
IS BIG TIME BOXING BACK? > JOSHUA V KLITSCHKO > INSIGHT BRIEFING REPORT



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Is big time boxing back?

A bevy of brands are investing in a Joshua-led boxing resurgence, but is he a one-off exception in a fading sport or the elite endorser ushering in a new golden gloves era?

After a decade in the doldrums and a particularly wretched 2016, broadcasters and brand marketers are now asking 'is big time boxing back?'

Excitement around the fight game is re-igniting as boxers, promoters and networks put on one attractive match-up after another through 2017 - culminating in the enthralling Joshua/Klitscho bout.

Several big name brands and heavyweight broadcasters are backing a commercial resurgence in boxing.

Some are even speculating whether the sport's brightest new star, Anthony Joshua, may become boxing's first billionaire.

While Floyd Mayweather Jr has earned \$700m/£541m from his career, no boxer has yet matched the billionaire status of elite sports stars like Michael Jordan (basketball), Tiger Woods (golf) and Cristiano Ronaldo (football).



#JoshuaKlitschko > Fight Statistic Snapshot

£8m > Gate Receipts

90,000 > Ticket Sales

140 > Broadcast Markets

1.5m > Sky (UK) PPV Buys

£20m > Sky (UK) PPV Revenue

10.4m – RTL (German) Audience

659k > Showtime (US Live) Av Viewers

700k > Showtime (US Live) Peak Viewers

738k > HBO (US Replay) Av Viewers

990k > HBO (US Replay) Peak Viewers

Of course, we've heard this all before.

Back in 2015, when Floyd Mayweather took on Manny Pacquiao, there was another spike in interest in and commercial activation around the sport.

But it didn't last long: Mayweather hung up his gloves (and his lucrative commercial career), while Pacquiao continued as a somewhat diminished boxer and a diminished box office draw (especially after ill-judged remarks damaged his profile and led to his biggest sponsor Nike cutting its ties).

After which boxing regressed again, while alternative, fresher rivals - from eSport to mixed martial arts - have stepped up their challenge.

Big time boxing's golden era - which ran from the 1960s to the 1990s - saw mass market audiences enthralled by global sporting goliaths (think Ali, Liston, Fraser, Foreman, Tyson, Holyfield, Lewis, and Leonard, Hearn, Hagler and Duran).

Modern boxing may never again approach that level

But since then fans and brands have turned their backs on the fight game: some got sick of the sheer volume of sanctioning bodies, the alphabetically bewildering array of world title belts, stars curating their record rather than the product, greedy promoters, unacceptable characters and connections, as well as over-priced pay-per-view access to unwatchable contests.

Boxing went niche, it fragment and slipped underground. It didn't quite die, but it did go into hiding behind a TV pay wall.

Around every five years, a skilful and charismatic fighter or a brilliant bout ignited whispers and speculation about the sport's resurgence. Fans and brands who once loved boxing periodically wonder fleetingly whether it was time to return to the fight came before decided, well, not to.

Yet this 2017 revival might be different.

Boxing is as healthy and as promising and as intriguing as it has been in quite

some time.

After all, the current spike hasn't simply been based on just one big fight (Joshua/Klitschko), but it is also being boosted by other top tier talents such as Vasyl Lomachenko, Canelo Alvarez, Gennady Golovkin and Andre Ward, plus those with the talent to join the top tier like Errol Spence Jr.

There is a window. The sport is entering a new era with an extremely talented top tier who are largely young and who all seem genuinely prepared to fight one another. Can this group spearhead a new golden gloves era?

Should mainstream marketers move into the space now and establisher early adopter advantages whilst it is relatively affordable?

The Main Event >

Make no mistake, despite the skills of this elite group, as far as mainstream marketers are concerned, it is Joshua who sits at the heart of any potential mass market boxing renaissance.

His 11-round TKO on 29 April 2017 won him the IBF, WBA and IBO heavyweight titles and marked the end of one era and the start of another.

Most boxing experts agree that it was the most exciting and momentous heavyweight world title bout since Evander Holyfield and Mike Tyson fought 20 years ago.

There was something of a post-fight social media explosion too: the #JoshuaKlitschko hashtag trended worldwide days before and after the fight.

Joshua's profile sold 90,000 tickets for his Wembley showdown with Klitschko - the biggest boxing crowd for 90 years (without any need for trash talking, silly pre-fight scuffles or publicity stunts).

This generated record gate receipts of around £8million.

The Matchroom Sport/ Klitschko Man-

agement Group co-promotion was broadcast by Sky Sports on pay-per-view in the UK, by Showtime and HBO in the USA (who split coverage of a major bout for only the third time - taking a live and on-delay package respectively) and was also aired by networks serving more than 140 markets.

Joshua's promoter Eddie Hearn told the BBC that the event sold more than 1.5 million buys in the UK alone (at £20/ \$26 each) - adding a further £20m in revenue.

That smashes the previous records of Mayweather vs Pacquiao, Mayweather vs Hatton and Froch vs Groves II - which are the UK's previous all time PPV records.

The established German broadcaster RTL drew an astonishing 10.43 million for the fight on its free-to-air broadcast (gaining its highest market share, 42.3%, since the Ukrainian's 2012 Mariusz Wach battle).

The Joshua fight easily exceeded the 8.91 million who watched Klitschko beaten in his previous fight by Tyson Fury.

Showtime drew an average of 659,000 Americans to the telecast, according to BoxingScene.com and 687,000 were watching when Klitschko and Joshua stumbled midway.

Showtime's peak audience was 700,000 - was reportedly the largest audience Showtime ever generated for a live afternoon bout.

While, according to Nielsen, fellow subscription channel HBO's replay later in the evening attracted an impressive 738,000 average (and peaked at 890,000).

"It takes a special fight to break down barriers and boundaries but also networks and executives who believe in working with the best interest of fight fans in mind," said Eddie Hearn, Group Managing Director of Matchroom Sport.

Who also thanked both US networks for their perseverance and allowing America to see 'one hell of a fight at our national stadium'.

"It's one thing selling a fight out. Selling the tickets. Breaking pay-per-view records. But if the product doesn't deliver, then it doesn't really matter," Hearn added.

Wladimir Klitschko >

Of course, this titanic battle wasn't a man show in the ring or across the marketing landscape.

As for Klitschko, despite years of building them up at the top of the fight game (he has been the world's dominant heavyweight since 2005 and the second longest reigning heavyweight champion of all time after Joe Louis), his personal social platforms have a smaller reach than Joshua's.

His Facebook page has 1.8m followers, his Twitter feed has 320,000 followers and his YouTube channel 27,000 subscribers.

Klitschko used the fight to push his personal brand through a campaign revolving around the hashtag #Obsessed and he also promoted his own clothes range too.

The Ukrainian, who has been a fairly popular pitchman in Europe (particularly in Germany where is has long been based) also fronted initiatives for some of his usual corporate backers: such as long-time German broadcast partner RTL and German fashion retailer S Oliver (for whom he is promoting their new 'sweat suit').

Indeed, he became an official brand ambassador of S.Oliver back in April 2014 for his world championship fight against Alex Leapai.

This sponsorship deal saw Klitschko wear branded combat trousers and jacket in the ring, while his support team was also equipped with S.Oliver clothing.

Plus, ahead of the fight, S.Oliver supported the fighter and his team in training as well as during the media days and the fashion label also had branded the boxing ring with its logo at the champion's gym in Going (Austria).

'Klitschko is an excellent partner and international ambassador to increase S.Oliver's brand awareness, especially in growth markets like Central and Eastern Europe' says S.Oliver CEO Reiner Pichler.

He also uses his social channels to pitch for other linked brands such as his training camp hotel partner Stanglwirt and several other lower key other commercial alliances like 11 Mirrors.

