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NBA ALL-STAR 2017 REVIEW > A CULTURAL CELEBRATION DRIVING COMMERCIAL SUCCESS

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SPONSORSHIP ACTIVATION, RIGHTS HOLDER MARKETING & SPORTSBIZ ADVERTISING

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ACTIVATIVE

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The league, its players, fans and commercial partners have collaborated to turn the NBA All-Star Weekend from a showy, but meaningless sports property into a cultural celebration that spans not just basketball, but also celebrity, entertainment, fashion, food, music and technology.

This, plus the NBA's young, multi-cultural, tech-savvy, hip audience, offers sponsors unique opportunities.

They are key reasons why official partners and advertisers who activated at the 2017 All-Star extravaganza are reaping the rewards from their investment.

The brands who helped bring the NBA's New Orleans basketball celebration to life between 16 and 19 February - which included 24 official NBA sponsors, partners and suppliers - are certainly benefiting from improving audience and engagement numbers.

The 66th NBA All-Star Game was the most viewed All-Star TV broadcast since 2013: with an average audience on TNT of 7.8 million (peaking at 8.5 million) the event was up 3% on 2016.



## NBA All-Star '17 > Stat Snapshot

**All-Star Game Av. TV Audience: 7.8m**

(Source: Nielsen/TNT)

**All-Star Sat Night Av. TV Audience: 5.6m**

(Source: Nielsen/TNT)

**TNT TV Everywhere Video Views: +46%**

(Source: Turner)

**NBA Viewers Under 35 Years Old: 45%**

(Source: NBA)

**All-Star 30-Sec Ad Av Cost: \$275,000**

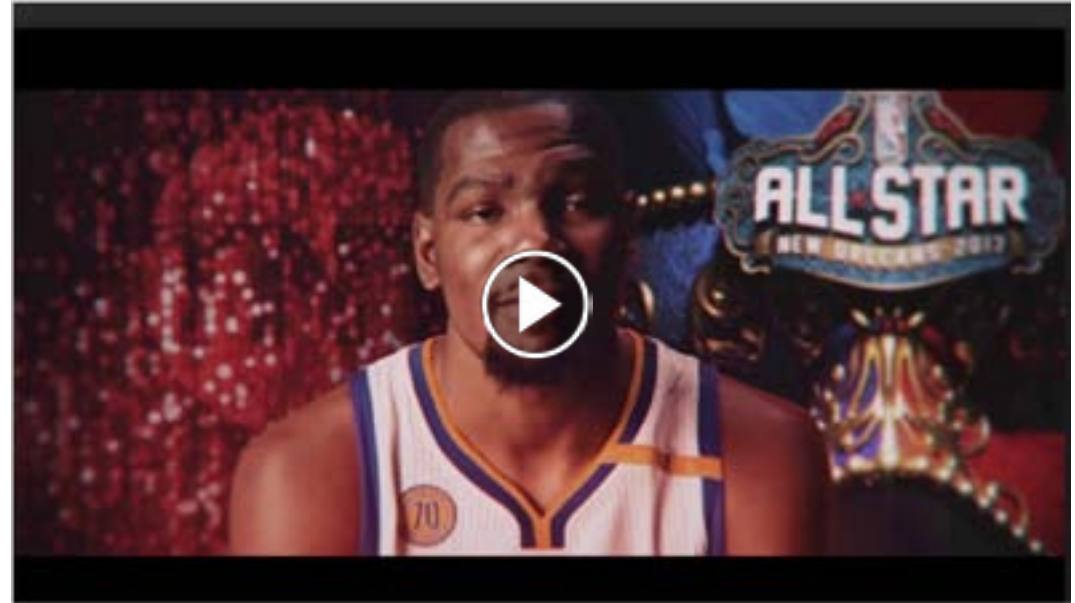
(Source: Ad Age)

**TNT's All-Star Ad Sales Rev. \$27.5m**

(Source: iSpotTV)

**All-Star Game Av Ticket Price: \$1007**

(Source: TicketIQ)



Plus, the previous night's TNT's coverage of the 'State Farm All-Star Saturday Night' averaged 5.6 million viewers (peaking at 6.8 million) - also up on 2016.

Collectively, Turner's 2017 NBA All-Star Game and State Farm All-Star Saturday Night coverage delivered the two most-viewed sports programmes of the week across all US television (broadcast and cable).

The digital/social metrics were impressive too: coverage of Sunday's NBA All-Star Game on Turner's TV Everywhere platforms gained double-digit growth with video views up 46% and total video consumption up 37% compared to 2016.

While the event reaches around 80 million consumers across the league's official social media channels.

For the third year in a row, Turner Sports' ad sales sold out the midwinter hoops telecasts well ahead of the tip-off - as advertisers seek to connect with the NBA's younger, hipper audience,

Around 45% of total NBA audiences are aged 35 and under: ensuring it is the USA's youngest major-league sports fansbase (and its most diverse too).

'This is the third year in a row we've been in a sold-out position on all three nights, and a lot of that has to do with the caliber of the event,' explained Turner Sports EVP ad sales Jon Diament.

'Advertisers are clamoring for high-profile, live sporting events, and All-Star Weekend is a great environment to roll out new activations.'

Between 50% and 75% of All-Star ad spot units are reported to be sold upfront as part of multiyear deals with NBA sponsors and partners.

This demand is less a reflection of the defence-free All-Star Game itself, or of the pre-event media hype around Kevin Durant and Russell Westbrook playing on the Western Conference team together (after Durant left Westbrook's Oklahoma City Thunder last summer to join Golden State).

But more due to the hoops' event's fun and funky creative positioning as an entertaining celebration of not just basketball, but the culture around the game.

Nor was this driven by the back-story to the

2017 event: one mired in politics and erics when the NBA moved the party from Charlotte to New Orleans in protest over North Carolina's 'bathroom bill' requiring citizens to use the restroom that corresponds with their biological gender.

Indeed, the brand activation around the event was far less political than that at the Super Bowl, The Grammys or The Oscars.

Instead, it was largely a celebration of basketball, music, food and culture.

The property has long been known for its successful commercial partner carve-up of sub-event title sponsorship and presenting rights.

Indeed, title sponsorships of official All-Star Events in 2017 included the BBVA Compass Rising Stars Challenge, the State Farm All-Star Saturday Night, the Verizon Slam Dunk, the JBL Three-Point Contest, the Taco Bell Skills Challenge, the Kia All-Star MVP, while presenting partnerships spanned The NBA All-Star Entertainment Series presented by JBL, the NBA D-League All-Star Game presented by Kumho Tire and the NBA D-League Slam Dunk presented by Verizon).

