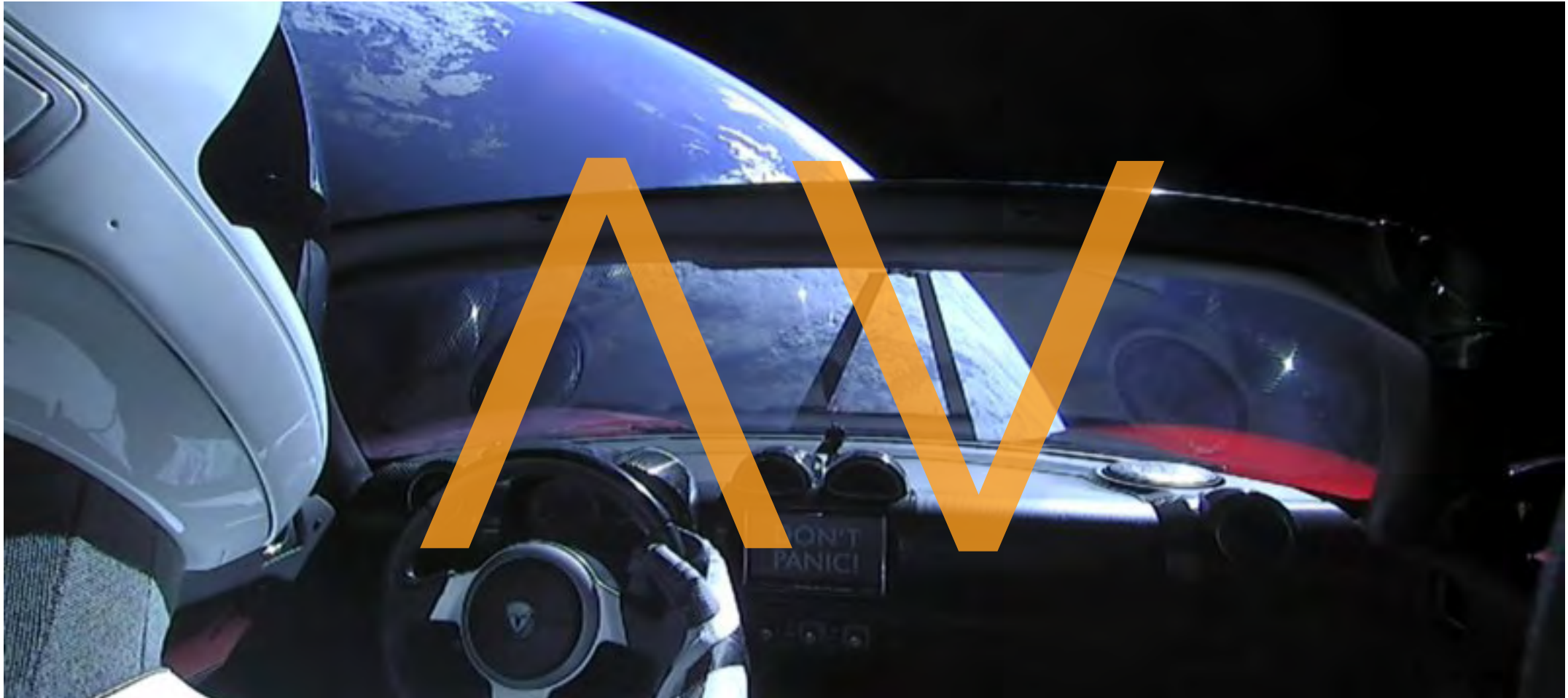


# CATEGORY CREATIVE REVIEW > AUTOMOTIVE



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Welcome



Welcome to 'Automotive': the latest in our evolving set of industry-specific sports marketing and sponsorship activation category creative reviews.

We identify, explore and analyse the key strategies, tactics, themes and trends, as well as showcase best practice campaigns and award-winning creative from rights across the global automotive (and tyre) landscape.

Our work helps clients stay ahead of the widespread #autodisruption occurring across the sector, it broadens and deepens creative knowledge and helps you learn from the world's best work.

This review brings to life the car category revolution: from repositioning projects and values-based initiatives, to product launches, feature and tech focused campaigns, as well as dealership marketing.

It covers global properties (eg the Olympics/Paralympics and UEFA Champions League), country-specific rights-holders (eg the NFL and NBA) and a range of sports like cycling, rugby and tennis.



Drawn from across the world, the review showcases standout work from markets like France, South Africa, Spain, UK and the US.

We focus on the brave, innovative and original work driving, shaping and responding to the socio-cultural, economic and tech-led changes across the auto/sporting landscape.

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

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# Overview > Trends, Tactics & Tech

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# Auto Disruption

**When the SpaceX Falcon heavy rocket launched a Tesla into the depths of the solar system towards Mars, this spectacular rocket and car partnership stunt offered an iconic vignette of the extraordinary degree of disruption the car category is facing.**

Indeed, very few established industry sectors look set to see more change than the car category as companies evolve from 'auto makers' into 'mobility providers'.

There is transformation running through the car industry as illustrated in 2017 when Tesla's market capitalisation passed that of Ford and GM to become the most valuable car company in the US, despite losing \$773m and producing only 80,000 cars (compared to GM's \$90bn profit on 10m vehicles).

Not only are newer, tech-led brands like Tesla, Apple, Baidu and Dyson, plus alliances like Google Waymo and Intel, driving car manufacturing change, but they are also set to disrupt the dealership model in favour of direct digital/social sales platforms and e-tailers like Amazon and Alibaba.

A tech-led mobility lifestyle revolution is under way and the traditional auto brands are having to respond.

Indeed, not long after Tesla launched its first mass market Model 3 vehicle, Volvo became the first of the traditional car companies to announce it will only produce electric or hybrid models from 2019 onward.

This revolution is guided by both societal and technological drivers – like electric engines, ride-hailing/ride-sharing services and autonomous/connected cars – and means that over the next five to 10 years the industry will see more change than it has during the last 50.

This is leading to new products and services and forcing car company marketers to re-evaluate their marketing approach and re-work sponsorship strategies.

Of course, the global size and scale of the industry (Global Market Insights predicts it will grow by 35 per cent annually from 2016 to 2024 with revenues rising from \$1.2bn in 2015 to \$16.5bn in 2024) means that blockbuster, global partnerships still have their attractions.

Consider the October launch of IOC Worldwide

Mobility Partner Toyota's global 'Start Your Impossible' Olympic/Paralympic initiative which aims to inspire customers, employees and partners with the brand's core beliefs based around creating a more inclusive and sustainable society that stretches beyond cars to 'provide the freedom of mobility for all'.

This is a blockbuster Tokyo 2020 initiative that aims to use the Olympic/Paralympic Games to create opportunities to 'challenge the impossible and defy limitations'.

After all, great change brings great opportunity.

## Electric Engines

The mainstream adoption of electric engines – driven by eco-attitudes, geopolitical factors, health realities, government regulation, expanding infrastructure and improved battery and engine technology – is a core part of the industry's transformation.

McKinsey expect between 15% and 50% of all new vehicle sales to be electric by 2030.

Unsurprisingly, a knock-on effect of this in the sports sponsorship space is that traditional market-leading, petrol-engine, powerhouse sports properties like Formula 1, IndyCar and NASCAR are all being forced to change as they come under increasing pressure from challenger electric events such as Formula E, or Shell's brand-owned, solar powered 'Eco Marathon'.

After all, car companies directly involved in the likes of F1 have always partly justified the costs as research and development as well as marketing – an argument that is ever harder to make in an electric engine future.

## Autonomous & Connected Vehicles

Another huge tech-driven change is the rise of connected vehicles and autonomous cars – key factors in reshaping the automobile landscape.

This, in turn, is generating inventive, non-traditional collaborations and alliances between established car companies and tech brands (and non-profits), such as tie-up between Google Waymo and Intel (and the Foundation For Blind Children).

Emotional connections, lifestyle positioning and (in-vehicle) experiences will likely become more important in auto advertising in the autonomous and AI era.





Ride Hailing & Shared Mobility

Significantly more people (both businesses and consumers) are now using car share and ride share services. This is starting to impact on new car sales and could affect long-term car ownership statistics.

Car brands are leading this change: GM and BMW launched car share services in 2016, while Ford bought San-Francisco crowd-based shuttle service Chariot.

Indeed, Ford expects to generate 20 per cent margins on products in the shared mobility industry.

McKinsey & Co Says that the number of car share members in North America and Germany is up 30% in each of the last five years and expects 10% of cars sold in 2030 and 33% in 2050 to be shared vehicles.

The management consultancy also predicts global annual car sales to grow by just 2% by 2030 (a fall from the 3.6% seen over the last five years), while the share of 16-to-24-year-olds in the US with a driver's license fell from 76% in 2000 to 71% in 2013.

As automobile manufacturers (and auto rental outfits) expand car and transportation share initiatives, more of them are using relevant sponsorships (from millennial and urban-centric sports alliances, to community events and music festivals) to promote these services.

The objectives of these partnerships are to build awareness, promote personal mobility options, drive trial and reward existing members.

This emerging sector spans both business-to-consumer companies (e.g. auto brands that rent their own vehicles like BMW, GM and Enterprise) and peer-to-peer services (e.g. companies that enable car owners to rent their vehicles when not in use like GetAround and Turo).

Plus, the line between the two is often blurred.

The rising popularity of shared vehicles is also having an impact on car company sponsorship strategy: for example, Ford is using sponsorship to demonstrate 'shared mobility' leadership of all types.

This includes its 2016 decision to sign up as title sponsor of 'Ford GoBike' (the San Francisco/Bay Area bike share service) to show share space leadership and gain insights into how consumers use bike sharing.

Ford's support enabled the bike share service to balloon from 700 to 7,000 bicycles and to add many new docking stations in new neighbourhoods.

This trend is also driving a steady stream of new

sponsorships, particularly local team tie-ups based around utility and offers with brands such as Uber and Lyft (and sometimes in category competition with traditional club/hire car sponsorships slots).

Uber's US sports partnerships stretch from linking with NFL sponsor Ford Trucks on a 'Tough Ticket Tailgating Truck' game package to working in tandem with fellow LA Rams e-tail partner Fanatics on a fan merchandise rapid delivery service.