Plus, during the build-up to the fight, Klitsch-

Social Media Fight Card

	Joshua	Klitschko
	3.4M	324K
	2.1M	1.9M
	1.5M	320K

Sponsor Metrics > Facebook Views

4.3m > '(AJ) Made To Move' Lucozade Sport

3.1m > '(AJ) Be Heard' Beats By Dre

2.5m > '(AJ) Inspired By You' Under Armour

#OBSESSED
29.04.2017




"OFFENSE IS THE BEST FORM OF DEFENSE"
WLADIMIR KLITSCHKO

Klitschko @Klitschko [Follow](#)

Only 2 weeks to go. #obsessed #JoshuaKlitschko
8:59 AM - 15 Apr 2017
144 retweets 490 likes



Klitschko WADIMIR
ESTD. 1976
KLITSCHKO




NEW ARRIVALS

New cool stuff. Buy now.

279 likes 32 retweets

"Strength does not come from winning. Your struggles develop your strengths. When you go through hardships and decide not to surrender, that is strength."
Arnold Schwarzenegger



Klitschko @Klitschko [Follow](#)

As always DANKE @stangierl for care and amazing hospitality during my training camp. @Schwarzenegger love the quote.
9:33 AM - 23 Apr 2017
54 retweets 228 likes

#OBSESSED
29.04.2017



"VICTORY IS ALWAYS POSSIBLE FOR THE PERSON WHO REFUSES TO STOP FIGHTING."
NAPOLEON HILL

Klitschko @Klitschko [Follow](#)

Still 4 weeks to go. #obsessed #JoshuaKlitschko
8:50 AM - 1 Apr 2017
127 retweets 463 likes



Klitschko @Klitschko [Follow](#)

I am obsessed to win this fight. @JoshuaKlitschko #obsessed #JoshuaKlitschko
9:00 AM - 7 Apr 2017
30 retweets 201 likes





ko was regularly photographed wearing training gear emblazoned with the letters B.LAB (B Lab is a non-profit organisation championing corporate standards of transparency, accountability, sustainability and performance that aims to create value for society and not just profit for shareholders).

He also produced what was one of the most inventive and surprising pre-fight promotional stunts during the last official press conference ahead of the clash.

On camera, Klitschko showed a USB stick and said he had recorded his personal prediction for the outcome of the fight on the thumb drive and that he was sewing the device into his ring walk robe which he would put up for a memorabilia auction after the fight to raise funds for the Klitschko Foundation.

Anthony Joshua >

Many broadcasters, brands and boxing experts all believe that the London 2012 Olympic gold medalist and current IBF world champion has the boxing skills, determination and courage, the personal appeal and character, as well as the backstory to become the sport's biggest star.

Some are even investment sponsorship sums and marketing money that suggests they believe he might even return boxing to sport's top table.

His (highly marketable) character was on show during his ring interview immediately after the fight.

"If you don't take part, you fail. Boxing is about character. There is nowhere to hide. No complications about boxing. Anyone can do this. Give it a go. You leave your ego at the door. Massive respect to Klitschko. He's a role model in and out of the ring and I've got nothing but love and respect for anyone who steps in the ring. London, I love you. Can I go home now?"

From luxury watches and premium car companies, to sportswear brands and deodorant products, Anthony Joshua's sponsors reflect his move towards a genuine mass market appeal.

His current partner portfolio includes house-

hold names and mass market brands such as Beats By Dre, Jaguar Land Rover, Lucozade Sport, Lynx, Sky Sports and Under Armour.

Amongst Joshua's growing list of commercial alliances, Brandtix data shows that energy drink Lucozade Sport, alongside headphones partner Beats By Dre and sportswear sponsor Under Armour were his most talked about partners on social media.

The central spot in Lucozade Sport's, Joshua fronted 'Made To Move' campaign has thus far notched up 4.3m views on the brand's Facebook page (plus thousands of comments and reactions), plus a further 25,000 views on YouTube (see case study).

While sportswear partner Under Armour's flagship big fight campaign film, called 'Inspired By Greatness', has generated 2.5 million views on Facebook, 1 million YouTube views, plus a further 500,000 on Instagram (see case study).

While Beats By Dre's core 'Be Heard' spot boasts 3.1 million Facebook views (and thousands of likes), 100,000 Instagram likes and 33,000 YouTube views (see case study).

His boxing skills and personal appeal are further helped by his growing personal digital and social media fan base.

A single tweet, posted by Joshua just hours after the fight, generated 7.7 million global impressions and 100,000 likes.

While he is still some way behind the current elite athlete social A-Listers (like Cristiano Ronaldo and LeBron James), he is steadily building on his own impressive follower metrics: his Facebook page has 2.1 million likes & followers, his Instagram feed has 3.4 million followers and his Twitter feed boasts 1.15m followers.

Of his three core social channels, it was Joshua's Instagram feed that turned into a prime marketing channel for several of his partners.

For example, a single Lynx execution amplified on Joshua's own Instagram feed racked up a solid 380,000 views before the bout.

His sponsors are partly attracted to his strong social media skills and his understanding of using

new channels to engage with fans.

“One of his great strengths is how he genuinely comes across as a very natural and humble guy and that’s reflected in how he uses social media,” argues Octagon SVP Joel Seymour-Hyde.

“He seems to genuinely enjoy fan interaction and make time for people. [And his demeanour] isn’t manufactured, it’s his natural state which means he becomes extremely appealing for sponsors to work with”.

This is all adding to impressive early results for some of his partners.

For example, all of those partner brands previously mentioned are achieving meaningful uplift among the boxing fans: Lynx’s Impression score got an 8% boost, while Beats and Lucozade Sport jumped 4% and 3% respectively.

AJ Sponsor Activation Snapshot >

In total, there were at least 13 commercial partners backing Joshua for this fight.

Audemars Piguet >

Swiss watchmaker Audemars Piguet work with Joshua as a high profile public figure to show off their timepieces both in advertising, across the digital and social spaces and at events. Outside of the ring and the gym, Joshua shares pictures on his social channels of himself wearing the premium watches.

Altitude Mask >

Dubai-based Altitude Mask manufactures masks that help to boost endurance levels and thus increase performance levels in athletes. Joshua has been using the brand’s products for several years.

When he signed his partnership deal with the company he said: ‘New technologies and training techniques are really important for any modern athlete. Any gains that can be taken from working with partners like Altitude Mask are key. I have used the mask for some time and I am really pleased to be making this a more solid partnership.’





dafabet

ANTHONY JOSHUA
VS
WLADIMIR KLITSCHKO

IBF HEAVYWEIGHT TITLE

VISIT DAFABET.COM

GAMBLE RESPONSIBLY



[Beats By Dre / Apple Music >](#)
See case study

[BXR >](#)

Marylebone based BXR is a state-of-the-art gym (with a monthly membership costing a minimum of £150-a-month) that was opened by Joshua, his promoter Eddie Hearn and DJ Mark Ronson. At the opening event Joshua said: 'I spend the majority of my life in the gym, so I know what is required to make a truly great one. I can't wait to kick off my London sessions at BXR.'

[Dafabet >](#)

An Asian betting company, Dafabet is based in the Philippines but has been moving into the European market in recent years. Initially it added UK football clubs (including Aston Villa, Sunderland, Everton, Blackburn, Burnley and Celtic) to its sponsorship roster, but it has now added Joshua to its marketing partnership stable to boost its sports fan marketing campaigns. The deal sees the brand's logo adorn Joshua fight shorts (see Dafabet partnerships web page).

[EQ Nutrition >](#)

Nutritional supplement company EQ Nutrition partnered with Joshua ahead of his title fight with Charles Martin. EQ, which sells protein supplements and multivitamins and other products aimed at improving the nutrition, flew out supplements to Joshua on holiday and in return received good coverage on his Instagram account. The brand's website says: 'EQ Nutrition will be supporting Anthony Joshua with their wide range of sports performance supplements, which include high grade recovery proteins, and pre-training energy formulas, to support his gruelling training regime and promote quicker and more effective recovery.'