But the event's success is also supported by a series of impressive multi-platform official sponsor leverage programmes, as well as product launches, participatory experiences, player/fan/brand interaction, services and utilities, as well as new technology showcases that see the event turn into a hotbed on cutting edge marketing activity.

This briefing report outlines some of the key activation trends and the stand-out marketing. <

#### Cutting Edge Tech >

The NBA has long been a new tech leader amongst the world's biggest sports organisations as it is so often first to introduce new platforms to adapt to the changing landscape, to build closer ties between players and fans and to attract new audiences and younger generations.

The weekend was fuelled by live-stream stereoscopic virtual reality and custom-designed drones, while players and fans alike donned high-tech goggles

The league was one of the first to have its own annual NBA Technology Summit and this year's

## NBA All-Star > Event Title Sponsors



Rising Star Challenge



All-Star Saturday Night



Slam Dunk Contest



Three Point Contest



Skills Challenge



All-Star MVP

Entertainment Series: Presented By



D-League All-Star Game Presented By



D-League Slam Dunk Presented By



was the 18th such event.

From drone dunking and VR free throw shooting, 360 Replay technology from Voke VR and NextVR's live streaming, to Samsung Gear VR and Google Daydream apps New Orleans was the go-to place for new crowd-pleasing tech gimmicks in February.

The NBA itself paired with Google Daydream apps to enable fans to can download highlight reels, check out analysis or stream games through NBA League Pass, which will soon be offering virtual reality games à la carte for viewers to purchase individually.

A novel strand of the 2017 All-Star Weekend festivities saw the NBA launch a virtual reality app for Google's Daydream platform.

The main content pillar of this new NBA VR initiative is a new 'House of Legend' series: which sees the league link with Digital Domain specifically for viewing in 360-degree video.

The centrepiece talk show (hosted by former NBA stars Bruce Bowen, Chauncey Billups and Robert Horry) discussed basketball stories, player skills, pop culture and other league related issues.

This NBA VR offering also featured other on-demand, 360-degree video content, including highlights and tours of teams' arenas.

The app is only available to Daydream in the US, Canada, the UK, Australia and Germany and requires one of Google's new headsets. <

### Advertising >

In the more traditional advertising campaign space, one of the more surprising multi-media marketing campaigns at this year's All-Star weekend was an extension of the 'Built With Chocolate Milk' initiative by the Milk Processor Education Program.

The campaign is fronted by new programme athlete endorser Klay Thompson and the Golden State Warriors' star fronts an integrated campaign spearheaded by a TV commercial called 'The Three Pointer', supported by a behind-the-scenes spot, plus print executions and digital assets, that 'spotlight his distinct approach to training, performance and muscle recovery'.

'Sales for chocolate milk have steadily increased as the demand for simple and effective recovery tools are at an all-time high, and we're excited to continue to inspire and inform everyday athletes through our new partnership with Klay,' attested Milk Processor Education Program marketing director Miranda Abney.

While Pepsi took over a local Big Easy restaurant in order to recreate a pizza parlour scene from its new 'Uncle Drew' film shoot starring Kyrie Irving and Baron Davis (see case study). <

### Product Launches & Sports Brand Marketing >

New Product Launches leveraging the event included Adidas' new James Harden All-Star shoes, while Gatorade promoted its new Gx system (<https://www.gatorade.com/gx>), Jordan Brand stars (including Jimmy Butler, Kawhi Leonard, Kemba Walker, and Russell Westbrook) wore special edition All-Star kicks and the range was showcased through a 'Gotta Shine' pop-up and campaign.

While Under Armour introduced custom All-Star shoes reflecting New Orleans' rich musical history - including the #Curry3 Brass Band.

Nike continued to roll out its 'Equality' initiative (which launched at last week's Grammys) which encourages consumers to take the fairness and respect they see in sport off the field and into everyday life (see case study).

In terms of official NBA gear, there was a minor campaign around the official jerseys from Adidas (in its last kit supply season before Nike takes over), while cap provider New Era launched a set of custom All-Star hats at its 'Design Lab', a current/retro range from Mitchell & Ness (who also hosted a celebrity weekend brunch), plus further products were released by NBA mouth guard partner Shock Doctor and official sock brand Stance. <

### Fan Engagement Spaces, Events & Experiences >

Verizon, the title sponsor of the Slam Dunk Contest, launched a new series on the go90 app (<https://www.go90.com>), 'NBA Slam Kings', which shows 90 highlights from all previous dunk contests leading up to this year's event.





Among other live fan engagement opportunities was the 'NBA Crossover' – a multimedia, cultural exhibit that brought to life the blending of basketball and pop culture – which saw five of the league's partners activate at and around the event.

These included a Bud Light bar and lounge, a Foot Locker audio tour celebrating the evolution of basketball footwear (with endorser athletes and signature shoe ranges, a 'sneaker cleaner station' and a 'Kicks Cam' sneaker selfie booth), while JBL built a wall of JBL Pulse speakers which lit up as different designs, Stance offered fans a chance to design their own (free) pair of socks which it shipped the next day and TISSOT curated fashion exhibition showcasing the styles of the East and West teams and gave attendees a photo opportunity with the style that they best represent.

TISSOT, which released its league-themed 'NBA T-Touch Expert Solar Special Edition' watch earlier in February to maximise interest ahead of the All-Star game, also awarded customised watches to all the All-Star event winners – including the Taco Bell Skills Challenge champ, JBL Three-Point Contest champ and Verizon Slam Dunk victor.

Another pillar weekend event space was 'Champions Square' which was anchored by official broadcaster Turner Sport's 70,000 square-foot 'NBA on TNT Road Show'.

A programme of (mostly branded) activities ran in the square over the four-day period including Mountain Dew's 'NBA 3x All-Star Edition' which saw Team Russ take on Team Kyrie, a Tissot 'Road Show' from the official watch partner that interviewed star player endorsers and enabled visitors to compete for prizes in a one-on-one NBA trivia Q&A competition format in a Tissot-themed kiosk.

While one of the league's newest partners, Jack Daniel's, kick-off its All-Star sponsorship work at 'Jack Daniel's House No.

7': a hospitality space offering experiential events from live music to guest rooms with unique programming, eclectic southern-style food and a set of basketball-themed activities.

