customer journey, as teams/league develop subscription services. Amazon, meanwhile, builds out its live sports portfolio - including the Premier League & ATP Tour in 2019. Also, worth watching the IOC/Alibaba relationship.

V - VR Expect lots more noise around virtual and augmented reality as the quest for ever more immersive content, taking consumers to the very heart of the action, continues to be front of mind for broadcasters and rights holders. #VR

X - Xi (jinpings) China hosts the Basketball World Cup in 2019 and is prepping for the 2022 Winter Olympics. The wider impact on sport of Xi, Trump, Brexit, Saudi Arabia, Russia and other factors that might be classed as 'geopolitical' is anyone's guess. #Goodluck

Z - Z (Gen) It's mobile, platforms, bitesize (or bingeing), Facebook (perhaps), Instagram (a lot), it's Snapchat (a bit), it might even be Tik Tok (look it up), it's esports and it's doing whatever you can to grab & hold their attention. It's not easy.

It is set to be another turbulent, but exciting year in the industry; full of change, full of opportunity. I know our work will continue to create conversations around the world and provide H+K with case studies of pride, that help differentiate our business in an increasingly competitive marketplace.

Happy 2019 everyone.

H+K In The News

Creating conversation, shaping opinion, elevating our profile

Andy Sutherland Speaks To Mail Online About Premiership Rugby

Andy Sutherland spoke to the Mail Online about the implications of the dramatic shake-up that could be happening with Premiership Rugby

Read the article here...

H+K 'Xcellence Awards'

The Sports team had incredible success at H+K London's yearly 'Xcellence Awards'. Work for HSBC, adidas and M&S was successful in the 'Creativity' categories while the team was highly commended in 'Sector team of the year' and our own Emma Wright was awarded the coveted 'H+Ker of the Year'.

See picture below...





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Read Time

Industry Showcase

Campaigns from the last month that you
absolutely have to see

adidas & Parley's AO Tennis Range Raises Ocean Plastic Awareness

adidas launched its debut tennis ecology initiative within its umbrella 'Play For The Oceans' global programme in harness with ocean ecology organisation Parley.

Rolling out on 4 January, this new campaign collaboration between adidas Tennis x Parley revolves around the first collection for the tennis court created entirely from reclaimed or intercepted ocean plastic.

The integrated campaign features adidas tennis endorsers and other athlete ambassadors swinging recycled Parley plastic sportswear at the first major global sports event of 2019 – the Australian Open.

The marketing drive was launched to leverage peaking tennis interest around the 2019 Australian Open and is fronted by tennis stars Alex Zverev (the world's No 4 ranked men's player), defending champion Caroline Wozniacki and others.

It also features fellow adidas spokespeople Ian Thorpe (the legendary Australian swimmer and five-time Olympic gold medal winner) and

Australian model Mimi Elashiry.

Ahead of the January 14 start of the Australian Open, the sportswear giant unveiled the adidas Parley Tennis Collection: the world's first tennis apparel made entirely from Parley reclaimed or intercepted ocean plastic.

The campaign is spearheaded by a hero film starring the team of adidas ambassadors.

The film sees marine biologist Coralie Balmy explain "The ocean is suffocating and we need to work together to end the problem," and Ian Thorpe explains that "Every year, more than eight million tons of waste go into the oceans, and we are the ones responsible for putting it there."

The commercial comes in a 1 minute 30-second version and a shorter spot too.

As well as the video, the initiative was promoted with a photo shoot featuring defending champion Caroline Wozniacki wearing separates from the range all made from recycled waste.

To celebrate the launch of the first adidas Tennis x Parley For The Oceans collection leveraging the Australian Open 2019, the initiative's marketers added an experiential strand to its campaign by turning the iconic Bondi Icebergs Pool in Sydney into a tennis court.

Creators, including some of the world's elite tennis stars and top athletes gathered at the court/pool event and played some games for the cause.

After the campaign ends, the court will be donated to a local school for continued use.

Comment

In 2017 adidas sold one million Parley for the Oceans shoes alone and this campaign shows that the German based sportswear giant remains committed to continuing this impressive programme through 2018.

When we think of the sun-kissed summer staged Australian Open, we also think of the ocean, sun, beaches and elite tennis stars playing in intense heat.

While last year's adidas' Melbourne collection was inspired by beachwear, this year it's focus is on tennis, recycling and raising awareness about the plastic pollution in our precious waters.

adidas is a founding member of the Parley for the Oceans organisation and has already created other Parley sportswear, including workout and running trousers, jackets, hoodies and shoes, as well as team-specific kit.