[Jaguar Land Rover >](#)

'When I pull up in a Jag, it's like a watch. Certain watches, everyone has, but there are certain watches only a few people know about,' said Joshua when asked to describe what feeling driv-



AJ > Sponsor Portfolio

AJ Elite Series

Altitude Mask

Audemars Piguet

Beats By Dre / Apple Music

BXR Gym

Dafabet

Jaguar Land Rover

Lynx

Lucozade Sport

Sky Sports

StubHub

Texo Construction

Under Armour



ing a Jaguar gives to him.

The brand is using sports stars like Joshua to broaden its appeal from its core middle-aged male consumer target (as represented by fellow sports endorser and Manchester United manager Jose Mourinho – see case study) to younger and more diverse demographic segments.

‘The Jag is a car certain people know about. It used to be that it was a car for the established man, who’d been in the game for years and treated himself to a Jag, but now they’re crossing right the way across the board.’

Lucozade Sport >
See case study

Lynx >
The brand’s own mission to ‘challenge the perceptions of the modern man and celebrate masculinity’ is explored in a series of Joshua fronted Lynx commercials.

For example, Joshua reveals the moment he believed he could and would become a professional boxer in his strand of Lynx’s digital ‘Men in Progress’ campaign back in June of 2016.

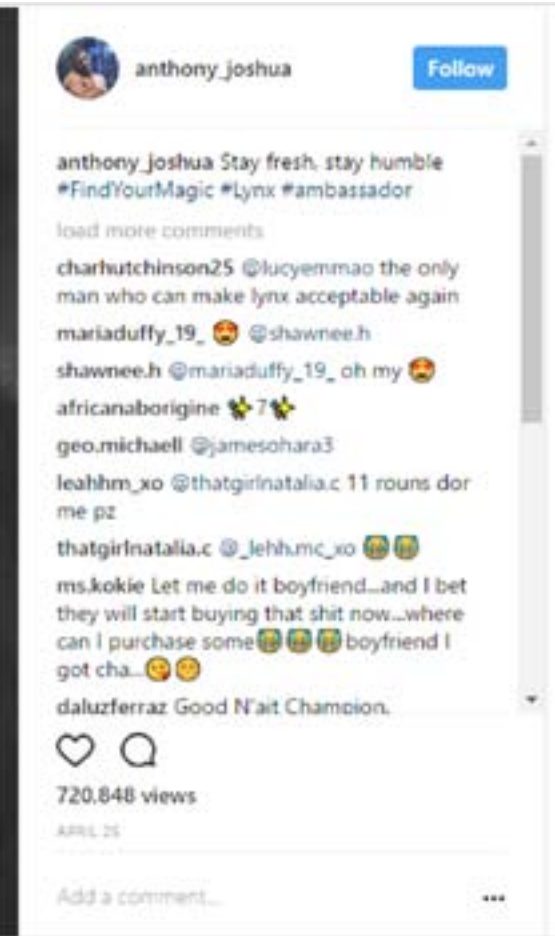
In the commercial, Joshua spoke about his time sparring with professional fighters while he was still an amateur.

‘I was giving them bloody noses, black eyes and I started realising that I got a little bit of talent,’ he said.

Sky Sports >
In February 2017, Joshua became an ambassador for Sky Sports in a partnership that sees the boxer participate in Sky Sports’ Academy Initiatives which are based on ‘Helping young people to reach their potential across the UK and Ireland’.

‘Sky have been with me since the start of my professional career. They’ve followed me every step of the way and I am pleased to be joining such a great and ambitious organization,’ said Joshua when he penned the partnership.

‘As a Sky Ambassador I believe I’m in an incredibly strong position to inspire others, especially the next generation, to unlock their future





potential and give something back.'

StubHub >

The online ticket marketplace StubHub has a deal with Joshua which sees it own the rights to sell his tickets in an agreement with the fighter and Matchroom Boxing.

'We have forged a great working relationship and I am excited to be moving into the next stage of my career with such a committed partner,' says Joshua on the partnership.

'I am pleased that my fans will continue to have a great platform to access face value tickets.'

Texo Scaffolding >

One of the more surprising sponsors in the boxer's stable, Essex based contractor Texo Scaffolding bid for and won the rights to sponsor Joshua's IBF world title fight against Charles Martin the O2 Arena in April 2016 and thus Joshua made his ring-walk wearing Texo's logo.

'It was a great piece of publicity for us, as our website almost went into meltdown, as literally thousands of people logged on, presumably to see what we were all about, explains the owner of the contractor, Robert Hayward.

Under Armour >

See case study

Links >

Anthony Joshua

<https://www.ajboxing.com/profile/partners/>
<https://www.ajboxing.com/>
<https://twitter.com/anthonyfjoshua>
https://www.instagram.com/anthony_joshua/
<https://www.facebook.com/anthonyjoshuaboxer/>

Wladimir Klitschko

<http://www.klitschko.com/home/>
<http://klitschkofoundation.org/en/>
<https://www.facebook.com/KlitschkoOfficial>
<https://twitter.com/klitschko>
<https://www.youtube.com/user/KlitschkoChannel>

"IF YOU DON'T TAKE PART, YOU FAIL. BOXING IS ABOUT CHARACTER. THERE IS NOWHERE TO HIDE. NO COMPLICATIONS ABOUT BOXING. ANYONE CAN DO THIS. GIVE IT A GO. YOU LEAVE YOUR EGO AT THE DOOR. MASSIVE RESPECT TO KLITSCHKO. HE'S A ROLE MODEL IN AND OUT OF THE RING AND I'VE GOT NOTHING BUT LOVE AND RESPECT FOR ANYONE WHO STEPS IN THE RING. LONDON, I LOVE YOU. CAN I GO HOME NOW?"

ANTHONY JOSHUA, WORLD HEAVYWEIGHT CHAMPION

"BOXING IS GETTING BACK TO WHERE IT'S SUPPOSED TO BE. YOU'RE LOOKING AT A HOTBED RIGHT NOW. THE TOP GUYS ARE FIGHTING EACH OTHER. EVERYBODY IS TRYING TO UNIFY. I'M TRYING TO UNIFY. IT FEELS LIKE THE OLD DAYS.

LIKE HOW BOXING USED TO BE"

ERROL SPENCE JR, WELTERWEIGHT BOXER

"One of his strengths is how he genuinely comes across as a very natural and humble guy and that's reflected in how he uses social media. He seems to genuinely enjoy fan interaction and make time for people. [He] isn't manufactured, it's his natural state which means he becomes extremely appealing for sponsors to work with."

Joel Seymour-Hyde, SVP, Octagon

.....
.....
"Sponsorship of individuals always carries a risk - especially in boxing - but this one seems to be paying off"
.....
.....

Bruce Cook, Director, SMG Insight.

"There's always a risk with sponsoring a personality that something could go wrong, but look at his history and you see he's a safe endorsement with values that companies are going to be desperate to communicate and align themselves with. He ticks all the boxes, he has the story of coming from humble beginnings, turned his life around, came into the sport quite late. If you were to write a Hollywood sports film it has all the elements in it."

Rupert Pratt, Director, Mongoose Sports & Entertainment

"IT'S ONE THING SELLING A FIGHT OUT. BREAKING PPV RECORDS. BUT IF THE PRODUCT DOESN'T DELIVER, THEN IT DOESN'T REALLY MATTER. IT TAKES A SPECIAL FIGHT TO BREAK DOWN BARRIERS AND ALSO NETWORKS WHO BELIEVE IN WORKING WITH THE BEST INTEREST OF FIGHT FANS IN MIND"

EDDIE HEARN, GROUP MD, MATCHROOM SPORT.