Last year, Uber linked with fellow NFL partner PerpsiCo for an inventive Super Bowl safety initiative in the form of a Tostitos Safety Bag.

Essentially, this was a limited sensor-enabled, breathalyser-style, alcohol-activated chip/crisp bag revealing an Uber discount offer code for those over the limit to encourage football fans not to drink and drive during the Super Bowl.

For the 2017-18 NFL season, Uber began running a regional campaign based on 17 different short spots, one debuting each week through the 17-week season, leveraging its 17 team-specific NFL 'official ride share' tie-ups.

The sharing economy and the rise of brands like of ZipCar, EasyCar and HiyaCar makes it more accessible and cheaper for consumers to temporarily own cars.

They can get from A to B comfortably and cheaply without the expense of owning a car (purchase, tax, insurance, maintenance and MOT costs).

Perhaps, as cars become more technically complex and eco restrictions get tougher, they will become even more expensive, this shared mobility trend will grow.

This will see a shift of emphasis from owning and self-esteem to driving, need-fulfilment and convenience.

## Auto Marketing

**Despite record-breaking sales in 2016 throughout several different developed and developing markets, automakers are facing multiple short- and long-term challenges.**

In the near-term, many car company inventories are on the rise. Deloitte predicts a 6% North American sales decline in 2017. This is helping drive a short-term increase in US marketing spend (and a parallel rise in in-





centives and offers).

In the US alone, total auto marketing spend is up to \$35bn per year and climbing – a huge total sum that is largely split between what is called ‘fixed marketing’ (e.g. advertising and sponsorship) and ‘variable marketing’ (e.g. purchasing incentives, offers and services).

Today’s auto marketers are increasingly focusing on blending and co-ordinated fixed and variable strategies, as well as on boosting the effectiveness (and measurement) of traditional and digital ads and tools to target and close via a blend of innovation, data and analytics.

This is resulting in more micro-segment targeting, more personalisation and a more nuanced evolution of content and messaging through the purchase cycle.

Other than buying a house, buying a car is the biggest purchase most consumers ever make.

Thus, it is a major investment in ‘trust’: trust spans factors such as safety, reliability and performance, but also a sense of self-esteem.

So both ‘product/service functionality’ and ‘emotional brand positioning’ are vital.

As cars are seldom opportunistic purchases based on a whim, but well researched consumer projects, the consumption cycle is longer than most products and time spent evaluating which car to buy is considerable.

So ‘authenticity’ is key.

## Auto Sports & Sponsorship

**The link between the auto industry and sports has long been a strong one.**

In fact, one constant amidst the auto sector flux is that car companies continue to invest in brand partnerships to turbo-charge their marketing, enter new territories, showcase new vehicles and engage audiences.

Few, if any, industries are as pervasive across the partnership landscape as automobile manufacturers.

Collaborations ranging from arts and culture, to entertainment, music and, of course sport.

### Motor Sport Revolution

The traditional heavyweight auto sports properties - from F1 to NASCAR - are almost all repositioning for the future as they refresh their brands and roll out new campaigns and activations aimed at enhancing their all-round entertainment offering and at engaging a new, younger generation of motor sport fans without alienating too many die hard petrol heads.

The highest profile of these properties going through this revolution in motor sport is Formula One (F1). Indeed, since Liberty Media’s \$8bn F1 takeover, the new ownership group has been reinventing the physical and digital Grand Prix entertainment experience. From its late 2017 new logo initiative to its new 2018 season multi-faceted, global ‘Engineered Insanity’ brand platform, F1 marketers are aiming to shift brand perceptions and build a new fan-centered identity with marketing that showcases ‘What F1 really feels like’ through the eyes of the fans.

The F1 repositioning might be the highest profile case study in the motor sport rights-holder revolution, but it is by no means the only one.

The ABB FIA’s fresh electric engine series, Formula E, also rebranded in early 2018 with a refresh fronted by a new contemporary and disruptive visual identity aimed at widening the property’s appeal, boosting its fanbase and distancing it from other established motor racing rights holders. The new look was been inspired by the ‘rawness of urban city environment’ and design elements are layered and juxtaposed to fuse interruption and energy with unpredictability and boldness.

Following a spate of recent retirements, most notably that of the series’ best known driving super star Dale Earnhardt Jr, NASCAR has also been branding itself to appeal to a new generation and a wider audience base. Like F1, NASCAR is seeking to become more of an entertainment property rather than just an auto racing series and is doing so with events and marketing that blend car racing with other sports, as well as other forms of music and entertainment. The NASCAR rights-holder work has been supported by a new wave of partnership work too: spearheaded by series title sponsor Monster Energy’s first pan-US advertising activation.

Meanwhile, IndyCar is also switching the focus of much of its marketing towards a new, younger generation of drivers and fans through initiatives like its ‘What’s





credit: Mercedes AMG F1 via Autosport

**DRIVES AVAILABLE**

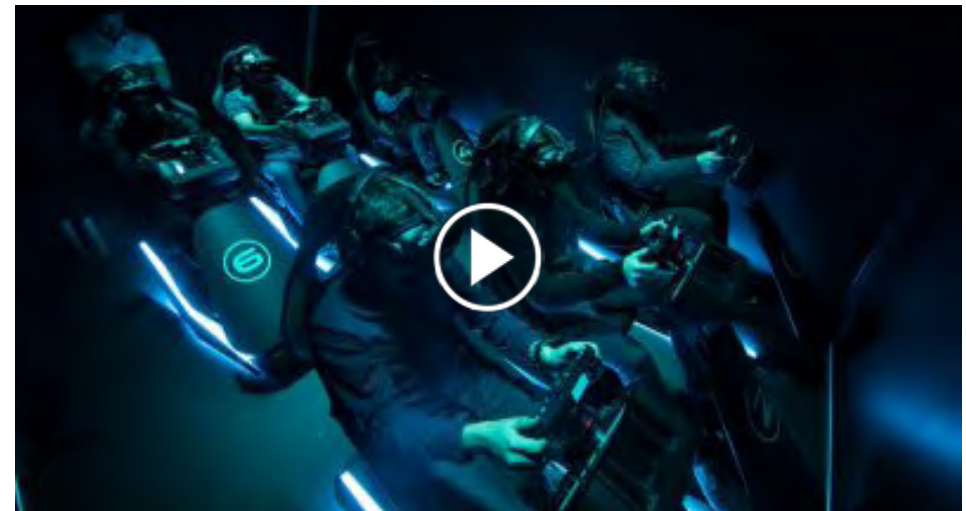
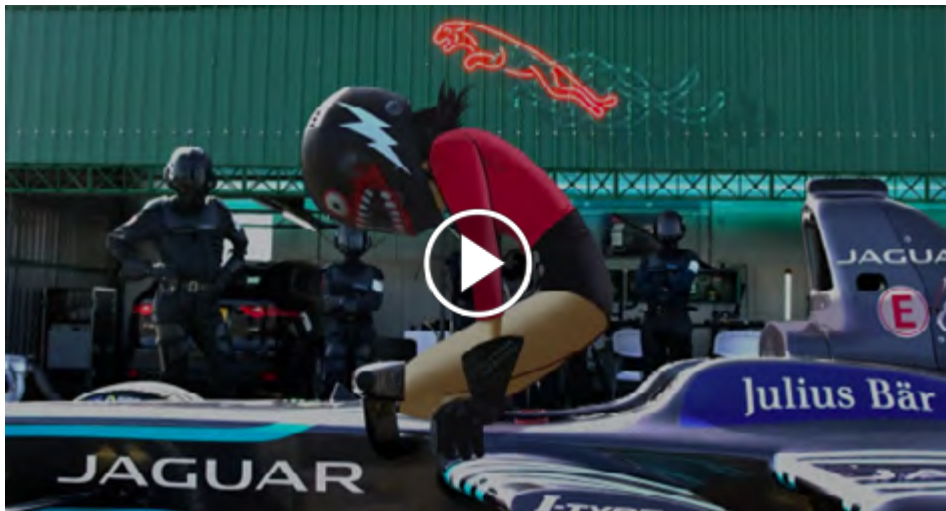
### Race Driver

A vacancy has arisen for the position of race driver with the team. As part of the travelling team, you will be responsible for the operation of an F1 car at track events, including demos, tests and Grands Prix. You will be self-motivated with a strong desire for success and a commitment to teamwork. Ideally, you will have a proven track record in skills including steering, braking and in particular, accelerating. Possession of an FIA Super Licence will be an advantage.

**The successful candidate should be a strong communicator able to:**

- Give feedback on car set-up;
- Clearly identify strengths and weaknesses in our competitors;
- Show extreme patience in the face of media attention.

**Benefits:** We demand the best from our people. That's why we offer a competitive package, including: a generous bonus, life assurance, private medical cover, Mercedes company car lease scheme, on-site gym and subsidised restaurant facilities.





Next' campaign.

As for the auto manufacturers involved in motor racing themselves, many are adopting and evolving with the new auto racing landscape – particularly when it comes to engaging younger demographics through innovative technologies.

Recent examples of this approach range from Renault Sport F1's new RS18 tie-up with Microsoft for a HoloLens new F1 season launch, the Mercedes-AMG Petronas F1 team's pit crew tap and swipe gaming initiative at the start of the new F1 season in Australia, as well as Jaguar's innovative FE work with virtual band Gorillaz).

As well as cutting-edge tech initiatives like these, we are also seeing a softening of the traditionally serious side of motor sport marketing with more character and humour in comic campaign such as the ongoing work from Aston Martin Red Bull Racing and even McLaren F1's spoof 'Woking Grand Prix' home race campaign.

For further details and insights into our creative and strategic intelligence in the space, download our 'Motor Sport' creative review.

### Super Bowl Spots

The auto sector is still the biggest-spending industry in the sports space's single most expensive marketing platform – the Super Bowl.

In both 2018 and 2017, car brands were once again the biggest category when it came to Big Game ad spot spenders.

Auto makers also lead the way in longer length Super Bowl spots: accounting for five of the 17 longer-form (one minute or longer) spots

As well as official NFL car sponsor Hyundai and truck partner Ford, major car brands Audi, Buick, Fiat Chrysler (Alfa Romeo), Honda, Kia, Lexus, Mercedes-Benz, (plus tire giant Michelin), Mini and Toyota spent around \$5bn during Super Bowl 50 and 51 – primarily to either reinforce/build brand position or showcase new models.