Stand out events within the ongoing global programme include June 2018's adidas hosted 'Run For The Oceans 2018': a four-week-long global running initiative in 13 cities, including Barcelona, Berlin, London, Los Angeles, Milan, New York, Paris and Shanghai.

During the event, which raised \$1m, runners

"We all rely on the oceans for the air we breathe, but today the oceans are at risk. What if we could take this problem and turn it into something positive. Transform the waste into something that could change the future of sports forever From threat into thread. Play for the oceans. We're taking wasteful plastic and giving it a new purpose."
Alex Zverev



covered a total distance of more than 7.7 million miles as they collectively harnessed the power of sport to generate awareness for the cause (see case study).

Other recent adidas/Parley projects and campaigns range from a tie-up with Real Madrid and EA Sports (see case study), plus work with other leading football clubs including Bayern Munich and Manchester United (see case study) and with cliff diver Anna Bader (see case study).

Parley For The Oceans is a group of creators, thinkers and leaders dedicated to cleaning the environment and to finding new ways to recycle plastics to keep them from entering the oceans.



PARLEY

PLAY for the OCEANS



The new adidas Parley collection is about taking plastic out of the ocean and turning it into high performance tennis sportswear.

New Balance & Neuroscience At The TCS New York Marathon

New Balance, official partner of the TCS New York City Marathon, applied an inventive algorithmic approach to part of its 2018 race activation when it used a compression algorithm to guide the editing process of its her 30-second commercial.

The sportswear brand's multi-layered NYC Marathon activation was spearhead by a lead spot called #RoadToNYC.

To create a compressed cut down, New Balance used an algorithm created by Nielsen Consumer Neuroscience.

New Balance, which is the official footwear and apparel sponsor of the marathon rights-holder the New York Road Runners, used this tactic to maximise the effectiveness of its 15-second cut down spot.

The tactic saw the sports footwear brand use Nielsen's neuroscience tools to mine consumers' brain-wave data in order to determine the most effective parts of the video and to edit it down in a way that 'cut through the noise'.

This neuroscience driven shorter cut wasn't 100% prescriptive and essentially served as a guide for New Balance's marketers and the creative team at agency VML: one that removed the 'subjectivity and personal perspective from the process.

"We didn't actually edit every single piece out," said New Balance global consumer marketing director Allie Tsavdarides.

"We used it to inform what would be a little bit gratuitous versus what we knew would be impactful from a messaging standpoint. We were sitting in the sessions and it literally felt like we were in somebody's mind and watching how they were looking at things. That was so unique. [Marketers] often have to speculate," added Tsavdarides.

Comment

Nielsen says that it has been testing this compression algorithm across more than 80 commercials for at least 30 different brands.

According the brand itself, the test results show that the retested rough cuts of the 15-second spots sfere better than the original 30-second commercial 90% of the time (according to its own key performance metrics).

Thus the idea is that the algorithmically guided shorter ads can work harder.

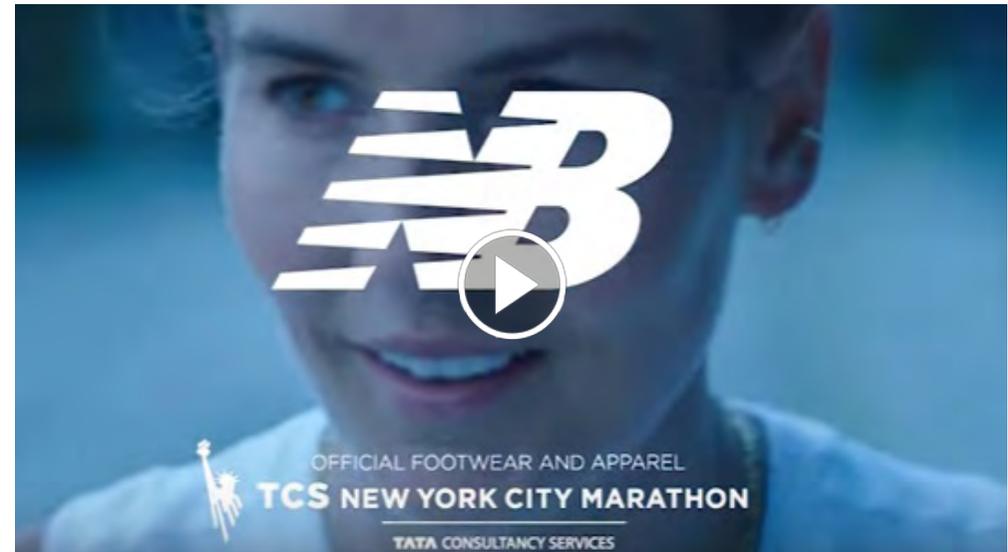
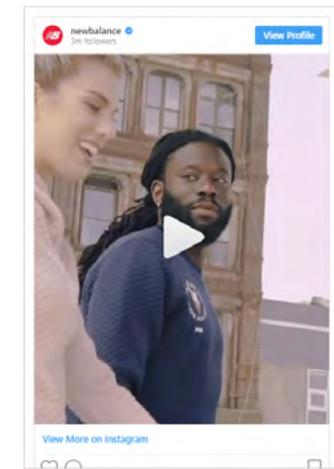
This activation strand was only one phase of New Balance's integrated, multi-platform marketing around the 2018 NY Marathon: which included a bespoke range of apparel.