Fellow NBA partner Foot Locker, which released a new 'Stats' TV spot (with Jordan Brand and featuring All-Star Russell Westbrook), also extended its #NBAKicks campaign by highlighting All-Star Kicks throughout the weekend and teamed up with Nike to rework its Canal Street branded space into a 'House of Hoops' by Foot Locker retail outlet. <

#### Gaming >

Video game partner 2K hosted the finals of the ongoing NBA 2K17 All-Star Tournament at the event: while the winning team of gamers scooping \$250,000, tickets to State Farm All-Star Saturday Night and the NBA All-Star Game, plus an opportunity to play an exhibition game against five NBA players (who are, of course, 2K endorsers and were well beaten). <

#### Utilities & Services >

On the services front, official automotive partner Kia teamed up with Uber for the 'Kia All-Star Ride': offering free rides to fans throughout the city – with some lucky passengers also bagging NBA giveaways and surprise in-car player appearances (<https://www.uber.com/info/uber-kia-all-star-ride-experience/>). <

***But perhaps the real stars off the activation show were the multi-channel, integrated initiatives and the genuinely innovative tech-led stunts, we showcase some the best of these in the following case studies...***







**THE** *All-Star* **RIDE**



But Light



**The 'NBA Crossover' - a multimedia, cultural exhibit that brought to life the blending of basketball and pop culture - saw five of the league's partners activate at and around the event - including official beer brand Bud Light.**

It included a branded bar and lounge selling NBA team-branded Bud Light cans.

Bud Light worked with its NBA team partners to create specific can designs 'that speak directly to each team's passionate fan base, and serve as a way for die-hards to show their support whether they're cheering courtside or from the couch'.

Following All-Star Weekend, the cans will be available in local participating stores through the rest of the season.

One of the most interesting elements of Bud Light's leverage programme saw it offer NBA fans a virtual reality free throw shooting experience on the ground in New Orleans.

While the pro basketball players have been increasingly incorporating VR free throw shooting practice into their ongoing training programmes, Bud Light enables the fans to taste what that pro training regime is like in person.

Bud Light, the official beer of the NBA, set up a branded space (at 211 Royal Street in New Orleans' French Quarter) that not only included live music and food and drink, but which also included a 'VR Challenge' that allowed visitors a chance to practice their technique from the free throw line.

This VR experience was developed in harness with production outfit Viewer Ready and built on last year's Bud Light virtual reality game at Madison Square Garden, NY.

In summary, the 2017 All-Star VR experience saw amateurs take to the free throw line wearing headsets that took them into the arena -where they were challenged to make as many baskets as possible while the crowd cheered on or booed (depending on the players' skills and successes/failures).

A linked webcam enabled each fan to watch themselves in action and recorded a short video of their experience which was emailed to each player after they had completed the participatory activation.

The league's official beer took over 211 Royal Street in New Orleans' historic French Quarter during NBA All-Star 2017 and brought fans and drinkers 'The Bud Light Crew HQ': a branded space that included a beer garden, an arcade, plus a retail space, as well as NBA player appearances and musical performances from Mannie Fresh and Friends 9and other local acts) throughout the weekend.

Other musicians performing at the Crew HQ included Birdman, Jay Electronica, Curren\$y, Hot 8 Brass Band, Zaytoven and more.

As well as music, the branded space hosted a special NBA All-Star edition of the hot chicken wing eating contest 'Hot Ones', plus a panel discussions featuring current players and legendary NBA stars, as well as a photography exhibition of famous NBA friendship photos by iconic basketball photographer Atiba Jefferson.

'NBA culture is synonymous with friendships among players on and off of the court, but also among fans watching in the stands and at home. We felt it was the perfect place for Bud Light to activate our Famous Among Friends campaign,' explains Bud Light VP Alex Lambrecht.

'At Bud Light we consider ourselves to be a friend of the fan and we are excited to team up with our friends at the NBA to bring a unique experience to fans in New Orleans with Bud Light Crew HQ.'

There is also an on-site news studio - with a living room style set - highlighting the theme of 'friendship' via in-house and on-the-street interviews with NBA stars and other celebrities.

Bud Light also activated throughout the weekend across its digital platforms (including www. BudLight.com) and across its social channels such as Facebook, Twitter, Instagram and Snapchat. <





**CREW HQ**

ALL-STAR WEEKEND  
**NEW ORLEANS**  
FEB 17-FEB 19, 211 ROYAL STREET

**FRIDAY • FEB 17 • NOON-11P**  
**ZAYTOVEN**  
DJ BE ARMY • ROCK • JESSIE SOLANO  
HOT ONES FEAT. MASTER P & RIMMIE MILLER

**SATURDAY • FEB 18 • NOON-11P**  
**MANNIE FRESH & FRIENDS**  
**JAY ELECTRONICA • BIRDMAN**  
CURRENCY • HOT & BRASS BAND • MURKIN MALL  
SONNY DALLAS • DJ BE ARMY • THE BLACKOUTS  
HOT ONES FT. GHETTACK & RABBITW

**SUNDAY • FEB 19 • NOON-6P**  
DJ BE ARMY • DJ RICK ONE • HOT ONES

#BUDLIGHTCREW  
RSVP: CREWHQ.COMPLEX.COM

**CREW HQ**

ALL-STAR WEEKEND  
**NEW ORLEANS**  
FEB 17-FEB 19, 211 ROYAL STREET

**FRIDAY • FEB 17**  
NOON-11P  
DJ BE ARMY  
HOT ONES FEAT. MASTER P & RIMMIE MILLER  
CURRENCY

**SATURDAY • FEB 18**  
NOON-11P  
MANNIE FRESH & FRIENDS  
JAY ELECTRONICA  
BIRDMAN  
HOT & BRASS BAND  
MURKIN MALL  
SONNY DALLAS  
DJ BE ARMY  
DJ TIMBER  
THE BLACKOUTS

**SUNDAY • FEB 19**  
NOON-6P  
DJ BE ARMY  
DJ RICK ONE  
HOT ONES

#BUDLIGHTCREW  
RSVP: CREWHQ.COMPLEX.COM







Intel





**Tech-savvy basketball star Aaron Gordon teamed up with tech giant Intel for a spectacular ‘drone dunk’ at the Verizon Slam Dunk Contest during the 2017 NBA All-Star Weekend.**

During the 18 February Verizon Slam Dunk Contest, a core highlight of the 2017 NBA All-Star Weekend at the Smoothie King Center in New Orleans, Gordon and Intel amazed fans with a surprising and spectacular slam dunk assisted by a drone.

Gordon worked with Intel’s drone team to create a custom drone with the ability to precisely drop a basketball from the air and give Gordon a chance to take home the trophy.

This bespoke Intel-powered drone, with its three stacks of microcontrollers and the Intel Curie power module help, was a ‘fully-redundant hexicopter’ designed to auto adjust against any single point of failure.

With a flight time of 26 minutes, the drone carries a maximum payload of 4.4 pounds with a custom carbon fibre claw to hold the basketball it was controlled by three people as well as Gordon.