'Be Heard' (Anthony Joshua)
> Beats By Dre

MICHAEL KIWANUKA
"RULE THE WORLD"
LOVE & HATE
LISTEN ON APPLE MUSIC

Led by a hero TV commercial shot on location in North London, Beats By Dre is leveraging its partnership with heavyweight Anthony Joshua ahead of his big world title fight with a campaign extending the Apple-owned brand's ongoing 'Be Heard' marketing platform.

Adopting the headphone brand's now well recognized signature style of matching a sports star to a new song, the flagship ad features the 27-year-old British boxer listening to music through his Beats headphones while running and training for the biggest fight of his career against Wladimir Klitschko on 29 April.

This spot, first posted on Beats' YouTube channel on 24 April, is set to Michael Kiwanuka's 'Rule the World' track from the English soul musician's 2016 album 'Love & Hate'.

The ad's copy links the athlete ambassador and the music with the following line: 'London made. Rule the World. With award winning sound to maintain Anthony Joshua's focus he will #BE-HEARD around the World on Fight Night.'

The campaign spans Beats digital and social platforms including Twitter, Facebook and Instagram.

With further support on the boxer's own platforms too

The ad's 'Rule the World' track, by Michael Kiwanuka, can be accessed on Apple Music at [beats.is/RuleTheWorld](#)

In tandem with the beats campaign, on 18 April Joshua worked with parent company Apple Music when he dropped his 'Knockout Playlist' inspired by very own Ring Walk music.

As Joshua steps up his preparation for the heavyweight world title bout with Klitschko, one of the very last things he will decide upon will be his ring walk music for the fight.

Since making his 2013 professional debut, the Watford-born, Sheffield-trained and London-based fighter has walked to the ring to a string of knockout anthems from acts such as Jay-Z, Giggs and Stormzy.

Before deciding on his music for the Klitschko fight, Joshua teamed up with Apple Music to release a playlist inspired by the walk on songs he's

had so far.

It's an eclectic mix spanning Jay Z & Kanye's 'Who Gon Stop Me', to The Proclaimers '500 Miles' and 'Still D.R.E.' by Dr Dre and Snoop Dogg.

The activation around the tie-up states that music is genuinely a key part of AJ's preparation ahead of his fights.

Anthony Joshua's 'knockout playlist' is available on Apple Music on the player below.

Activative Comment >

So Joshua joins Beat's extensive portfolio of athlete ambassadors which spans stars such as LeBron James, Serena Williams and Tom Brady.

And with 3.1 million Facebook video views, plus around 33,000 further film views on YouTube, the Joshua spot is well on its way to matching the multi million metrics and engagements racked up by previous Beats sports star fronted, big sports event campaigns – such as its Euro 2016 '[Match] Ready' (see case study) and its 2015 Rugby World Cup 'The Game Starts Here' (see case study) campaign.

It was actually back in December 2016 Joshua featured in his first Beats advert, created by Dr Dre and Jimmy Iovine, alongside an impressive, star-studded line-up of sports and entertainment stars ranging from Irish cage fighter Conor McGregor to Man City soccer star Kevin De Bruyne (see previous case study). <





Beats By Dre UK

@beatsbydreUK



From the ground up. London's own. @anthonyfjoshua will #BEHEARD #JoshuaKlitschko

6:17 PM - 24 Apr 2017

84 200



Anthony Joshua

@anthonyfjoshua

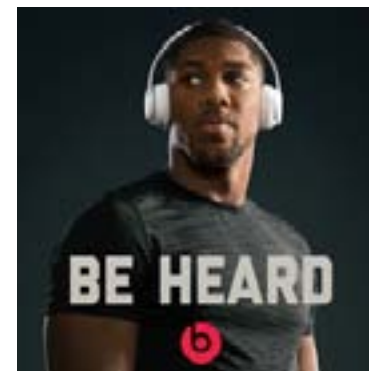


London Made. Rule The World. @beatsbydreUK

#BEHEARD #JoshuaKlitschko

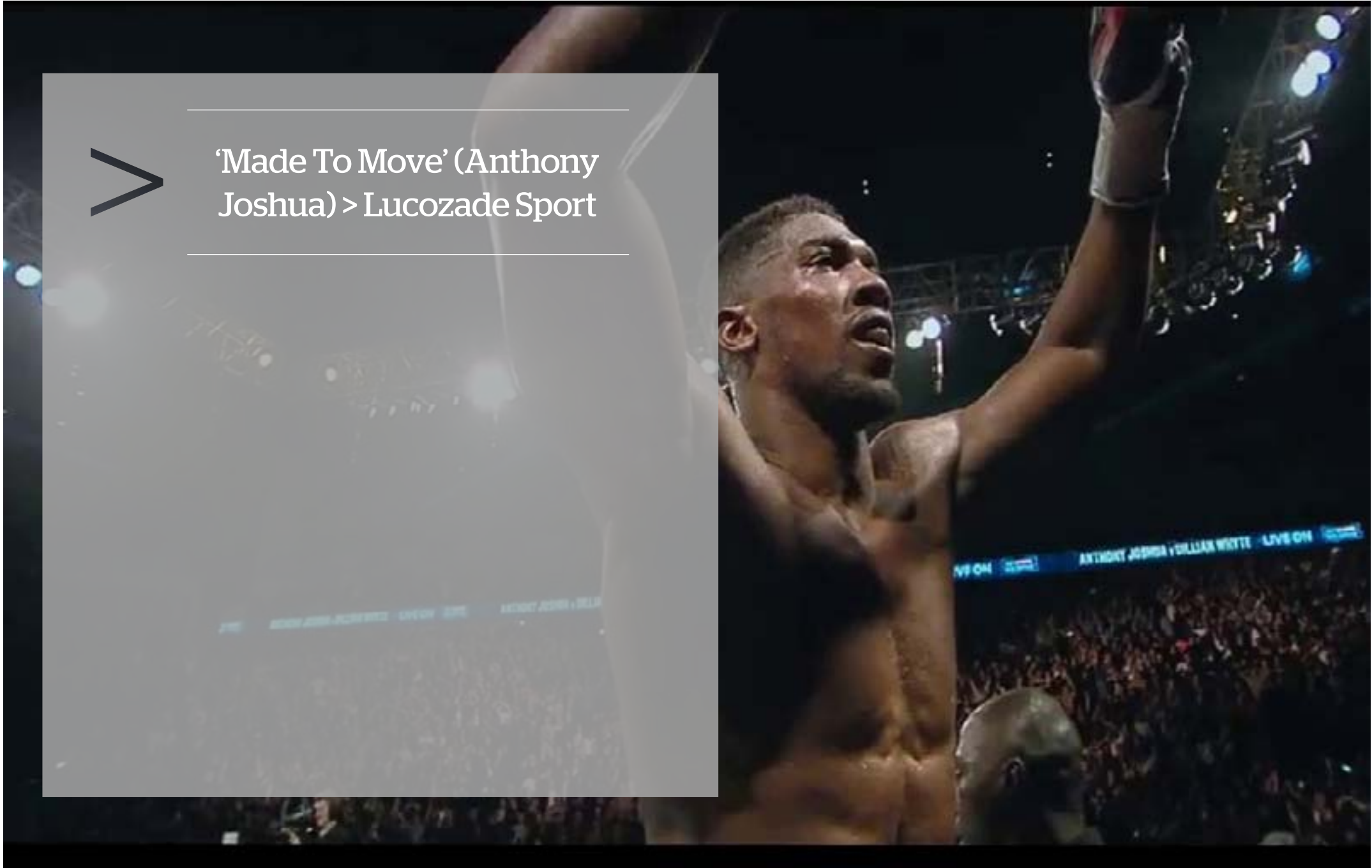
6:15 PM - 24 Apr 2017

646 2,005





'Made To Move' (Anthony Joshua) > Lucozade Sport





To bring to life its belief that consumers now expect brands, as well as governments, to help them be more active, Lucozade Sport is leveraging its tie-up with Anthony Joshua with a new phase of its 'Made To Move' campaign.