### 2018 Winter Olympic/Paralympic Car Clash

Seldom seen in the sponsorship space, the

2018 Winter Olympics threw up a rare cross-category commercial clash between the IOC's new global mobility partner Toyota and PyeongChang 2018 domestic car sponsor Hyundai.

This led to an unusual opportunity for automotive (and sports) marketers to compare and contrast rival car company case studies from both a strategic and a creative perspective.

In summary, Toyota's international multi-channel campaign spearheaded its repositioning from a car company to a mobility business, while Hyundai's local market, on-ground experiential approach was fronted by an architecturally striking, hydrogen-focused branded space.

Who won Olympic gold? Read our analysis and then you decide!

### New Strategies & Fresh Tactics

While the auto industry's sports space presence remains strong, strategies are changing.

The days of simple sports sponsorship synergies and strategies, such as a good audience fit leveraged through logo badging, are long gone.

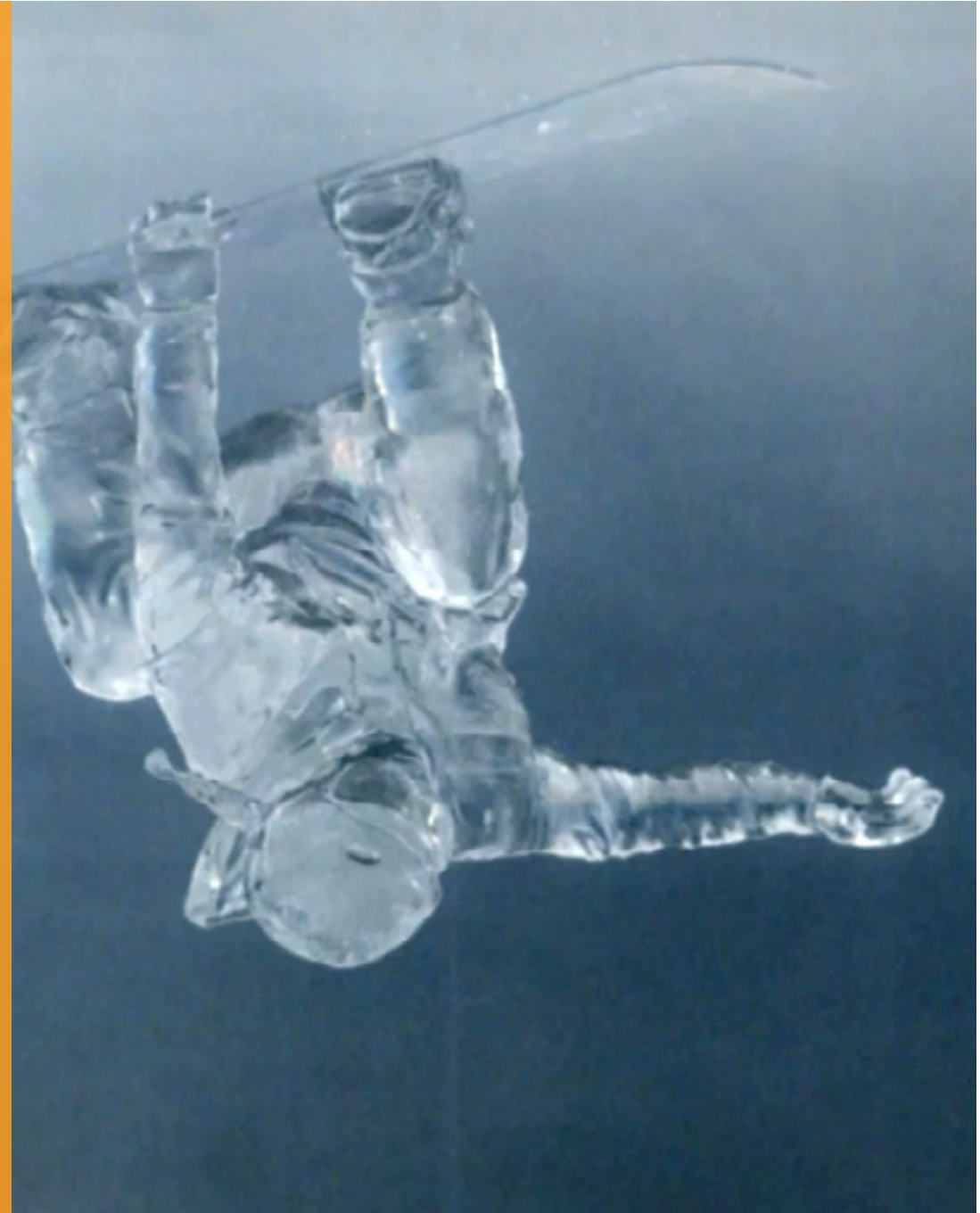
Auto brand sports sponsorship approaches have been focused primarily on awareness and recognition, but now the emphasis is evolving into generating deeper consumer engagement through customised content, two-way conversation and meaningful experiences and storytelling (eg inspiration, drama, humour, surprise, inspiration or the future).

Long-term sponsorships can create engagement offering lifetime relationships, showcase occasions, experiences and fan benefits.

Longer buying cycles mean more auto marketers are exploring new, value-added services (on top of the cars themselves) through their sports sponsorships: personalised parking, brand-specific drop-off zones, upgraded valet services, post-game highlights and extra downloaded to your in-car entertainment centre.

As disruption revolutionises the car category, powerfully effective and brilliantly activated sports sponsorships still look set to be a crucial part of a strategically successfully marketing mix.

## Best Practice Case Studies





*'Start Your Impossible'*

**Toyota**

IOC / Winter Games 2018

Toyota leveraged its IOC global partnership for the 2018 Winter Olympics through a blend of global and local work filtered through its 'Start Your Impossible' idea (launched in October 2017 to introduce its new 'Mobility For All' positioning.

'Start Your Impossible' aims to inspire Toyota employees, partners, and customers and connect them with the company's commitment to a more inclusive and sustainable society in which everyone can 'overcome their mobility challenges and make their dreams come true'.

The brand is using the Olympics as a unifying global platform to spearhead its transformation from a car company to a mobility company.



**‘Start Your Impossible’ acts as the primary activation platform for the car company’s worldwide Olympic/Paralympic ‘mobility partner’ status in the run up to the Tokyo 2020 Games.**

Initially, to celebrate the launch of ‘Start Your Impossible’ and the partnership with The Olympic Games and The Paralympic Games, Toyota hosted its first-ever ‘Toyota Mobility Summit’ in Athens, Greece (the host city of the first modern Olympic Games): the event featured a live presentation and conversation with CEO Akio Toyoda, plus a series of discussions led by Toyota EVP Didier Leroy alongside global thought leaders and Olympic and Paralympic athletes.

It covered mobility subjects ranging from social, physical well-being and sports perspectives, plus an exploration of future of mobility via technology advancements and research.

The global campaign and concept, created in harness with Saatchi & Saatchi and Dentsu, has taken more than a year to develop and is built on the twin creative pillars of ‘inspiration’ (celebrating the human spirit) and product ‘evidence’ (showcasing Toyota’s ideas for innovations that can help people move freely).

None of the Olympics ad pieces feature existing Toyota products because the Corola is the one, lone Toyota vehicle that is sold globally.

The PyeongChang phase of the sponsor’s global activation, developed with a strategy that equally balances Olympic and Paralympic work, is fronted by 10 different spots running in 27 countries.

The lead spot, ‘Mobility Anthem’, sets out the brand’s mobility manifesto and positioning and was rolled out initially through Toyota Global’s platforms from November 2017.

But the work began breaking at different times in different markets: for example, in the US, Toyota USA broke its Olympics campaign during the Super Bowl with a shorter, 30-second version of the same manifesto lead spot.

(Which, in the USA during the Super Bowl, was also joined by Toyota USA’s multi-religion unity ‘One Team’ spot specifically leveraging the brand’s sponsorship of the USA Olympic Team).

The core IOC campaign then further evolved through a set of themed spots to highlight the brand’s commitment to issues such as climate preservation in the form of ‘Frozen’, mobility robotics and AI in ‘Magic’ and ‘Runner’

Plus a set of inspirational Team Toyota ambassador ads often amplified on a local basis and linked to country-specific Olympic committee tie-ups like ‘Lanes Of Life’: including, ‘Thin Ice’ (featuring skater Ashley Wagner), ‘Good Odds’ (which highlights the story of Canadian Para alpine skier Lauren Woolstencroft who overcame tremendous odds to become a legendary Paralympic gold medallist), refugee Olympic swimmer Rami Anis and ‘As I Really Am’ (a beautifully shot film created with The & Partnership that tells the stirring strength and determination story of Italian world champion wheelchair fencer Beatrice ‘Bebe’ Vio who came back to fencing after having her limbs amputated due to meningitis).

Others in the series of contemplative, bitter-sweet stories of persistence include films featuring US Paralympian and war veteran Brad Snyder, US snowboarder Hailey Langland, American Paralympian Tatyana McFadden, Australian Paralympic Michael Milton, South African runner Zola Budd, South African Paralympian Tyrone Pillay, Nigerian bobsledder Seun Adigun and British 87-year-old World boxing champion Barbara Buttrick.

These content pieces are all linked by the campaign #StartYourImpossible hashtag and aim to drive viewers to learn more about all of Toyota’s mobility ideas at [MobilityForAll.com](http://MobilityForAll.com).

In addition to YouTube, the content spans Toyota’s global and local digital and social platforms including Facebook, Twitter and Instagram.