The high-tech dunk saw the drone bounce pass the ball from its positioning hovering high above the court to the 6-foot 9-inch tall Orlando Magic forward Who took the drop and headed to the hoop, slipping the ball under his legs and switching from his left hand to his right before dunking it with power and grace.

The slam dunk stunt not only aired live during the All-Star TV broadcast, but was also amplified by Intel across its digital and social channels such as YouTube, Twitter, Facebook, Instagram and on the brand’s IQ blog at <http://iq.intel.com/drone-assist-nba/>.

It was further supported by a making-of style video too.

‘I’m from the Silicon Valley so I’m very tech oriented. I wanted to do something creative and unique,’ said Gordon.

‘There was a span of time where the dunk contest got watered down because people weren’t very creative or were very gimmicky,’ added Gordon.

‘To me originality is key. I want to be able to

do something that no one has ever seen before.’

Perhaps Gordon’s interest in technology came from his mother Shelly Davis Gordon – an Intel employee who has worked in the semiconductor industry for 35 years?

‘He’s smart, goofy and driven,’ said Shelly Gordon. ‘Aaron gets traits from me like kind of the nerdy side. He likes to read, learn and explore things.’

Indeed, mother and son have also teamed up outside the game where they have helped develop an app call ‘Lucid: Mental Training For Athletes’.

Plus Gordon is also reported to be working on a new VR experience.

‘It was another example of sports merging with tech,’ commented Carlton Myers, Vice President of Live Production and Entertainment for the NBA.

‘I’ve been doing All Stars since 1996, involved with the dunk contest since about 2003 and this is the first time we’ve done something like this.’

**Activative Comment:**

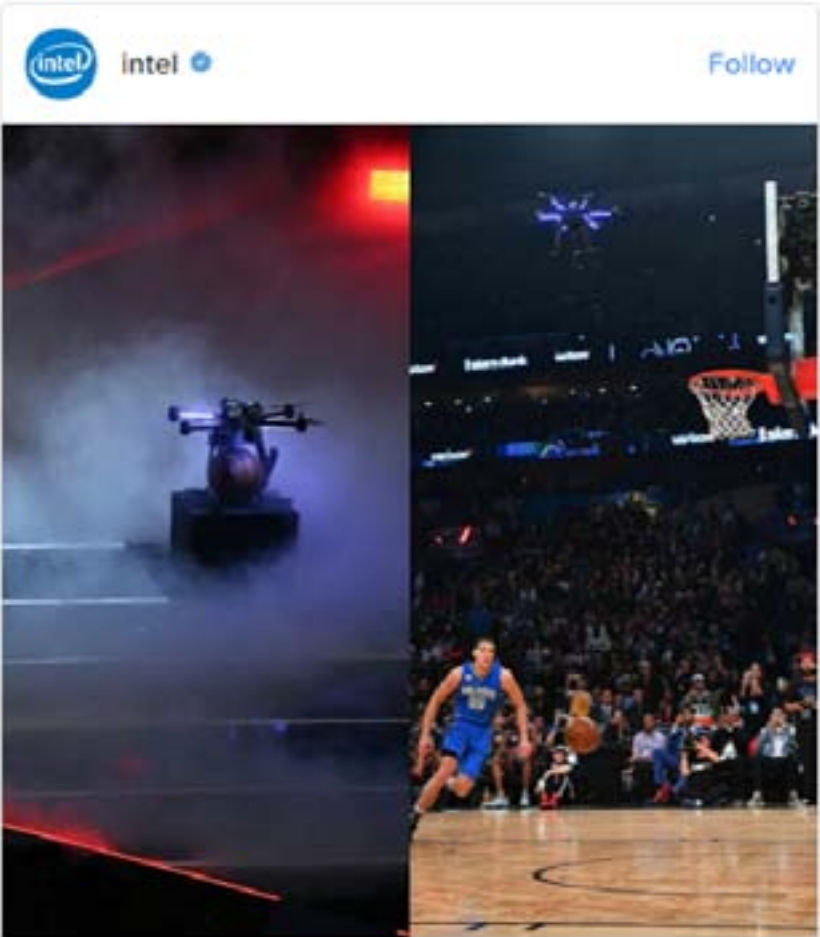
This partnership play brought Intel right onto the court in real-time: enabling the brand to activate live, leveraging live fan passion at its peak whilst enhancing the spectator experience of the event.

An objective for so many contemporary sponsor campaigns.

Gordon dunked against fellow NBA All-Stars DeAndre Jordan (LA Clippers), Derrick Jones Jr (Phoenix Suns) and Glenn Robinson III (Indiana Pacers) – who each had two rounds of dunks marked by five judges on a scale of 6 to 10.

Unfortunately, despite Gordon’s impressive hi-tech stunt dunk, the competition winner was Glenn Robinson III. <





Intel [Follow](#)

6,096 likes 23 comments

Last night, @a00g\_ made #VerizonDunk contest history with Intel #drone technology. See how the ultimate assist came together with our link in the bio. #ExperienceMore

FEBRUARY 19



Posted by Intel  
42,001 Views  
NBA ALL-STAR 2017

Trust us, it's not as easy as it looks! See how Aaron Gordon worked with Intel to create a one-of-a-kind drone dunk for the #VerizonDunk contest during NBA All-Star 2017. #ExperienceMore at <http://intel.ly/2kUNUrI>

274 106 57



Intel [Follow](#)

Curious how @DoubleGAG delivered that jaw-dropping #drone dunk @ the #VerizonDunk contest? #ExperienceMore at [intel.ly/2kUNUrI](http://intel.ly/2kUNUrI)

3:53 AM · 19 Feb 2017

362 1,620





Mountain Dew

DEW NBA3X.COM



**Mountain Dew unveiled a multi-pronged ‘The Game Beyond The Game’ initiative at the All-Star Weekend leveraging its NBA sponsorship across courtside, experiential work and branded events, TV and OOH ads, digital, social and mobile platforms.**

The PepsiCo drinks brand teamed up with several celebrities – both NBA players and other entertainment stars – for a series of initiatives spanning traditional advertising, digital video and social media and a mobile-optimised web hub.

A flagship TV commercial fronts the brand’s new ‘Dont Do They’ tagline kicked off the advertising phase of the campaign.

This ‘Don’t Do They, Do You’ 30-second spot features All-Star Russell Westbrook and is built around the idea that the star didn’t get where he is today by following the crowd, but by following his own path.

Running from mid February and debuting during All-Star Weekend, the ad’s copy includes the lines ‘They say you shouldn’t play a certain way, dress a certain way and act a certain way. They say a lot of things. Russell Westbrook doesn’t care what They say. Neither should you’.