In the week ahead of the British heavyweight boxer's world title fight against Wladimir Klitschko at a 90,000-capacity sold-out Wembley on 29 April, Joshua stars in a piece of brand-led storytelling revolving around his own life.

The campaign is led by a flagship, bio-style short film 'Anthony Joshua | Made To Move' which launched in mid April on digital and social and will air on Sky Sports immediately ahead of the fight.

It tells the tale of his life to date.

Its starts back in Watford in 1989 when Joshua was born, moves on to his teenage years, getting into trouble with the police, finding work and training to become a professional boxer.

With music by The Antlers and focusing on the idea that 'Nobody Ever Moved Forward Standing Still', the film was first posted on the brand's YouTube channel on 17 April and then evolved across Lucozade's digital sites and social channels with pieces linked by the hashtag #MadeToMove.

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

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

This initiative was developed with creative agency Grey London and aims to inspire more people to take up exercise.

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

'I'm not usually one to look back but I liked the concept for the short film. It has been a real journey from growing up in Watford to fighting at Wembley Stadium,' says Joshua.

'Everything in between; all the things I have

done and all the people that have supported me, have made me who I am today and this film illustrates that. I am excited to share my journey with my fans and I hope that it inspires the hunger in others.'

Activative Comment >

We think this is an effective piece of branded content and storytelling and is amongst the brand's best work in recent years.

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

This campaign also dovetails with Lucozade Sport's official partner activation around the London Marathon - which also featured Joshua (see case study).

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

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

Lucozade is one of several partner brands running campaigns featuring Joshua as an endorser ahead of the big fight.

Many of these initiatives run on both the brand's channels and Joshua's own platform which are building impressive follower metrics: before the fight, his Facebook page has 1.5 million likes, his Instagram feed has 2.2 million followers and his Twitter feed boasts 900,000 followers. <



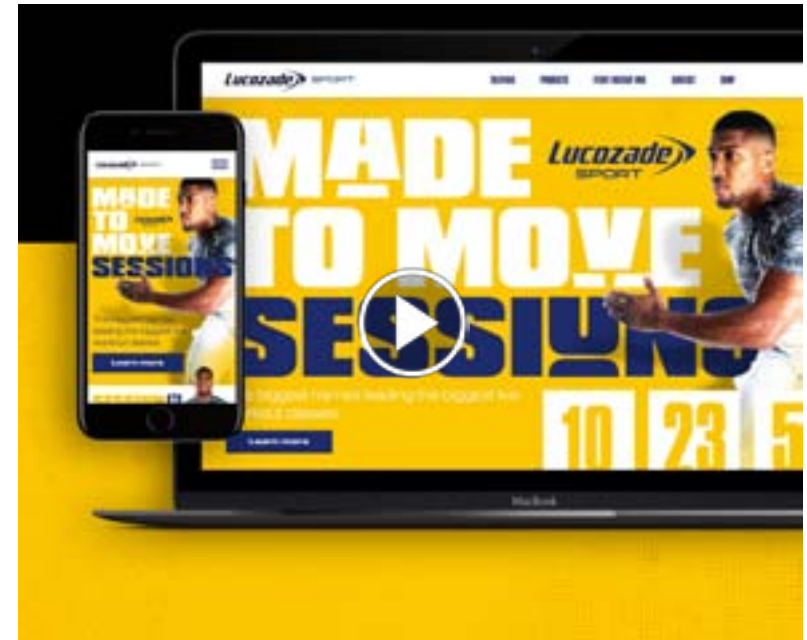
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'Inspired By Greatness'
(Anthony Joshua) > Under Armour



Baltimore based sports apparel brand Under Armour leverages its partnership with boxer Anthony Joshua ahead of his world heavyweight title fight against Wladimir Klitschko with a new campaign called 'Inspired By Greatness'.

Launched on 26 April, just two days ahead of the 90,000 Wembley Stadium bout, the campaign runs under the sportswear giant's umbrella #IWill big idea and it echoes Ali and focuses on never losing the hunger, plus the hustle and the grind.

The 42-second spot also closes with an interesting, lengthy (sort of) still final frame as it aims to drive viewers online to UA web shopping platform.

The spot is amplified as a whole and in edited cut downs across Under Armour's digital and social platforms - including a set of 'never forget where you came from' clips on Facebook.

The activation is further supported by various other social content pieces rolling out across both Under Armour's and Joshua's own channels ahead of the big fight.

Plus an 'Always A Hunter, Never The Hunted' section on Under Armour's digital hub at <http://www.underarmour.co.uk/en-gb/athlete/Anthony-Joshua.html> which promotes the brand's AJ range stretching from HeatGear Baselayer, Threadborne, Sportstyle collection and Charged Ultimate.

Indeed, there are further product-specific social assets deployed as part of the big fight activity.

Chris Bate, Under Armour's managing director for Europe, said: 'During his preparation for the Klitschko fight and beyond, we will equip Anthony with our most innovative performance products including our Threadborne technologies and Connected Fitness footwear and platforms. We are thrilled to have Anthony as part of the Under Armour team.'

Activative Comment >

Under Armour is a big backer and a big believer in Joshua and is using him as a flagship ambassador far beyond his home UK market.

Joshua and Under Armour both lay claim to being 'the next big thing' and therein lies part of the synergy and the strategic sense in the tie-up.

Both brand and boxer seem to be benefiting

from their combined social activity: almost every post on his own platforms features a picture of the fighter wearing Under Armour gear.

The combination and the creative is certainly generating some solid engagement as far as fight fans are concerned - as illustrated by the early campaign metrics.

Within 24 hours of its release, the spot generated 317,583 YouTube views

Under Armour first added Joshua to its endorser stable back in early 2016 as it strengthened its boxing credentials via a three-year sponsorship deal which began with the boxer and his team promoting the brand's training and in-ring apparel and its footwear range ahead of Joshua's first (and successful) IBF title shot against champion Charles Martin.

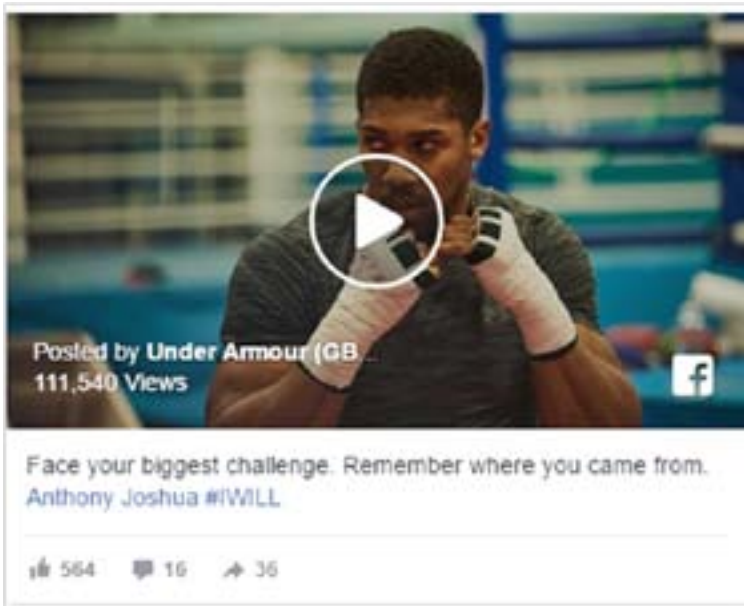
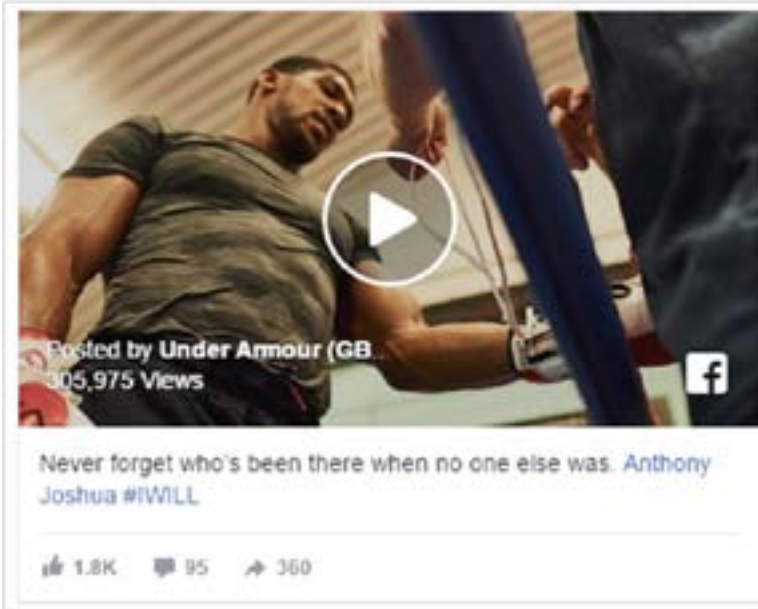
The deal saw the London 2012 Olympic gold medallist join Under Armour's ever expanding roster of (largely) young athletes across a wide range of sports (from tennis star Andy Murray, to Dutch footballer Memphis Depay, and NBA superstar Stephen Curry (plus already established athletes like quarterback Tom Brady and skier Lindsey Vonn).