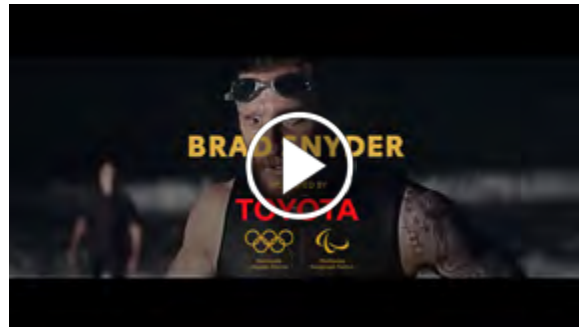
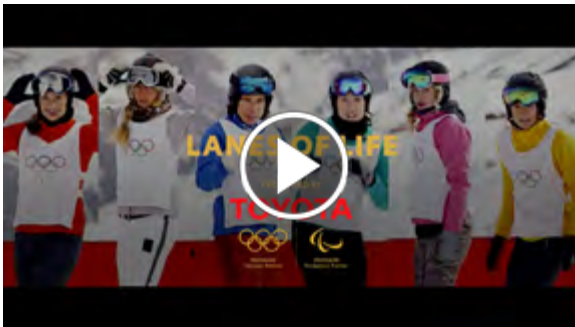
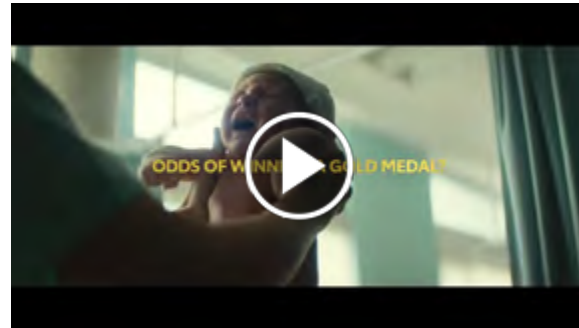
These ads also span multiple formats from longer form film to micro-spots.

Indeed, Toyota has exclusive rights in some markets to quick/short-format ads – such as several six-second ads in the USA (an internet-inspired format designed to land a message before consumers tune out).

“We believe that everybody has a right as human being to be able to move,” explains Laukes.

“And that’s whether something as easy as get-





ting out of bed in the morning to being able to go to the store, or to the doctor, or to wherever you need to go. We believe it's a human right and we are going to evolve into that company that's going to allow every human to be able to do that."

Interestingly, some local market focus on different variants: for example, the Paralympic TV ads cannot be shown in China because of the markets local laws forbidding the use of anyone with a mental or physical disability in advertising.

This Winter Olympic work marks the first phase of a worldwide Olympic/Paralympic 'mobility partner' partnership programme that will ramp up in the run up to the Tokyo 2020 Games.

"This is [Toyota Motor Co. President] Akio Toyoda's vision around the Olympics and using that platform," adds Laukes.

"It's a big deal for the company and also personally for Akio and his legacy and the Toyota legacy. The last time the Olympics were in Japan was when they introduced the Shinkansen [bullet train in 1964], and that revolutionized rail as we know it around the planet. So the pressure is on."

"It was a very strong and amazing journey watching two massive agencies that came together for the brand with zero resistance," adds Laukes.

**Comment**

Following a rights fee reported to be worth \$1bn, the cost of this kind of global activation makes this IOC sponsorship spend jaw dropping.

When Toyota Motor Corporation penned a global Olympic 'mobility partnership' back in 2015 it became the first car company to join the IOC's top-tier marketing program (previously the car category was a domestic sponsorship space).

It is also notable that Toyota is the first IOC global partner to sponsor and activate the Olympics and Paralympics equally.

"We were the ones that pioneered bringing the Paralympic and the US Olympic marks together" in a single effort," says Ed Laukes, VP for Toyota marketing VP Ed Laukes.

"We championed that and partners such as the US Olympic Committee was extremely receptive to that."

It is also worth noting that despite the mammoth size and scale of this global push, on-site in PyeongChang there is little direct presence from the IOC's official automotive partner Toyota.

Indeed, it is the rival and local Korean car behemoth Hyundai that is far more visible and which is making its own experiential and at-event statements in and around PyeongChang (see case study).

This is because, despite Toyota's IOC global deal and unlike most other global Olympic sponsors (like Coca-Cola and Visa), it is Hyundai that holds PyeongChang domestic sponsorship rights.

In fact, Hyundai/Kia had been part of the 10-year Korean campaign to host the games.

Thus it is hard to spot the IOC car partner Toyota activating around the event in Korea.

Its cars don't form the Olympic fleet, the logo is practically nowhere to be seen and only visiting Toyota officials from other markets can wear Olympic branding on their clothing).

Toyota knew before penning its IOC deal three years ago that these Korean Games, like the South Korean car market itself, are essentially 'owned' by local car giant Hyundai/Kia.

Indeed, Toyota signed its nine-year IOC in 2015 after PyeongChang was awarded the Games and after Hyundai/Kia had secured domestic car category rights.

But then again, traditionally, it is the international ad campaign that really drives revenue for global TOP IOC partners.





'See Like Mena'

**Toyota**

IPC / Paralympics (Winter)

A particularly imaginative and effective strand of Toyota's global Olympic/Paralympic 'Start Your Impossible' activation around PyeongChang 2018 was the car company's 'See Like Menna' campaign: which saw the automotive giant launch an Instagram account showing what life is like for visually impaired Paralympic Skier Menna Fitzpatrick.

This primarily social media led campaign aimed to help consumers gain a much deeper understanding of just what it's like (and how extremely daunting it is) to ski down the steepest slopes of the Winter Paralympics at ,more than 100 km/hr with only 3% vision.

**This activation strand primarily revolved around a Toyota Instagram account, @SeeLikeMenna, which uses a visual impairment filter video to take viewers on the slopes through the eyes of the 18-year-old visually-impaired British Para-Alpine World Cup athlete while she trains for her first Paralympic Games.**

The account, at <https://www.instagram.com/seelikemenna/>, was seen through a filter created in conjunction with Fitzpatrick and her sighted guide Jennifer Kehoe and with expert input from the Royal National Institute for the Blind in London (who's team of ophthalmic consultants worked to convey the skier's perception of the world as accurately as possible).

This group worked with marketers from agencies Saatchi & Saatchi, Dentsu and Archer's Mark on the project.

The Instagram account features a set of images, but it is the thrilling, heart-stopping video clips that stunningly drive home the experience and the scale of Fitzpatrick's challenge.

In one post, the viewer can even hear Fitzpatrick's sight guide Jennifer Kehoe shouting out instructions and helping Fitzpatrick along the way.

The Toyota team created a 360, immersive video experience that also runs across Facebook and YouTube and a 60-second film that introduces viewers to Fitzpatrick without the 3% vision filter.

The 360 video also includes other Paralympic athletes – Marek Kubacka from Slovenia and Maciej Krezel from Poland – to help viewers understand the medical-based classifications for blind sport and the different degrees of visual impairment: B1 (no light perception) B2 (approximately 3% vision) and B3 (4-10% vision).

**Comment**

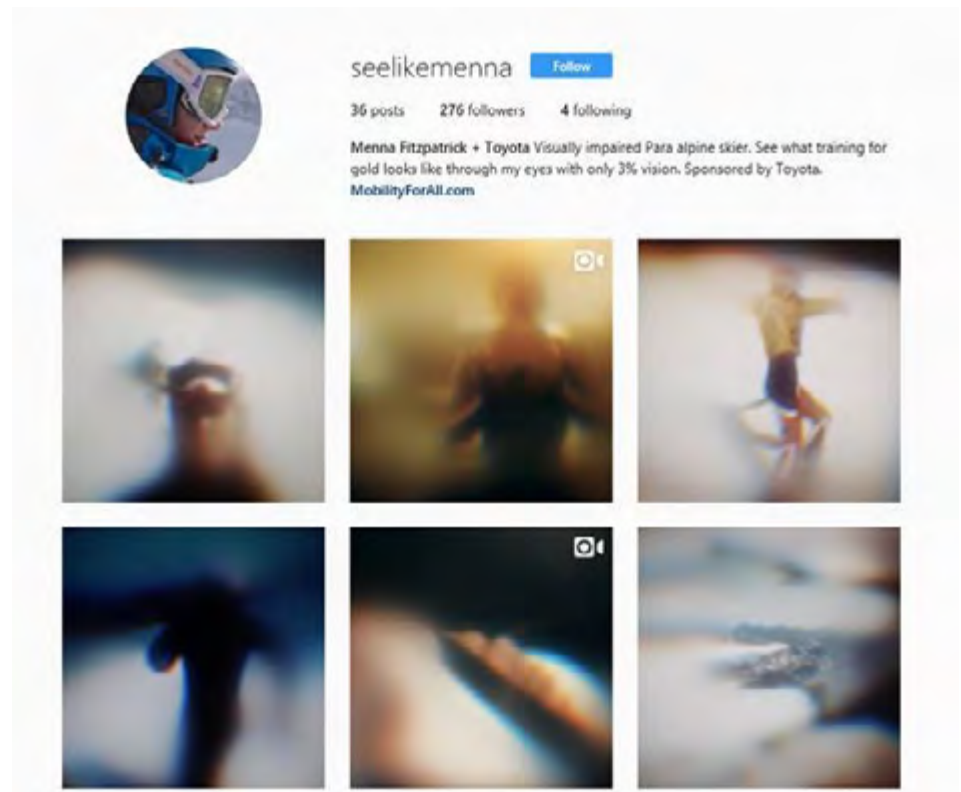
You may have imagined what it feels like to be an Olympic star, but this initiative challenges us to think hard about skiing steep mountain sharp curves at high speeds of over 60mph with just 3% of our vision.

This striking experience offers the viewer a unique window into the life of a Paralympic athlete and is certain to make anyone watching pause for

thought.

Toyota is leveraging its eight-year worldwide partnership with The International Olympic and Paralympic Committees to introduce its global, integrated and multi-phase 'Start Your Impossible' programme which is spearheading its shift from a car company to a mobility provider (see case study).

This is just one phase of Toyota's multi-stranded activation around the PyeongChang 2018 Winter Paralympics: which has included powerful and emotive films featuring Canadian para skier Lauren Woolstencroft, and Italian wheelchair fencer Beatrice 'Bebe' Vio.





seelikemenna  • [Follow](#)

seelikemenna You know what they say, happy coach, happy life. I may only have 3% vision, but my sighted guide Jen and I still reach top speeds of 100 km/h. That's faster than you can say PyeongChang Winter Games! 🐇 ❄️ #Paralympics #StartYourImpossible

seelikemenna #Paralympics #ParalympicGames #Paralympics2018 #ParalympicWinterSports #ParalympicWinterGames #ParaAlpine #ParaAlpineSkiing #ProudParaAthlete #Skiing #GirlsThatSki #ThisGirlSkis #ThisGirlCan #WinterParalympics #ParaSnowSport #ToyotaGlobal #Toyota #AlpineSki #AlpineSkiing

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*'Pavillion'*  
**Hyundai**  
PyeongChang 2018

Aimed at changing brand perceptions, the Hyundai Winter Olympic pavilion has been designed to turn heads and change minds by creating the darkest space to light a path towards a brighter future. Sitting at the heart of the host city's Olympic Plaza, the Korean car giant's Olympic experience is (very) dark. The jet black pavilion in PyeongChang has been described as the darkest building on earth and offers a deliberate contrast to the bright ice and snow of the Winter Games. It was designed by architect Asif Khan to steal some attention away from the (somewhat architecturally uninspiring) Olympic stadium next door.