Other elements of the more traditional advertising activity saw Mountain Dew have a strong OOH presence in New Orleans: including placements throughout the city centre, at New Orleans airport and across the French Quarter, as well as a mobile bus wrapped in #DewXNBA branding and featuring the brand’s four main endorsers participating in the All-Star Game (Westbrook, Kyrie Irving, Giannis Antetokounmpo, and Isaiah Thomas).

While on the experiential and physical front, the initiative revolved around the brand-built Mountain Dew ‘Courtside Project HQ’ at the New Orleans Board Of Trade Building on Magazine Street and open to the public on both Saturday and Sunday (see <http://www.mountaindew.com/nba/courtsidehq/>).

A celebration of hoops culture that spanned sport, music, art and culture (and merchandise) with live music (from Joey Bada\$\$, viewing parties and guest appearances by star baller ambassadors, DJs, musicians, artists and, of course, plenty

of fans and competition winners.

Mountain Dew also hosted the ‘Dew NBA 3x All-Star Edition’ at Champions Square where Team Russ and Team Kyrie went head-to-head (along with other NBA talent including Jason Williams and Baron Davis with mentor/commentators Shaquille O’Neal and Dennis Scott.

This event was aired on NBA All-Star Weekend broadcaster TNT on Saturday, 18 February 6pm.

‘Spanning Turner Sports’ footprint across television, digital, social and on-site at All-Star Weekend, Dew NBA 3X exposes fans to some of the best amateur basketball athletes in the country alongside the NBA’s best from past and present,’ adds Turner Sports EVP of sales and property sponsorships Will Funk.

‘This is a perfect example of a true partnership that dives deep into basketball sports culture and uniquely engages those fans across all platforms.’

Westbrook and the brand’s other endorsers also spearheaded the brand’s work across its social channels

And was supported by a celebratory series primarily ran across social videos and mobile-optimized web content and offered fans multiple chances to win in-person prizes.

The activation also featured a mobile contest to attend the filming of a Joey Bada\$\$ music video by Joey as well as a branded fashion line from designer Don C.

‘Growing up in Chicago, idolizing the greats from the game, the NBA has always been a source of style inspiration for me – from my first pair of sneakers to seeing the players walk down the tunnel on game days,’ said Don C.

‘With this collection, I am excited to creatively expand on the ever present inspiration of the players, style icons and fans through my designs.’

These various digital and social strands are linked by the hashtag #DewXNBA

**Activative Comment:**

The annual NBA All-Star game is a much-talked about celebratory property that not only focuses on delivering a multi-strand ‘spectacle’, but also offers opportunities for brands to leverage the





increased attention on the NBA, the sport and its stars.

Mountain Dew is certainly one brand aiming to maximise this opportunity.

This multi-pronged event activation approach shows just how sponsors need to take a comprehensive leverage approach to maximising the value of their properties.

Rather than focusing all of its effort and budget on a single phase, this modular approach aims to connect with various consumer segments and fan groups throughout the event – both in-person and at-home.

Indeed, this multi-pronged All-Star approach sees Mountain Dew effectively double down on its positioning as a sports-associated brand.

It is using sports as a primary route that then links into other entertainment properties and associated social and sharing events,

This strategy has primarily focused on using innovative digital and mobile techniques to establish its positioning and spread its messaging.

'Basketball's influence extends beyond the sport into music, style, art and more. It's the 'game beyond the game' and what we are celebrating through The Courtside Project in New Orleans and throughout the rest of the season,' outlines Mountain Dew senior marketing director Ryan Collis. <



**Mountain Dew®**  [@MountainDew](#) 

We're celebrating hoops culture at Courtside HQ this weekend in NOLA!

Follow us on IG & Snapchat for [@NBAAIStar 2017](#) action! [#DEWxNBA](#)

3:12 PM - 16 Feb 2017

  19  102

 **mountaindew**  [Follow](#)



 5,118 views  32 comments

Joey Bada\$\$: DEW Tour. 🔥🔥. And that's just the beginning. Keep it locked for what's next.

DECEMBER 23, 2016 




 **Mountain Dew®**  [@MountainDew](#) 

[.@russwest144](#) doesn't do They. Neither should you. [#DEWxNBA](#)

2:55 PM - 17 Feb 2017

  1,142  3,141



The image shows a Twitter post from Mountain Dew. The main content is a video thumbnail of a basketball player wearing a white Milwaukee Bucks jersey with the number 34. The player is smiling and looking towards the camera. In the top left corner of the video frame is the 'ALL STAR' logo. In the bottom left corner of the video frame are the Mountain Dew and NBA logos. A blue play button icon is centered over the player's chest. Below the video is the Twitter interface showing the user 'Mountain Dew' (@MountainDew), a 'Follow' button, the text 'Current Mood #DEWxNBA', the timestamp '1:43 AM - 20 Feb 2017', and engagement metrics of 32 retweets and 103 likes.

**Mountain Dew®** @MountainDew

Current Mood #DEWxNBA

1:43 AM - 20 Feb 2017

32 103



The image shows a Twitter post from Mountain Dew. The main content is a video thumbnail of a basketball player wearing a white jersey and a white headband. The player has extensive tattoos on both arms and is looking off to the side. In the top left corner of the video frame is the 'ALL STAR' logo. In the bottom right corner of the video frame are the Mountain Dew and NBA logos. A blue play button icon is centered over the player's chest. Below the video is the Twitter interface showing the user 'Mountain Dew' (@MountainDew), a 'Follow' button, the text 'Go get it tonight @Isaiah\_ThomasI #DEWxNBA', the timestamp '12:48 AM - 19 Feb 2017', and engagement metrics of 16 retweets and 55 likes.