'Success only comes from investing time and effort in everything you do - something I hold close to my heart. With the same values, Under Armour is the ideal partner to help me achieve this and I'm proud to have them on my team,' said Joshua when he penned his first UA deal.

'Having Under Armour in my corner is a huge show of support from one of the world's leading sports brands. I couldn't ask for a better partner to help my performances, whether I'm training or in the ring; I'll relish every challenge we'll face in the future.'

While Chris Bate, vice president and managing director Europe for Under Armour, added: 'Anthony Joshua encapsulates what our brand is about. He's a man that has achieved greatness, and will continue to do so, through relentless passion, drive and determination. From the first sparring session to the last bell, Anthony will have our innovative footwear, apparel and training tools at his disposal. We're proud to help Anthony every step of the





way, as he establishes himself as one of the world's greatest boxers.'

Then, a year later in February 2017 and reflecting his success and growing global appeal during the previous 12 months, Under Armour extended this relationship with a new multi-year deal.

The fresh alliance sees the Baltimore company continue to supply the IBF world heavyweight champion with his in-ring apparel, while Joshua lent his image to Under Armour's future marketing campaigns.

'I am delighted to be committing my long-term future to Under Armour,' commented Joshua.

'It is a partnership that has been incredibly successful to date, the brand has helped me increase performance with custom products and new technologies.'

Freddie Cunningham, the head of Joshua's management team, added: 'The deal is a real landmark not only for Anthony but also for British sport. He is attracting major interest internationally and this is his first real step on to the global scene commercially. The brand is a perfect fit for Anthony, young, inspirational and fast moving.'

Since then Joshua has regularly worn UA products in images (such as during training) across his own social media sites - particularly Instagram. <





'Revolution / More Than Tape'
(Ronda Rousey) > Reebok





'Every revolution starts with a fight' – well that's the tagline of the striking Reebok/UFC marketing campaign promoting the 2015 UFC bantamweight battle between Ronda Rousey and Holly Holm.

Led by chill-inducing long form film that tells the fighters' stories: from Rousey witnessing her first judo bout when she was 11, to a 16-year-old Holm aiming her first shots at a punching bag.

The tension builds along with the score as the story follows both women slowly finding their calling.

Cinematic in scale and style, this October campaign sets out a lifelong collision course between the two fighters and aims to drive awareness of and interest in Reebok athlete Rousey's seventh defence of her 135-pound title on 14 November.

The online and on-air three-minute film, titled 'Revolution', was created by production firm Mothership and the objective is to drive pay-per-view sales for the bout.

The Mothership Media team was led by director Neil Huxley, VP Tiffani Manabat, line producer Michael Angelos, production supervisors Ben Oswald, Adam de Monet and Joe Faulstich, plus assistant director of photography Larkin Seiple, first assistant director Mike Saffie and production designer Abigail Potter.

The digital production company was Digital Domain 3.0, sound design was by ECHOLAB, mixing through Margarita Mix and the original track was 'Experience' by Ludovico Einaudi, Daniel Hope & I Virtuosi Italiani.

The fight promo film is running in tandem with a Rousey Reebok campaign built around the same bout.

Rousey, 28, was the first American woman to win an Olympic medal (bronze) in judo at Beijing 2008 and then turned to mixed martial arts.

After posing for ESPN the Magazine, Maxim and Sports Illustrated in 2013, she joined the Ultimate Fighting Championship in 2013 and is now one of 50 women in the 500-strong UFC stable.

Reebok signed Rousey on 16 December 2014 as an athlete ambassador.

October saw Reebok run a new social cam-

paign that saw the sportswear giant ask fans to send messages of support for Ronda Rousey to @Reebok with the #MoreThanTape hashtag and these messages will then be printed on her hand-wraps for both her training and for the fight.

'My hand wraps mean so much more to me than most fighters out there. Each ball of tape I create after a training session equates to a day of hard work and another step toward achieving my goals as a fighter and human,' said Rousey.

'To have the support of my fans printed on something that means an incredible amount to me is really inspirational, and I can't wait to receive the hand wraps during training camp.'

This campaign, by Venables Bell & Partners, was spearheaded with a simple Instagram post which has since gained 14,000 likes and in total the campaign has already generated millions of social impressions across all platforms.

This targeted, inventive social initiative is part of Reebok's revamped social strategy.

Where once the brand boasted thousands of different social platforms and channels for each sub-brand and market, 18 months ago it overhauled its strategy to a quality-over-quantity approach focused on relationship-building.

This has seen the brand benefit from an 8,000% growth in social engagement.

Indeed its Instagram account alone has grown from less than 2,000 followers to more than half a million in 18 months.

Activative Comment >

It might follow something of a traditional formula – one that has provide successful in films like Rocky and Million Dollar Baby – but it is poignant, personal and has the added advantage of authenticity.

Even the casting has an element of reality: not only does the young Rousey's judo instructor mother Dr AnnMaria De Mars play herself, but also the teenage Rousey is played by her younger sister Julia De Mars.

In our opinion, this isn't just the best female fight promo ever, but one of the best fight promotions of all time.

Plus, there is a sense of power derived from the sense of alienation that so many women feel when they work in a male-dominated space.

And the statistics suggest that this is the most successful marketing initiative since Reebok first partnered with UFC in December 2014.

The film has racked up 1,968,547 YouTube views since its launch in the first week of October – a record for UFC.

It's the sort of committed, emotional and epic piece of storytelling might just help change the minds of sponsors who traditionally are reluctant to back female fighters.

Certainly Reebok has put its money where its mouth is when it comes to sponsoring both Rousey and the UFC.

Reebok signed its exclusive \$70m, six-year sponsorship deal with the UFC at the end of 2014 and the sports apparel brand unveiled its UFC Fight Kit on 30 June.

By linking with a niche, but fast growing property like UFC, Reebok both leverages itself as a challenger brand against its big beats rivals Nike and Adidas, and positions itself to benefit from a sport exploding across social media and starting to move into the mainstream.