**The aim of the PyeongChang domestic sponsor is to encourage visitors and consumers to rethink their perceptions about the brand and to consider Hyundai from the perspective of the future of mobility and sustainability: through a creative showcase of its fuel cell technology.**

The pavilion's space-inspired exterior symbolises the origins of hydrogen, while its interior water room reflects the seeds of hydrogen on earth.

Coated in Vantablack VBx 2, which the brand claims is derived from the darkest pigment on earth, it's walls were built using nanotechnology-developed exterior absorbs 99% of the light that hits it (compared to normal black paint absorbing 97%): channelling photons into microscopic cavities in the material until they dissipate.

The structure's concave walls are covered with thousands of LED lights on multi-length rods give the visual feeling of stars twinkling in infinite space – especially at night time.

The aim of the effect, according to Khan, isn't just to be a "window looking into the depths of outer space" from afar, but to make visitors feel on moving closer and enter the building as though they are "being absorbed into a cloud of blackness".

Inside, the feeling is totally reversed as visitors enter a stark white 'water room' holding a huge marble water maze carved with hundreds of channels that carry 25,000 water droplets each minute to a pool.

Each of these water drops aim to represent Hyundai's upcoming Nexo hydrogen fuel cell electric car travelling towards a sustainable future.

The message is that each car contributes to a much greater collective good – as represented by the lake of water at the bottom.

Visitors can even put their hands over air holes to release more droplets to symbolise how each person has a hand in improving sustainability.

The building experience is being promoted and amplified across several Hyundai Worldwide digital and social channels through film and imagery.

"Normally a commercial brand builds a pavilion to exhibit their own products and services. But

this time we don't display any cars, we just want visitors to touch and feel what Hyundai's brand represents and also what Hyundai wants to talk about," explains Hyundai executive vice-president and chief marketing officer Wonhong Cho.

"People coming to a motor show know about the fuel cell electric vehicles, but Olympic visitors really feel estranged from this technology, so we tried to create a story using friendly metaphors like universe and water rather than focus on our product," added Heekyung Kwon, creative strategy team manager at Hyundai's Creative Works group.

South Korea's Hyundai (and affiliate Kia) signed on as a tier one domestic sponsor of the 2018 Winter Olympics in PyeongChang back in 2015) and under the deal provided 4,100 vehicles for VIPs, athletes transport and event operations as well as financial sponsorship for the PyeongChang 2018 Olympic and Paralympic Games.

As a tier-one domestic sponsor, other aspects of Hyundai's Winter Olympic programme (which urns under the tagline "Light up your energy") ranged from opening the 'Hyundai Motor's Light Up Ice Rink' at Dongdaemun Design Plaza in December, to participated in the torch relay by recruiting 192 runners (all defined by the brand as 'dreamers and achievers').

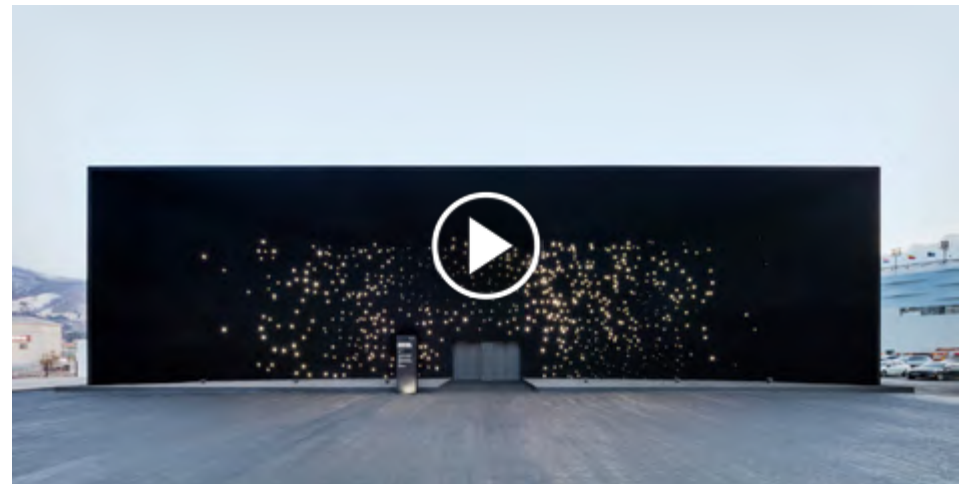
Hyundai (and sister company Kia) have also supported Korea's bobsleigh team, speed skaters and other winter athletes and has activated various rights around the Games in several ,markets too with work such as its The Coaches film.

### Comment

While on-site in PyeongChang, there is little direct presence from the IOC's official automotive partner Toyota, local Korean car behemoth Hyundai is making an experiential statement through this building.

This on-site experience certainly has architectural impact and its packs a punch, but does it drive home a simple message to visitors who don't opt for the explanatory guided tour option?

But, while not all visitors will take the time to understand (or even care) about the science behind the brand's hydrogen fuel production, the



building experience still effectively communicates Hyundai's idealistic and futuristic brand vision.

Architect Asif Khan previously collaborated with Coca-Cola on its Beatbox-themed brand pavilion for London 2012 Olympics.

Interestingly, while Hyundai hasn't publicly revealed the cost of the Winter Olympic experience, it has admitted that it is so confident of the value of the project that it hasn't made any additional investment to measure the ROI.

Despite Toyota's IOC global deal and unlike most other global Olympic sponsors (like Coca-Cola and Visa), it is hard to spot the IOC car partner Toyota activating around the event in Korea.

Its cars don't form the Olympic fleet, the logo is practically nowhere to be seen and only visiting Toyota officials from other markets can wear Olympic branding on their clothing).

Because Toyota knew before penning its IOC deal three years ago that these Games, like the South Korean car market, are essentially 'owned' by local car giant Hyundai/Kia.

Indeed, Toyota signed its nine-year IOC in 2015 after PyeongChang was awarded the Games and after Hyundai/Kia had secured domestic car category rights.

In fact, Hyundai/Kia had been part of the 10-year Korean campaign to host the games.

Toyota maintains the rights to use the Olympics logos in its advertising elsewhere in the world and is doing so prominently during the Games in multi-platform 30-country ad campaigns in other markets (see case study) - including running two commercials during the Super Bowl in the USA.

The hydrogen technology explored through the pavilion will be available to consumers across South Korea (and parts of the US and Europe) when the company's latest hydrogen fuel cell vehicle (FCEV), the Hyundai Nexo eco-friendly SUV, finally goes on sale.

So will the pavilion led experiential space approach actually drive Hyundai sales and profits?

After all, traditionally it is the international ad campaign that really drives revenue for global TOP IOC partners.

Well, in addition to on-site domestic Korean visitors, the pavilion project has certainly managed - with the help of a digital and social campaign - to attract plenty of international attention and media coverage.

And not just in the automotive, advertising and architecture press, but from the mainstream media too.

A home Olympics, like PyeongChang for Hyundai, is a once in a lifetime opportunity which many big brands feel it is vital to be part of: even if you have to work within some strict rules.

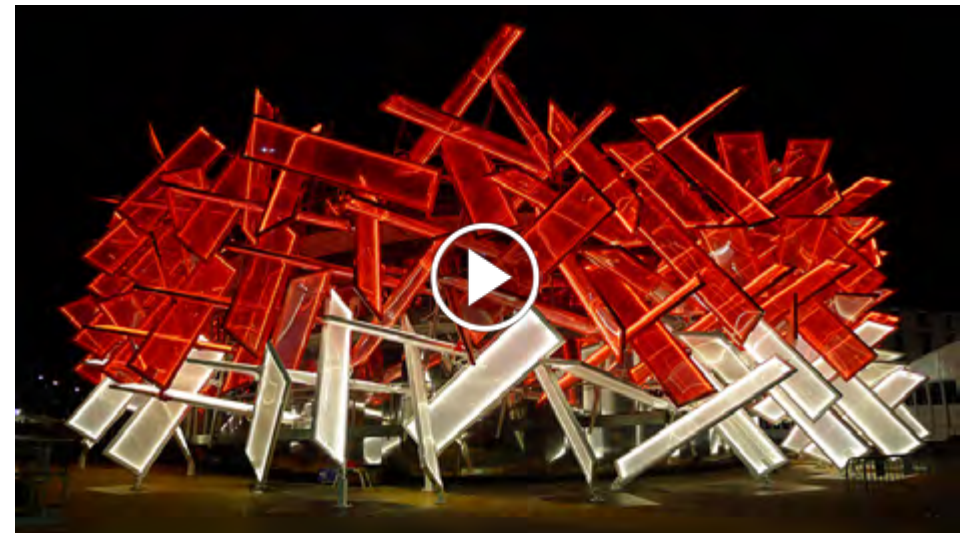
Restricted by an inability to directly leverage the Games in its advertising to consumers watching the Olympics outside Korea, Hyundai has come up with an innovative approach to bringing attention to its brand.

Hyundai's rights meant it would have been able to include vehicles in the pavilion if it had chosen to do so, but according to Ian Lim of Hyundai Creative Works, they decided to go in another direction and focus on explaining the hydrogen Nexo technology and it exemplifies Hyundai's brand commitments and philosophies.