**Mountain Dew®** @MountainDew

Go get it tonight @Isaiah\_ThomasI #DEWxNBA

12:48 AM - 19 Feb 2017

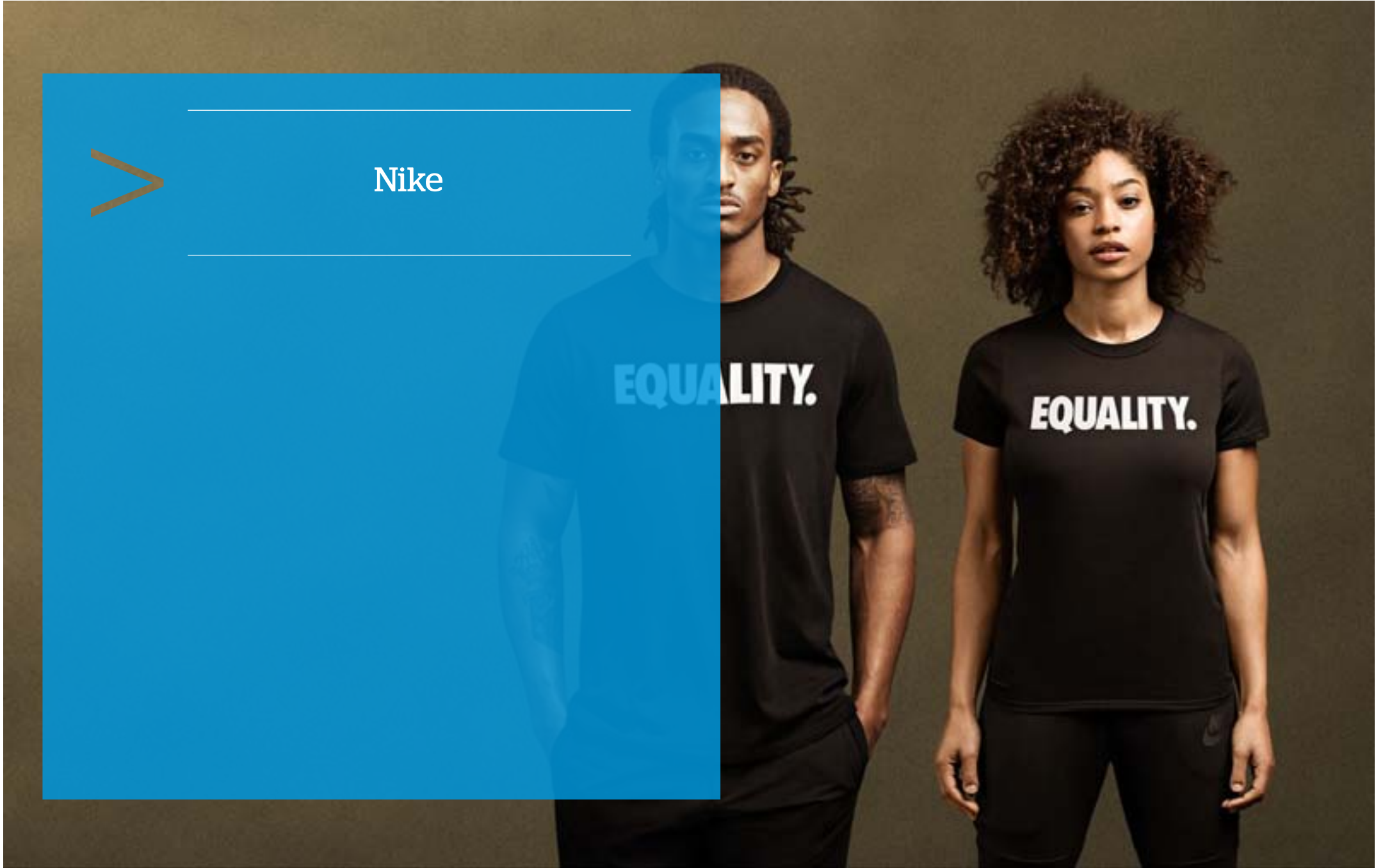
16 55



Nike

**EQUALITY.**

**EQUALITY.**







**Sportswear behemoth Nike is adding its voice to the current values-based brand ad campaign avalanche to promote a universal message of 'Equality'.**

The aim of the 'Equality' initiative isn't just to roll out an ad campaign, but to actually encourage people to take action and take part in programmes that take the fairness and respect they see on the court/pitch/field and translate them to all aspects of everyday life in their communities.

The initiative is anchored by a new 90-second spot, developed with agency of record Wieden + Kennedy Portland, that according to the accompanying Nike press release 'encourages people to take the fairness and respect they see in sport and translate them off the field'.

The spot, directed by music video helmer Melina Matsoukas, debuted ahead of the 12 February Grammys broadcast on CBS, and then continued to run heavily through the NBA All-Star Weekend.

The ad is fronted by star Nike athlete endorsers: led by LeBron James and also including Serena Williams, Kevin Durant, Megan Rapinoe, Dalilah Muhammad, Gabby Douglas, and Victor Cruz.

Plus, Michael Jordan appears briefly and provides the ad's voiceover.

The soundtrack is a new version of the Sam Cooke classic 'A Change Is Gonna Come' by Alicia Keys - who also appears in the ad - and it includes the lyrics:

'Is this the land history promised?

This field of play.

Where the dream of fairness and mutual respect lives on.

Where you are defined by actions, not your looks and beliefs.

For too long these ideals have taken refuge inside these lines.

Equality should have no boundaries.

The bond between players should exist between people.

Opportunity should be indiscriminate.

Worth should outshine color.

The ball should bounce the same for everyone.

If we can be equals here, we can be equals

everywhere.'

Online, the TV spot is supported by a 3-minute 30-second, behind-the-scenes online video which explores the making of the commercial and talks to Nike endorser athletes about what 'Equality' means to them.

The initiative is also being amplified socially - with the hashtags #EQUALITY and #nike - on Twitter, Facebook and Instagram.

Nike is also enabling consumers to create their own 'Equality Avatar' and/or social media filters to express their support.

There are press ads and also an OOH phase of the initiative with billboards and posters in cities across the US and Canada featuring imagery of various athletes and cultural icons.

The executions drive consumers to the campaign's digital hub at [http://www.nike.com/us/en\\_us/c/go/equality](http://www.nike.com/us/en_us/c/go/equality) where the initiative's participatory strands live and where users are encouraged to support two of Nike's newly announced partner organisations: 'Mentor' (a national US mentoring partnership) and 'Peace Players International' (which uses sport to help young people unify divided communities).

The digital hub also pushes a new Nike 'Equality T-Shirt' to promote diversity and inclusion and expresses Nike's commitment to advancing those ideals (also available for purchase at multiple retail outlets), as well as its 'Black History Month Collection' (which celebrates black heritage in sport and features trainers from its Nike Basketball,

Nike Sportswear, Nike Running and Nike Court divisions).

This 2017 Black History Month collection will be worn by several Nike-backed players at the NBA All-Star weekend in New Orleans, 17 - 19 February.

To further back up the marketing and retail side of the initiative, Nike is donating \$5m in 2017 to numerous organizations that advance equality in communities across the US.