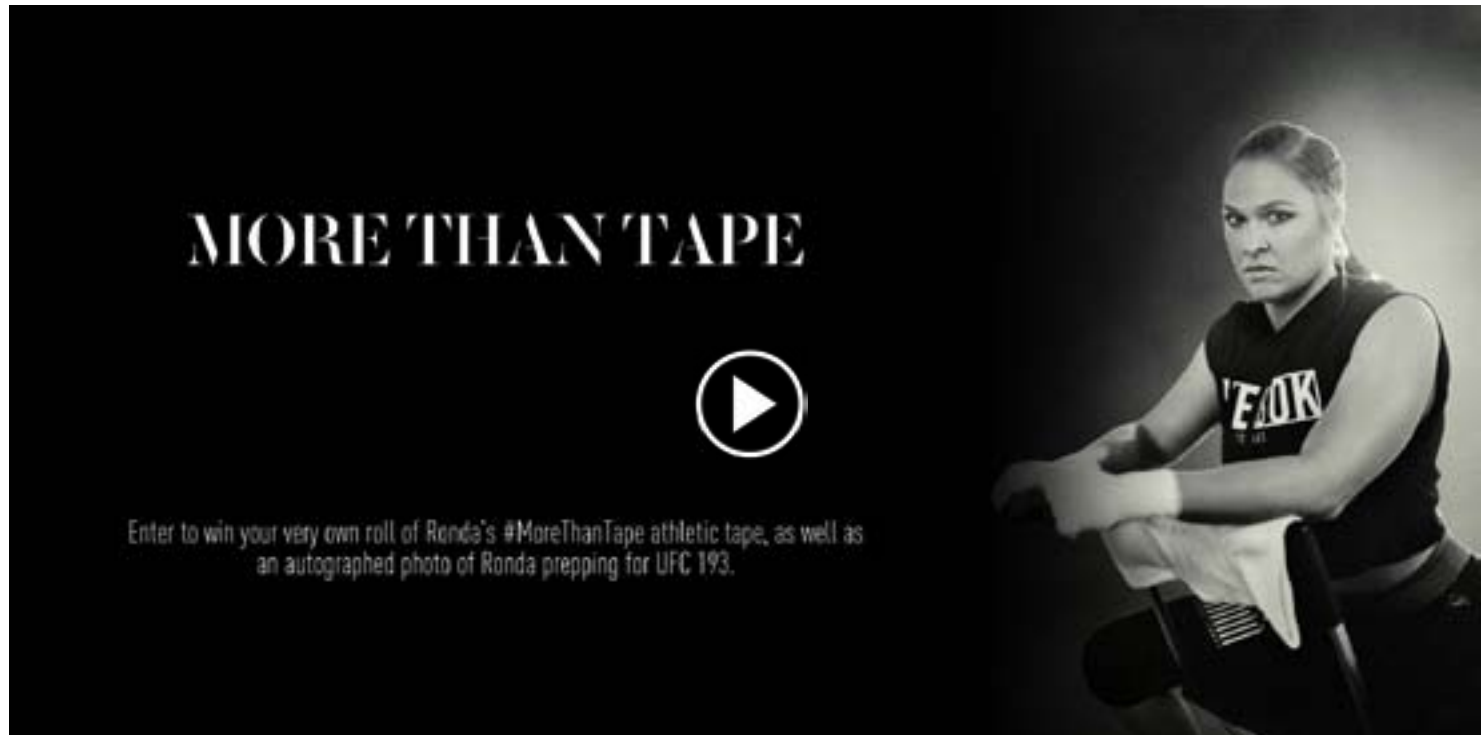
A recent Scarborough survey reported that more than 5% of the entire US population identifies as avid UFC fans.

The partnership sees the sports and fitness brand become the exclusive outfitter and apparel provider for the world's top mixed martial arts property.

The deal extends beyond shirt logos, venue branding and merchandise sales, but sees Reebok become part of the UFC's culture and community – thus offering in-depth engagement.

The Reebok/UFC apparel line spans exclusive 'Fight Week' training gear, 'Fight Night kit' and UFC fan gear – all developed in conjunction with UFC and its athletes, specific Reebok UFC ambassadors and fans.

Another interesting aspect of the deal sees a percentage of Reebok/UFC product sales donated to Fight for Peace – a non-profit that blends boxing and martial arts training with education





and personal development in communities affected by crime and violence.

Interestingly, the deal sees an opportunity for individual fighters to generate their own share of royalty income from new athlete-specific products created through the Reebok partnership.

This interesting deal sits somewhere between the traditional sportswear brand kit supplier contracts and the Red Bull style property and event ownership model.

Six months later, Rousey fronted a new female focused Reebok campaign revolving around 'striving for perfection' and 'owning imperfections' and facing up to defeat.

This #PerfectNever campaign, which runs under Reebok's umbrella and ongoing #BeMoreHuman initiative, is led by a central spot that rejects the idea of a perfect body.

The video, launched in mid July, follows an elegantly dressed Rousey leaving a photo shoot: peeling off false eyelashes, pulling out hair extensions and wiping off lipstick, as she starts wrapping her hands as she heads for the gym.

The campaign is amplified across other social platforms like Pinterest, Instagram and Twitter as well as digital channels - including its bespoke web pages at <https://www.reebok.com/perfectnever> where consumers can hear more from Rousey and other female Reebok athletes.

The message is that both versions of Rousey are the real her and that focusing on what everyday society might consider the 'more perfect' denies the reality of what it takes to be Rowdy Ronda Rousey.

'Perfect never gets to silence its critics. Perfect never gets a shot at redemption. So yeah, I'm fine not being perfect.'

Dealing with criticism - either after a professional defeat or from Twitter trolls - has become part of how Rousey sees herself.

'There are a lot of unrealistic standards

being put on everyone,' Rousey said in a press release accompanying the campaign.

'I think it's good to have examples out there who say, 'You know what, not everyone is always going to like you, but life will go on. You'll be okay, and you can still love yourself.'

And the underlying campaign message is that this applies to everyone: it is partly the 'not measuring up' that makes us interesting, powerful, and, ultimately, human.

The spot, which racked up more than 250,000 YouTube views in its first week alone, follows on from the Reebok fighter endorser's recent professional past.