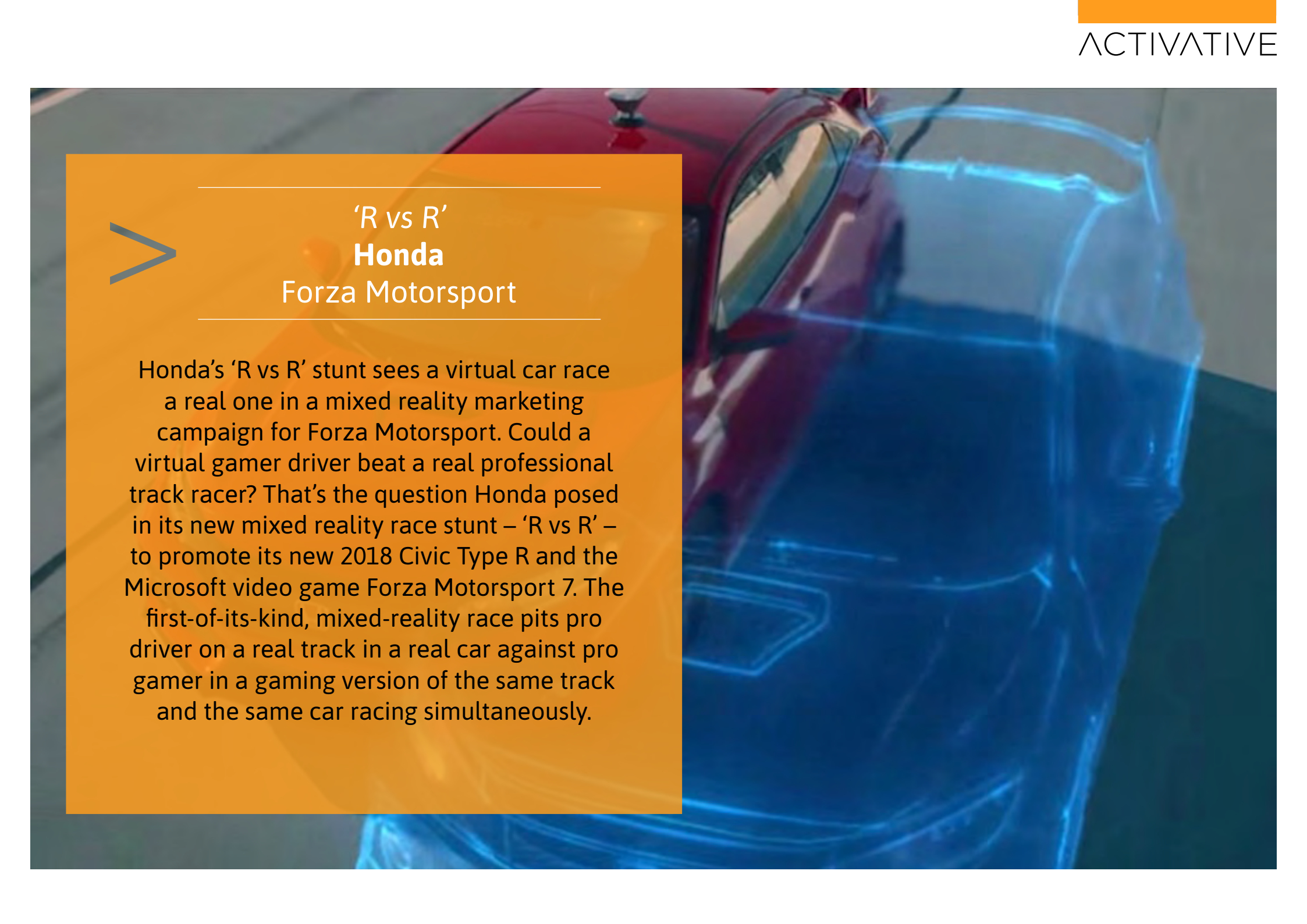
"We wish to introduce a wide range of values to our consumers' lives by combining art and technology, cars and lifestyles," said a Hyundai press statement around the pavilion opening..

Whether this decision to focus on hydrogen technology rather than actually directly selling the actual Nexo car may well help reinforce Hyundai as an innovative leader in hydrogen technology and the future of mobility.

And the brand will hope that using that rare opportunity, a home Olympic Games, to build this type of equity is more valuable in the long run that selling a few more Nexos.







>

*'R vs R'*  
**Honda**  
Forza Motorsport

Honda's 'R vs R' stunt sees a virtual car race a real one in a mixed reality marketing campaign for Forza Motorsport. Could a virtual gamer driver beat a real professional track racer? That's the question Honda posed in its new mixed reality race stunt – 'R vs R' – to promote its new 2018 Civic Type R and the Microsoft video game Forza Motorsport 7. The first-of-its-kind, mixed-reality race pits pro driver on a real track in a real car against pro gamer in a gaming version of the same track and the same car racing simultaneously.



**Professional; IndyCar driver Graham Rahal took on professional gamer Peter Jeakins in this unconventional marketing face-off – conceived by agency RPA.**

Jeakins was behind the cyber wheel at Microsoft's Turn 10 Studios in Seattle, while Rahal was putting down his best real world lap on the Road Atlanta race track in Georgia (with a mixed-reality projection on the inside of his windshield that allowed him to see Jeakins' moves, in real-time, from the game).

The Japanese automaker amplified the race via video on its Facebook page, Twitter feed and YouTube channel, while both racers promoted it through their social channels such as Rahal's Twitter and Instagram pages.

The initiative was also pushed through movie poster style images and all the creative aims to drive viewers to the official Honda Type R website at <https://automobiles.honda.com/civic-type-r> for further details.

Honda's rich racing heritage lies at the heart of this highly ambitious and inventive project and the marketing team working with American Honda Motor Co's marketing AVP Susie Rossick and social media marketers Jessica Fini, Lisa Stessman and Melly Ramirez was spearheaded by creative agency RPA.

At RPA the agency unit included EVP and chief creative officer Joe Baratelli, SVP Jason Sperling, VP and creative director for social media J Barbush, creative directors Mike Van Linda and Fabiano De Queiroz, plus creatives Matthew Pullen and Jon Murray, production EVP Gary Paticoff, as well as producers Isadora Chesler, Dave Brezinski, Linda Kim, Connor Gomez and Angela Pascal.

The RPA business and accounts team included VP Maria Del Homme, KK Davis, Brett Bender, Adam Blankenship, Kaelin McGill, Alison Bickel, Aurelia Fulginiti, Tracy Van Dang with strategists Hartman Wong and Hanna Samad, while media work was handled by Felicia Lau, Brandon Liu and Kaileigh Ceurvorst.

The production company was Unit-9, the director Jonathan Pearson, the executive producer Luca De Laurentiis, the creative director Davide Bi-

anca, the producer Patrick Malloy, the production manager Sarah Barson and the DP Eric Koretz.

Editorial was by Kevin, the editor was Matt McKenna, VFX was handled by Ingenuity Studios and colour by Roving Pictures Company, plus the composer was Greg Chun.

**Comment**

Things just got futuristic and race realities got mixed.

But are consumers equally as fascinated as we are?

On Honda's own platforms, in its first 10 days the film has notched up 70k YouTube views and another 1k on Twitter, with more from the two drivers' personal platforms including 14k on Jeakins Instagram and

Honda claims that 'R v R' is the first time augmented reality has been used to merge real motor-sport with a racing simulation – creating a unique and innovative stage for the virtual world and the real world to battle it out once and for all

But we believe that the rise and rise of eSports is putting more and more digital athletes and traditional sports stars athletes on some kind of collision course and an increasing number of this type of mixed reality competition is inevitable.







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*'Last Fan Standing'*  
**Mercedes-Benz**  
Super Bowl

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06:37:00

124,653

Mercedes-Benz launched an ambush Super Bowl mobile gaming stunt days ahead of the Big Game with a modern mobile 'Last Fan Standing' car competition. Bringing a fresh 'Touch The Truck' style twist to Super Bowl marketing, instead of a big budget (\$5.2m) commercial, the premium automaker returns to the Big Game with a smartphone 'Last Fan Standing' competition offering fans a chance to win a Mercedes-AMG sports car. The pre-game campaign excitement went into overdrive and the PR work was so effective and participation levels so high that when Super Bowl 51 kicked-off the game crashed.



**While the New England Patriots and Philadelphia Eagles fight on the field of play, Mercedes-Benz hope thousands of car lovers will keep their eyes and fingers trained on their own smartphone screen car as they try to win the high performance prize.**

At least that was the idea until the tech failed.

This is a contemporary approach to a classic car company giveaway challenge: typically taking place at dealerships and promoted across local ad platforms (particularly press and radio), it tests participators patience, determination and stamina by giving away a new vehicle to the last person with their finger touching the car.

This digital spin on the stunt, created in partnership with agency R/GA, challenge players to use their fingers to follow a virtual Mercedes-AMG C43 Coupe around a smartphone screen until their patience or attention gives way.

The medium was new, but the original rules remain: lose contact with the car and you're out – the last person left touching the (screen) car wins it.

As the game difficulty evolves and contestants drop out, a live on-screen counter will show the number of players remaining in real-time.

Those who want to play are able to practice before the official competition begins at 6.30pm on the day of the Super Bowl (4 February).

From 31 January players can practice their skills and dexterity via an interactive training game, as well as set up smartphone reminders and socially invite their friends and family to play.

A promotional campaign drives viewers to visit [www.LastFanStanding.com](http://www.LastFanStanding.com) where people can officially register and pick up tips and tactics: from phone charging advice, to solving bathroom break challenges.

Once registered, those who share on Twitter that they're joining the game gained a one-off, five minute 'timeout' to use at their own convenience during the game: which could have been a vital bonus for a challenge that looks set to last far longer than an average 3 hours and 15 minute NFL game.

Could the competition still be going by the start of next NFL season (on 6 September)?

The stunt is promoted through PR, as well as

its US digital and social and platforms such as a teaser video on YouTube, as well as content across Twitter, Instagram and Facebook.

"We wanted to get beyond the traditional game-day executions and do something that was more reflective of the social co-viewing phenomena that game day has become with people alternating between watching the big screen and socializing on the small one," said Mercedes-Benz marketing VP Drew Slaven.

"Earlier this year we launched a digital campaign for our high-performance Mercedes-AMG models called 'Join the Obsessed' and that's what inspired Last Fan Standing. So, may the most obsessed win on February 4."