**Activative Comment:**

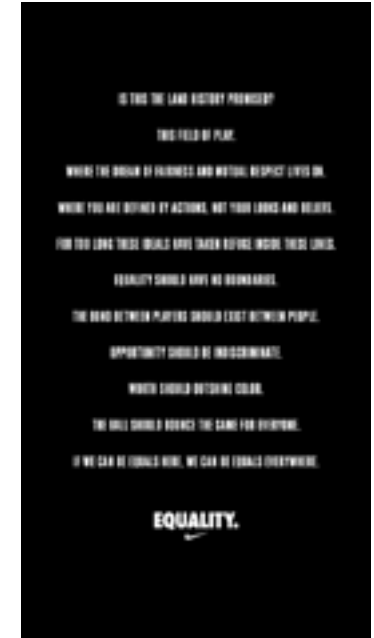
Nike, which has a solid track record of championing causes that reflect its values, is using the

power of sport to take a stand for equality in new campaign

The brand missed out on the current value-led, brand scramble for pushing political messages in their Super Bowl spots last week (see case study), so it is using the next big event platform (The Grammys) to launch this values based initiative.

With more than 2m YouTube views and 3m Facebook views in its first 24 hours the spot's engagement levels are off to an impressive start.

We also like the meaty back-up to the marketing in the form of encouraging and supporting NGO partner organisations and direct financial support for the cause too. <



**EQUALITY.**

TWEETS 30K | FOLLOWERS 156 | LIKES 6.78M | MENTIONS 5,242

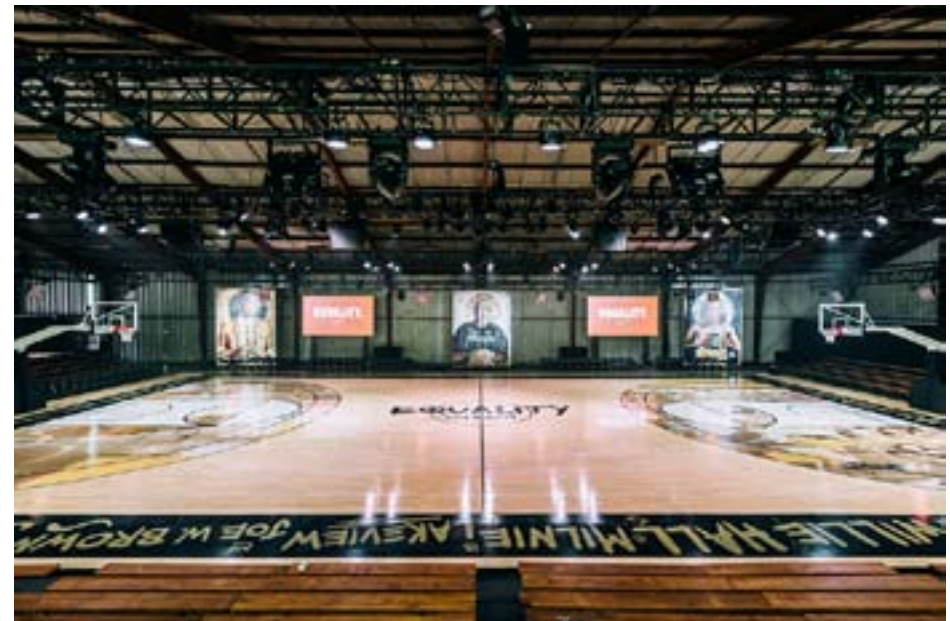
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If we can be equals in sport, we can be equals everywhere. #EQUALITY  
nike.com/equality

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State Farm



**One of the stand-out, multiplatform activations at the 2017 NBA All-Star Weekend was insurer State Farm's 'All-Star Assists' integrated leverage programme.**

On television, the insurer's work was led by the on-air debut of a new Chris Paul fronted TV spot called 'Drilled': part of the brand's ongoing sports ambassador-led TV commercial series (see case study).

While at the event itself, it leveraged its associate partnership status through marketing strands such as 'All-Star Day of Service' and a 'Right Locker Combination Hunt'.

The former initiative was hubbed around the physical State Farm All-Star Assist Center, which, as well as helping out visitors, also displayed aggregated event-related social activity via the @All-StarAssist Twitter handle.

Fans were invited to submit All-Star questions to @AllStarAssist on Twitter (using hashtags #StateFarm #HereToHelp) and the brand's assist centre staff answered their questions.

This phase was supported by State Farm Assist Ambassadors placed all round the All-Star venues to help fans with queries and problems and to give away concession stand gift cards

While the later activation strand saw the insurer place gym lockers in high-traffic areas around the city centre and invite fans to try and unlock them to win event- and brand-related prizes.

Plus, on All-Star Saturday, February 18, in New Orleans, LA Clippers star and brand ambassador Chris Paul hosted the first-ever Facebook Live-streamed 'State Farm Neighborhood Sessions' (<https://neighborhoodsessions.statefarm.com/>) at the House of Blues in New Orleans: a concert featuring music producer DJ Khaled along with musician Jon Batiste, and other special guests.

'By hosting Neighborhood Sessions on Facebook Live, audiences around the world will see the work being done by State Farm, the Chris Paul Family Foundation and local community,' comments State Farm brand content director Patty Morris.

'The community programs in New Orleans leverage the power of basketball to inspire others to

give back to their communities.'

On the cause side of the All-Star campaign, the 'State Farm NBA Cares Assist Tracker' program saw the insurer and the Chris Paul Family Foundation unveil a new technology centre/computer lab at the New Orleans Dryades YMCA on 18 February.

This followed a similar project unveiled in December at the Belle Chasse YMCA and both aim to bring to life State Farm and the NBA's commitment to the power of good neighbours, and encouraging others to do good in their communities through hands-on service projects.

Sunday's NBA All-Star Game marks the second season of the State Farm NBA Cares Assist Tracker. Throughout the season, State Farm and NBA Cares donate \$5 for every assist made on the court.

During the NBA All-Star Game, the partners will donate \$1,800 per assist, representing the 18,000 State Farm agents that are in communities across the country. The Tracker will be visible on the video board throughout the evening, and fans can track the assists that will support the installation of educational technology throughout the country. <







KFC





**A new Kentucky Fried Chicken basketball campaign and augmented reality app targets families and activates the fast food brand's NBA partnership.**

In Canada, customers can download the KFC All-Stars app on their phone and then scan the bar code on the lid of all their KFC meals to play an augmented reality game which gives them a chance to win a trip to the 2018 NBA All-Star Game in Los Angeles.

Thus this augmented reality game, compatible with Android and iOS devices, turns KFC buckets into a baskets and incentivises users to interact with the food packaging and shoot baskets to be in with a chance of a trip to the All Star game.

Players and NBA fans can also download and use the app in 'Classic' mode without buying any chicken - but buying a KFC bucket and playing in 'AR' mode is the only way to enter the contest.

Through the campaign period, users/customers can also see where they stand against other players on the app's nationwide leaderboard.

Running from January through to 18 February 2017, the initiative's promotional campaign is led by a pair of TV spots, which promote the initiative's product strand - KFC's 'All-Stars Lineup' Meals - and drive people to download and play the 'KFC All-Stars' augmented reality app.