It was back in late 2015 that New Balance signed

on as a sponsor of the New York City Marathon in a 10-year deal that saw it replace incumbent Asics.

The financial terms of the deal weren't official announced, but according to multiple reports (including by Sports Business Daily), New Balance is paying more than the \$3m-per-year that Asics paid annually.

Among the other 2018 NYC Marathon marketing campaigns and sponsor activations that stood out was Michelob Ultra's 'Team Ultra' initiative aimed to inspiring beer-loving runners (see case study).



"The algorithm determines the ad's engagement peaks. The software identifies the corresponding portions of the video and edits it into a compressed file. The output is essentially a rough cut of the original ad, and that rough cut is typically about half as long, plus or minus a few seconds, on how engaging that ad is. It's a rough cut and a guide for the brand team and the creative agencies to make a shorter ad."
Carl Marci, Chief Neuroscientist, Nielsen Consumer Neuroscience



Packers Partner Dickies Celebrates 'Frozen Tundra'

When Winter bites, when the snow falls heavily and when the frosts becomes a fixture, fans of the Green Packers know it is that time of year again – time for the annual 'Dig Out' at Lambeau Field.

A new winter campaign from Packers partner Dickies pays homage to this yearly tradition of community support and fan love in the form of a brand film that pays homage to a community that embodies the pride and dignity found in hard work.

The famous Lambeau Stadium 'Dig Out' takes place nearly every year before a home game when hundreds of fans fill the stadium to work together to remove snow by shovel in the open-air stadium.

Outfitted seemingly head-to-toe in Dickies' durable outerwear – designed to withstand the toughest weather conditions – the commercial sees Packers fans face the ultimate challenge – the weather.

The four-minute ad, which includes the sound of the wintry wind, includes the tagline: "The people here work really hard. They don't take days off."

The spot takes the viewer on a journey across the city – home to industrial meatpacking business

and paper mills (with genuine companies name checked including Metals Engineering, Alexander's Sport Fishing Guide Service and Pagel's Ponderosa Dairy Farm) where the citizens firmly believe that hard work, sweat and elbow grease goes a long way.

(For the Packers that's 13 league championships, four Super Bowls and perhaps the NFL's deepest kinship between teams, fans and local community.)

And this annual, traditional home field dig out fits in with that community spirit and cultural attitude.

The Wisconsin NFL franchise is the most remote and northerly in the league and the team's home Lambeau Field has been nicknamed 'The Frozen Tundra' ever since the so called Ice Bowl between the Packers and the Dallas Cowboys in 1967 (played in temperatures of -15 °F).

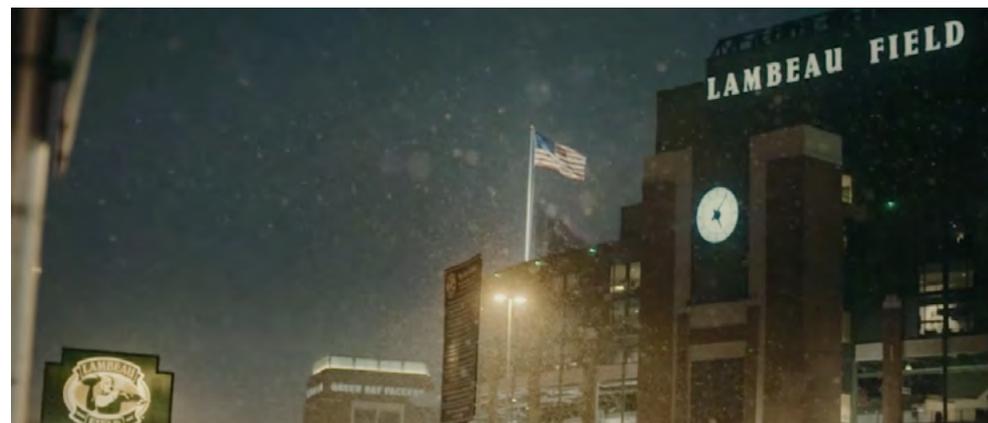
The film commissioned by Dickies and created by Rabbit Foot, was edited by Lucky Post's Sai Selvarajan with color artistry by Neil Anderson.