**Comment**

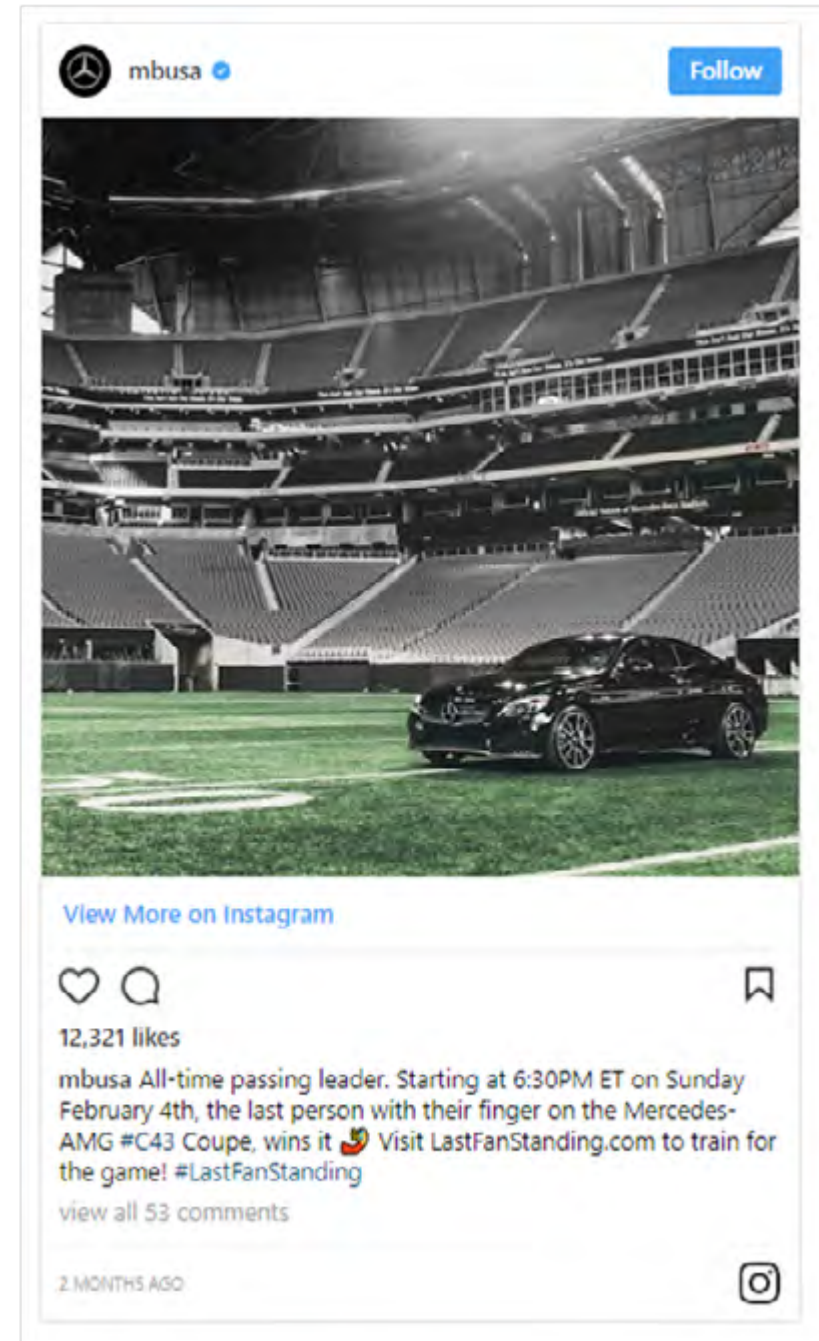
This Super Bowl tactical distraction strategy has become a full blown trend this year: with brands ranging from official partners like Skittles (see case study) to ambusher such as online bank Ally's 'Big Save' (see case study) running real-time Big Game marketing initiatives that actually aim to detract attention away from the official (\$5.2m) Super Bowl commercials themselves.

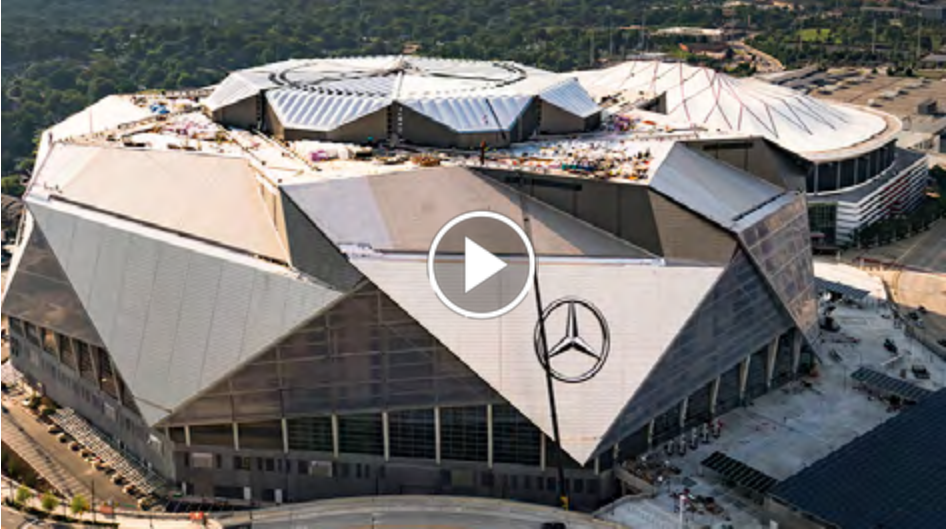
A trend started by Volvo's brilliant and award winning Super Bowl 'Interception' in 2015.

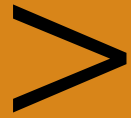
While the US Mercedes marketers have invested heavily in official NFL related activations in recent months – spearheaded by its naming rights deal and arena integrations with the Atlanta Falcons revolutionary new Mercedes-Benz Stadium – (indeed Falcons fans will probably recognize the football field that the smartphone vehicle drives around) – this Super Bowl work is something of a tactical and thematic departure from last year's Mercedes-Benz Super Bowl blockbuster Easy Rider commercial directed by the Coen Brothers.

The auto maker has been steadily moving into the gaming and esports space in recent months.

For example, its late January 'Grow Up in eSports' commercial (from the brand's evolving #GrowUp marketing strand first launched in mid 2017 and which aims to move Mercedes-Benz forward towards becoming a more modernity, progressivism and dynamism brand.







*'Brain Training Helmet'*  
**Ford**  
Performance/Motor Sport

Ford Motor Company's 'Performance' division aimed to make its racing activities more relevant to the ordinary person on the street and its Brain-Scanning Helmet project is part of its drive to understand everyday consumers and explore how and where motorsports can fit in to their lives. The initiative, called "The Psychology Of Performance", saw Ford team up with Oath, Mindshare and King's College London on an experimental driving-focused, tech-led study and an associated branded content European marketing campaign based on the brain's performance under high-pressure conditions.



**Built around a bespoke Electroencephalogram (EEG) Helmet, the idea sees Ford test if the mental techniques used by its racing drivers genuinely improve on-track performance: using mind-training methods ranging from meditation to visualisation.**

The aim was to see if these can also be applied to everyday performance – thus testing whether normal drivers can train their minds to perform like a racer behind the wheel.

Ford worked on the research with King's College London and production studio Unit9 to conduct the research: tracking how the human body reacts to mental training through a headset that measured the electrical brain activity of study participants – who included both Ford's professional racing drivers and members of the public.

The subjects were put through a series of virtual reality driving challenges and driving simulators and their reaction, response and concentration times were measured.

"We witnessed just how differently racing driver's brains function, compared to members of the public. Travelling at high speed, in a state of high focus, their brains perform up to 40% better than you or I," said Dr Elias Mouchlianitis of the Institute of Psychiatry, Psychology and Neuroscience at King's College London.

The good news though is that mental training techniques really do work. When members of the public carried out some mental exercise they also performed better. "We saw up to a 50% improvement in performance compared to the control group."

The experiment and its findings were communicated through a campaign developed with publisher Oath and media agency Mindshare as Ford sought to reach members of the public 'less interested in racing'.

The campaign, which ran in several European countries (including the UK where the research was primarily based), was spearheaded by a hero online film called 'Psychology of Performance'.

Oath's channels enabled the auto giant to reach the so-called 'flirt' motorsport audience segment through a story-led campaign that was

relevant and interesting to them.

The Ford team applied Oath's data insights from its house media brand to identify relevant topics and demographic segments (including the automotive, technology and lifestyle verticals on properties like >MSN, Engadget, HuffPost and Yahoo).

These insights were then used as guides to create relevant video content and traditional feature articles based on the study: these were then amplified across Oath's distribution platforms and through other relevant social channels to engage relevant consumers through Ford's research.

"If you think of the population as a whole, it's possible to classify them as race fans, race followers, race flirts, and race not-interested. And only a small percentage are fans or followers," explained Ford European marketing manager for Ford Performance Will May.

"Most people don't pursue events or really keep track of races. Racing is just not relevant to them and they make up a good 50% of the audience. At most, it's a passing interest they flirt with. What we're trying to do is drive an emotional connection between the consumers and us, and how we do that is by delivering excitement through involvement."

In terms of beneficial racing outcomes, the experiment's findings could lead to some interesting new approaches to auto racing: including sending a live data feeds of a driver's brain to the pit crew so race teams can seek for performance enhancements during a race.

Plus it offers some suggestions on how to improve the performance of members of the public by applying mental preparation techniques – which resulted in up to 50% improvement in the focus and performance of the normal (non racing) drivers participating in the study – in everyday life and work situations (such as giving presentations or sitting interviews).

Plus, of course, the idea is that once Ford has engaged this group through the content, it will use the campaign's data results to help determine how to continue to engage through the purchase funnel to buying a car.





Thus Ford ran a tracking study to track the outcomes and effectiveness of the campaign led by a set of BEAT measures (Brand Equity and Awareness Tracking).

**Comment**

Ford Performance (formerly Ford Racing) is the high performance division of Ford Motor Company and the global name used for its motorsport and racing activities which spans stock car racing (including NASCAR), Ford GT Racing (including the World Endurance Championship and GTLM), rallycross (including the World Rally Championship), road racing (including World Touring Championship, GT4 and F4), drag racing, off-road and drafting.

This is an interesting approach from an automaker that blends its motor racing partnership and segmented consumer target groups by tapping into both the current hacking and mental performance socio-cultural and tech trends.

It comes at a time when many of the long-established approaches and patterns to engage fans through motor racing are being reconsidered and re evaluated.

From all-new racing series such as Formula E, to the myriad of changes under consideration by the new owners of F1, as well as fresh thinking and approaches around NASCAR and IndyCar, the disruption in the wider automotive sector is now spreading right across the motor racing landscape.