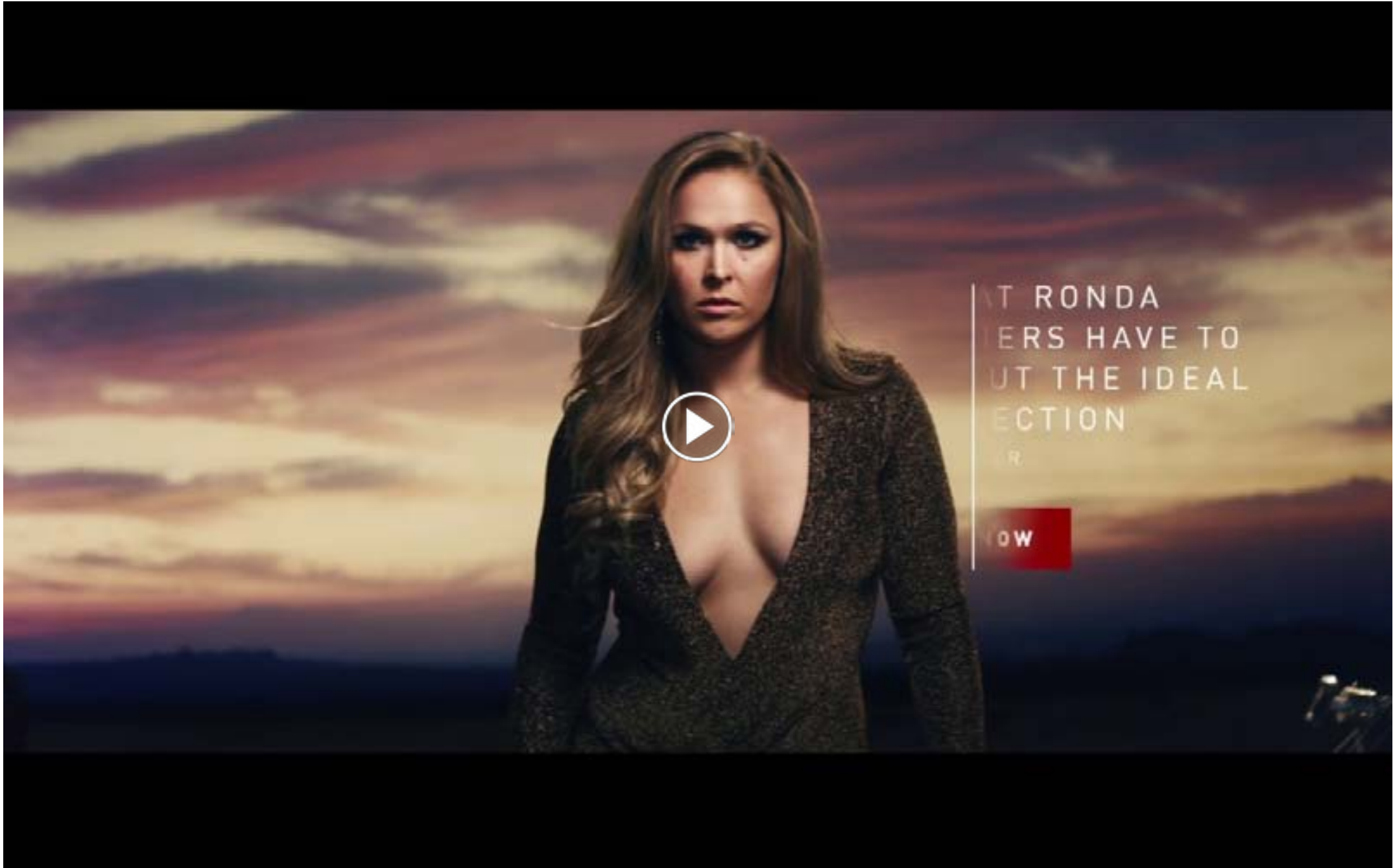
Formerly an undefeated mixed martial arts world champion who, for many fans, was an iconic introduction to UFC, Rousey was surprisingly beaten by Holly Holm in Australia last November in a fight that broke all sorts of UFC records and it is this defeat that forms the background to the new campaign.


So much so that Rousey even appeared on US TV and opened up to Ellen DeGeneres about how much it has affected her and showing fans her vulnerable side.

This continues in a Reebok campaign which discusses finding strength in moments of vulnerability, and explores the perfection in imperfections.

It is also based on the insight that Rousey herself, despite her success and fame, is no stranger to body-shaming and has been on the receiving end of a plenty of online negativity.

This campaign continues the ongoing sports sector female empowerment and female engagement tactical refocusing of recent months . <





'Mascot Ring Walk' (Floyd
Mayweather) > Burger King

M GRAND GARDEN ARENA
SECURITY



2015's so called 'Fight of the Century' between Mayweather and Pacquiao was more about money, brashness and male brutality than brave marketing and yet there was one stand out sponsorship stunt - Mayweather entered the ring with an entourage that not only including musician Justin Bieber and talk-show host Jimmy Kimmel, but also the famous Burger King brand mascot.

The official Burger King mascot, clad in his trademark crown and robes, stood right behind Mayweather backstage and then followed him to the ring.

Seeing the brand character as part of Floyd Mayweather's entourage was both bizarre and unexpected.

Thus achieving the primary objective of most sponsorship stunts - surprise.

Albeit one that, according to ESPN, cost Burger King around \$1 million.

The investment was sufficiently bizarre and unexpected that fight fans immediately wanted to know why the BK mascot was there - setting social media alight with questions and comments that ensured Burger King was part of the big fight circus both in-person ringside and across the digital space.

Despite Mayweather's victory (taking his record to an impressive 48 wins and 0 defeats) and his status as the highest paid athlete in the world, the fighter has a poor public image.

Indeed, leading up to this fight there was an avalanche of media negativity, criticism and backlash over his history across traditional and social media.

For example, Sports Illustrated called Mayweather 'the most hated athlete in professional sports'.

Not only is he seen as arrogant, self-centered, money-obsessed, but, above all, he's been convicted of domestic abuse twice (and spent time in jail).

Hardly the kind of role model a so-called family-friendly fast food brand might normally link up with as an athlete ambassador.

So why would a mainstream, Fortune 1000 company choose to 'get in the ring' with such a

controversial sportsman?

After all, most fans in the MGM Grand arena loudly booed when Mayweather came into the ring (thus, by association, booing Burger King too).

And yet the burger brand's response to requests for comments about the partnership were answered with a joke about its mascot.

A company statement just said: 'We don't call him the King for nothing'

When asked to elaborate on the meaning of this comment, a Burger King spokesperson simply said: 'We do not have anything else to contribute at this time'.

Despite having more than 1 million Twitter followers and 37,500 YouTube subscribers, it didn't appear that Burger King integrated the stunt across its owned social media channels.

Activative Comment >

Consumers may initially found the BK mascot's presence within the entourage odd, but more careful consideration might lead one to determine that the two do have some genuine synergies.

After all, both seem to love the sparkling trappings and symbols of wealth and power (from jewels and belts to crowns and chains) and both are extreme caricatures who have been described as 'brash' and 'creepy'.

Indeed, back in 2006 for his fight against Carlos Baldomir, Mayweather even entered on a throne.

So clearly the boxer and the Burger King mascot even share the same taste in seating.

This left-field activation certainly ensured Burger King's presence on one of sports' biggest sports stages of the year.

Initially it was back in 2003, when hot shop Miami agency Crispin Porter + Bogusky took command of the Burger King advertising account, they devised this over-the-top, plastic and slightly weird variation of the long running Burger King character for the debut 'Burger King Kingdom' campaign.

And ever since, despite CP+B losing the account several years ago, the brand mascot widely

known as 'the King' has fronted most of the fast food chain's marketing.

As for Mayweather's other commercial partnerships, well, brands have largely stayed well clear of him in recent years.

Despite topping the Sports Illustrated/Fortune athlete earnings list for the last three years, he has achieved this with no listed brand endorsement deals.

Indeed, one of the very few other company's to associate themselves with the champion boxer has been Berkshire Hathaway.

Iconic investor and company boss Warren Buffett met Mayweather in Lag Vegas last January and shot a comic video in which 'Buffett fights the champ.

This film was then aired at the 2015 annual Berkshire Hathaway shareholder meeting in Omaha.

Bizarre! <



Darren Rovell ✓
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Authenticity >

Boxing offers a level of authenticity few other sports can match: after all, in an increasingly screen-based, virtual world, boxing stands out because the fights are very, very real > *Partners must avoid to temptation to manufacture animosity, create a circus or promote pantomime hype.*

True Stories >

Boxing offer intriguing, real life stories like no other sport. Whether it's about hardship and escape, the streets, struggles and saviours - every single fighter has his or her own story > *Great storytelling often leads to sponsorship success, but brands who talk the talk, must also walk the walk.*

Athlete Access >

Access in boxing is consistently at a level way beyond what's possible in other sports > *This potentially enables brands to offer unique and compelling connectivity between fighters and fans - particularly by offering pre-fight training or post-fight dressing room content via new tech platforms (like Facebook Live and Snapchat Specs etc) that can balance out potential PPV/pay wall fight restrictions.*

Backlash >

Boxing can be brutal, bloodthirsty, controversial and corrupt > *Partners must prepare for disaster (even death) and potential backlash from the planning stage onwards.*

One Swallow Does Not A Summer Make >

Big time boxing is back! Haven't we heard this all before? Remember Mayweather/Pacquiao? > *Don't put all your sponsorship spend in the one space.*



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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
- > Insight: monthly analytical trend/property briefing service
- > Platform: live curated activation online magazine

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.

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