The ads and the app are also being amplified on the brand's social channels, with a social video specifically aimed at encouraging downloads of the app, alongside more simple supporting ticket giveaway executions and promotional pieces. These social asset and ad executions also drive viewers to the initiative's digital hub at [www.kfc.ca/allstars](http://www.kfc.ca/allstars)

The initiative, developed in harness with agency Grip, shows that while in most markets KFC might well position itself as a brand/meal that brings families together, a bit of friendly baller competition can bring people together too.

**Activative Comment:**

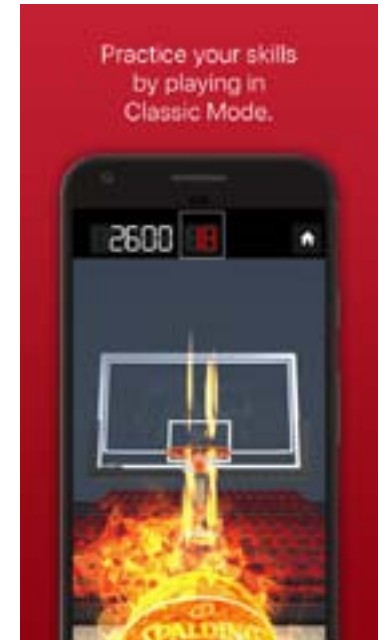
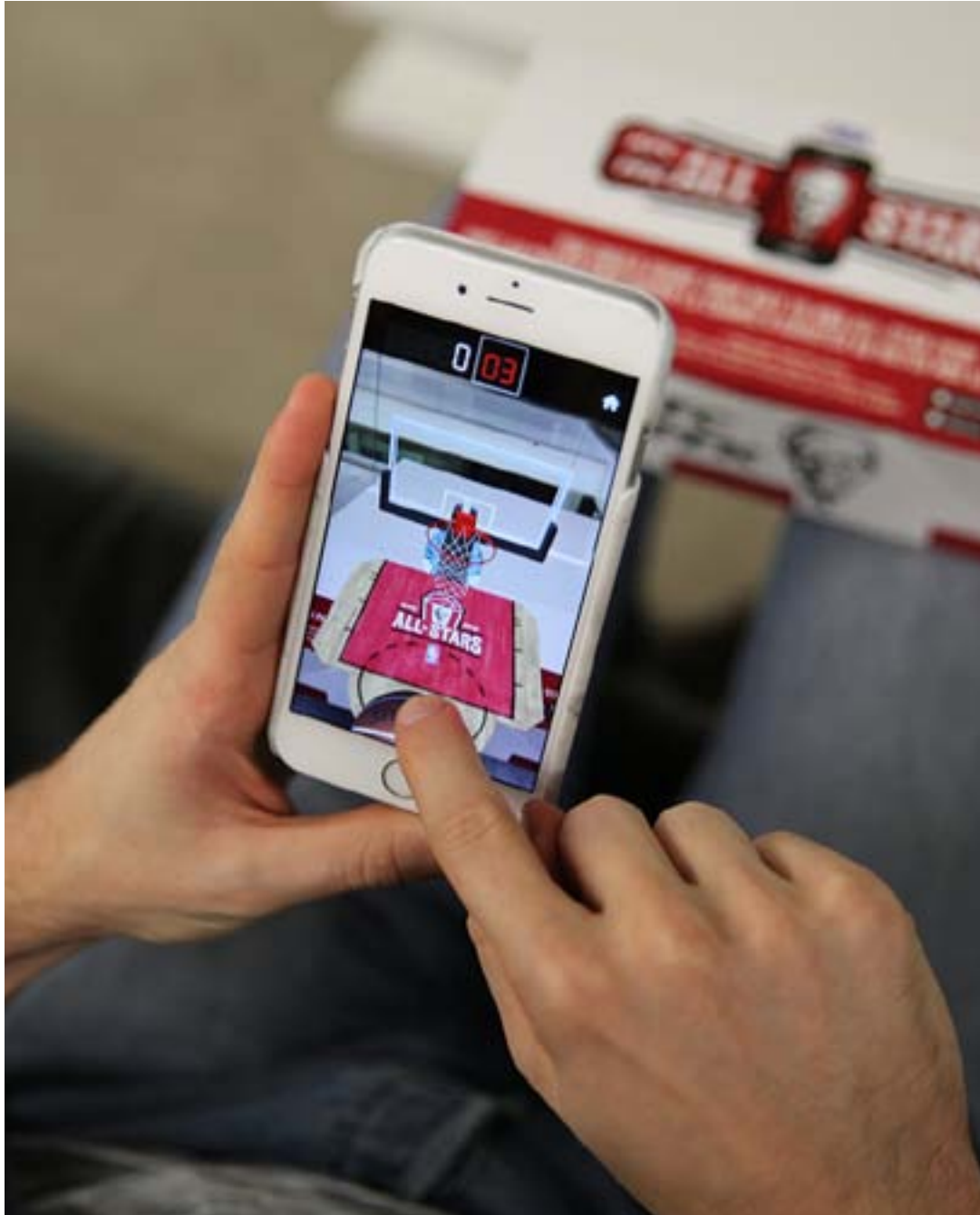
The engagement metrics thus far are fairly solid: for example, the two adds have thus far

notched up hundreds of thousands of YouTube views thus far.

But, metrics aside, one of the aspects of this activation that we at Activative really like is how, viewed as a whole, this sponsorship leverage campaign neatly ties together two parallel aspects of the KFC brand.

While the app and contest fit with the 'fun and social side' of KFC's brand positioning (as illustrated by other recent initiatives such as the 'Bucket Science' spot series which also recently included an NBA-led execution, the TV commercials are more aligned with KFC's more grounded, heartfelt creative heritage which uses the brand, its properties and heritage to bring families and friends together: which in Canada (of course) means hockey, while in other markets it is communicated in different ways like this classic KFC 'One Family' spot. <





# ACTIVATIVE

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**About Us** > The activation of sponsorship rights and partnership marketing is more creatively and strategically complex than ever - but the potential rewards are greater too.

Activative provides unique intelligence and insights that keep our clients - rights owners, brands, agencies and professional services - at the forefront of this evolving landscape.

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

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

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

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

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

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

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

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

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

Activative's subscription service is based on 3 core pillars:

- > Source: world's no.1 sponsorship activation case study resource
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In addition, for those with a specific challenge or in need of a deeper dive, Activative's research and consulting division offers a range of bespoke services.

From property activation reviews and brand/industry reports, to stimulus showcases, strategy/trend presentations, briefings and workshops, plus responding to specific client project briefs ,our bespoke services are priced according to brief and budget. <

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