Comment

Dickies, workwear partner of the team and the Lambeau Field groundskeepers, security staff, game-day facilities staff and more, has genuine synergies both with the values of the community and this act of team support.

After all, there is no doubt at all that Green Bay residents and Packers fans know more about frozen tundra than most sports team supporters.

And we salute the emotional power, the community spirit, the passionate fandom and the creative skills in the this campaign.



The sports biz world loves the Packers not only for its underdog status, but because it is the only NFL team that is part fan-owned not-for-profit organisation which means its annual figures are a matter of public record and thus provide a unique insight into the (notoriously private) finances of the NFL as a whole.

A welcome relief to some of us, as the NFL is actually not a straightforward limited or public company, but rather than an unusual type of trade association made up of and financed by its 32 member teams (and which up until 2015 it was an unincorporated non-profit association (like a union or a chamber of commerce) exempt from tax.

"Everybody knows Green Bay, not everyone knows this story. The way the people come together for the dig out is like a spiritual experience. The edit was about teasing this monumental community undertaking."

Sai Selvarajan, Lucky Post





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Read Time

Global Snapshot

A snapshot of the latest sports marketing
and sponsorship activation themes/trends

NBA Christmas

Each year the NBA dominates the US festive sporting landscape by scheduling great games featuring big stars on Christmas Day.

And for 2018 the NBA generated its most-watched Christmas schedule since 2011: with 10.2 million viewers tuning in for the LA Lakers' win over the defending champion Golden State Warriors.

Indeed, official broadcaster ESPN said that its audience for that game, the first since LeBron James since he moved to LA, was its fifth-largest ever Christmas game.

The promo work around these holiday matchups - led by the league's annual Christmas ad campaign - is now an eagerly awaited marketing event, while its sponsors are also active in advertising this annual American sporting tradition.

Click on the text below to view key case studies:

NBA 'Lights Up Christmas Day'

Budweiser 'Deck The Shelves With NBA Elves'



College Football National Champs

Early January marks the end of the college football season in America and in 2014, after decades of confusion and argument when it was left to the national press to decide which was the country's top ranked team, the first official National Championship Game was held.

In 2018 Clemson thrashing of Alabama attracted 25.2 million of viewers - according to broadcaster ESPN and Nielsen.

Despite this being the lowest TV audience in the history of the game's 5-year national playoff system, there was still plenty of notable marketing from broadcasters and sponsors alike.

Click on the text below to view key case studies:

ESPN 'Who's In?'

ESPN 'Everything Matters'

Dr Pepper 'Unusual Suspects'

Festive Funnies

The festive season is traditionally a time for giving, good will to all and giving and sponsorship and sports brand marketers typically celebrate by leveraging festive games and winter ranges, looking back on the year with campaigns filled with cliched Christmas image creative.

But this year, Coca-Cola France chose to celebrate the country's FIFA World Cup win in Russia by mocking long-suffering England fans.

To celebrate Christmas and to pay tribute to the team that brought the trophy home from Russia, Coca-Cola France - which sponsors the FFF (Fédération Française de Football) - produced a special Christmas tree topper decoration.

A golden Coke bottle based tree decoration to replace the traditional single star of Bethlehem with two stars to represent France's second World Cup win. The celebratory tree decoration, available as a gift from the Coca-Cola store, is the central concept of the drink's brand's festive commercial.

Click on the image below to view case study:



How Gym, Fitness & Exercise Brands Cut Through The New Year Clutter

January is the key marketing month for most gym, exercise, fitness brands as people everywhere make resolutions to get fitter and healthier.

But, because so much marketing money is spent in the same short period, it is harder than ever to stand out.

Thus brands adopt tactics that aim to offer a little 'shock and awe', or a 'fresh surprise' to try and stand out from the crowd and cut through all the competitive commercial clutter.

Click on the text below to view key case studies:

Virgin Active 'The Power Of Enough'

The Gym 'So I Can'

Our Fixture List

- 15/01 > **Gillette Launch Event (UK)**

The London Gillette team will be busy putting together Gillette's latest product launch

- 16/01 to 19/01 > **Abu Dhabi HSBC Championship presented by EGA (UAE)**

The London and Middle East teams will be in Abu Dhabi for one of the flagship golf events for HSBC

- 26/01 to 27/01 > **HSBC NZ Sevens (Hamilton, New Zealand)**

The latest leg in the HSBC World Rugby Sevens Series.

Get In Touch

Please send comments, work submissions or potential spotlight ideas to james.fenn@hkstrategies.com or Katie.houghton@hkstrategies.com