> *'Everything But' & 'Be A Goalkeeper'*

**Chevrolet**  
Manchester United

Chevrolet activates its primary partnership with Manchester United Football Club through several activation strands around the world: these range from awareness-led initiatives such as spashing the car company's logo across the front of the team's shirts to PR-focused activation pillars such as driving new players to sign their contracts at the stadium in a convoy of Chevy cars. But two of the more recent and more notable activation strands include the engaging-focused Twitter-led 'Everything But Football Show' and the cause #BeAGoalkeeper campaign in partnership with the Women's Sport Foundation.



**At the start of the new 2017/18 season, Chevrolet launched the second season of its innovative, Twitter-only 'Everything But Football Football Show' to continue its bid to drive awareness and generate engagement through its Manchester United primary partnership.**

This social experience, framed around an episodic talk show starring Manchester United players aims to provide fans with an insider view of the club and the sport.

Season Two, which debuted on 23 October, will again feature plenty of off-pitch action with content ranging from a prank war between Juan Mata and Paul Pogba, to tailgating with MUFC players in the USA.

All under the #EverythingButFootball hashtag.

The campaign concept, which was developed with agency Commonwealth/McCann and content firm MOFILM, blossomed last season with an eight episode series launched in May 2017 and appearing exclusively on Twitter.

To further encourage fan engagement, each episode was repurposed as a participatory multimedia event using Twitter Moments - thus containing a central tweet that made it easier and simpler for fans to share through retweeting and subscribing.

Using the platform's 'Retweet' to 'Subscribe' feature, fans in 12 different countries received weekly notifications that included a sneak peek at new episodes before they were released to the wider public.

The new work continues where the last season left off: following an August episode focusing on the club's pre-season tour.

The campaign began back in March 2017 and the episodes are broadcast in multiple languages.

"By partnering with Twitter, we scored a huge win," says John Gasloli, senior manager, Global Chevrolet Marketing.

"With Retweet to Subscribe, online fans received an immediate notification when new content was available. All they had to do was Retweet Chevrolet's post. What a simple, innovative and effective solution to drive viewership and engagement."

**Comment**

The objective for Chevrolet was to use the sponsorship to drive global awareness and reinforce brand identity among influential and passionate football fans through a richer content-led stream in support of its core shirt logo activation strand.

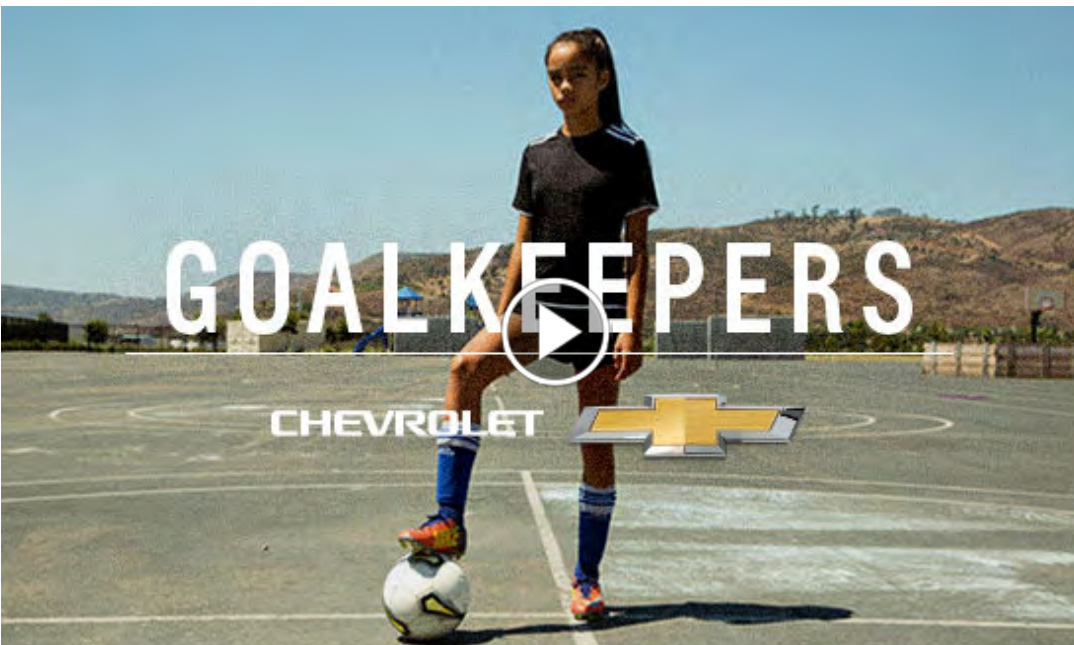
Research showed that more than 50 million soccer fans use Twitter regularly, so the micro blogging platform was chosen as the core campaign channel.

And by linking exclusive player-led content, fuelled by Retweet to Subscribe and Twitter Moments, fans are provided with a kind of insider scoop and are connected to the kind of Manchester United players content they crave.

The episode talk shows also ensure that Chevrolet stands out in Twitter user timelines.

According to the auto maker, during the series' first few weeks it racked up 44 million impressions for its social videos and earned a 100% 'positive-to-neutral' sentiment.





**October 2017 also saw the launch of a new female empowerment initiative from Manchester United global partner Chevrolet called #BeAGoalkeeper encourages girls to set life goals and aims to provide the support and tools needed to achieve them.**

The campaign sees the car company and Utd shirt sponsor partner with the Women's Sports Foundation.

It aims to 'demonstrate the possibilities sports can provide to millions of girls worldwide' and to provide a range of tools and resources to inspire and empower girls to become the next generation of female leaders, to stay in sport, and to pursue their athletic and professional goals.

#BeAGoalkeeper is led by an initiative introduction film that urges viewers and fans to show support to keep girls ahead of the game through the hashtag #BeAGoalKeeper.

At the vanguard of the programme's launch phase, Chevrolet hosted 11 girls, or 'GoalKeepers', aged between 11 and 15-years-old and drawn from different parts of the world, as mascots for United's home match game against Tottenham Hotspur.

But this wasn't just a one off, match day mascot experience.

Chevrolet is also providing the Goalkeepers with mentors based on each girl's individual ambitions.

The campaign includes 11 video stories of Chevrolet's 'inspiring goalkeepers'.

The initiative is hubbed around the car company's bespoke football site - at <http://www.chevroletfc.com> - where the automotive offers a set of relevant tools, utilities and resources.

These ranged from inspirational content and creative, to education feeds, workshops, a mentoring programme and once-in-a-lifetime experiences that include meeting Manchester Utd players.

The site also lays out the initiative's intentions and ambitions:

"As a football fan, you believe in always moving forward and never giving up. So do we.

"That's why we build the most ingenious lineup of cars, trucks, and SUVs that enable you to make every mile matter. And, that's also why we are a proud supporter of Manchester United.

"We bring you closer to the game you love. Join our growing @ChevroletFC social fan community to explore content you can't get anywhere else".

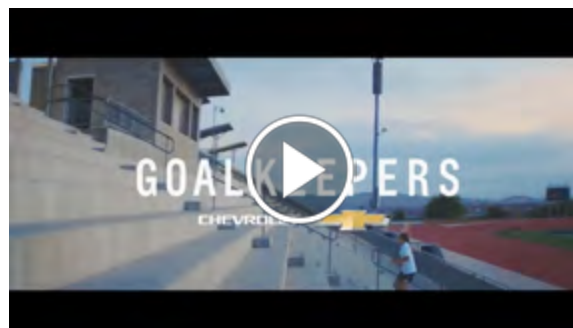
Research behind the initiative, led by consultancy Ernst & Young, found that 94% of female leaders played sports as a child (football just being one of them),

"Girls who play sports are more likely to graduate from college, have successful careers and become leaders. This is why we created our GoalKeepers initiative," said Chevrolet partner company GM chairman and chief executive officer Mary Barra.

"As part of this campaign, Chevrolet has dedicated this year's mascots program to help girls keep ahead of the game and achieve their goals on and off the pitch."

Manchester United's group managing director Richard Arnold added: "Chevrolet has partnered with Manchester United since 2014 as the official shirt partner of the club and we are very proud to have supported its Mascot Program for the last three years, creating lasting memories for youth athletes and provide important life skills through the Mascots Program.

"In addition, the club is also proud to support a number of programs through the Manchester United Foundation which encourage girls to participate in sport within schools and communities in the Greater Manchester area. Last year, the Foundation's Girls' Development team worked with almost 3,000 girls, creating a series of workshops and training sessions aimed at young female players, helping improve the skills and confidence in all areas of life."



**Comment:**

This female empowerment programme, part of the wider current sports space spread of women's sport and women's sports sponsorship,

It follows on from previous Chevrolet/Man Utd activations that include the 2017 'Everything But Football Football Show', as well as a raft of other initiatives ranging from the 2016 Paul Pogba signing stunt built around his arrival in a Chevy Camaro, to 2015 work spanning sponsor soccer stunts like the 'Crossbar Challenge'.



*'Stinger Launch & Brand'*  
**Kia**  
Australian Open

As the Major Partner of the Australian Open (AO), Kia continues its role in supporting tennis in general and the tournament in particular with a multi-platform activation programme fronted by global tennis ambassador Rafael Nadal and Australian tennis legend Lleyton Hewit. In 2018, as well as providing the courtesy fleet, the work spanned on-court/at-ground logo presence, on-site spaces and hospitality, promotional activity across Melbourne, a 'Tennis Passport' competition, two digital and social video series ('Road to the AO' and 'Open Drive'), as well as the Australian advertising launch campaign for the Kia Stinger.



**Kia has worked Rafael Nadal for a decade as its lead tennis ambassador and the current world number one player again fronts its 2018 work in harness with retired Australian tennis star Lleyton Hewitt.**

It was the latter who led car brand's first AO 2018 work, a 'Tennis Passport' competition that rolled out in November 2017.

Then both Hewitt and Nadal fronted with the official Kia tournament car fleet handover in early January.

The car manufacturer has sponsored the Australian Open since 2002 and over the past 17 years the Kia fleet has clocked up more than six millions kilometres driving players, partners and officials to and from the tournament.

Nadal also starred in the the auto sponsor's lead pre-tournament spot, revolving around a coloured tennis ball created collage image, called 'Together For A Greater Surprise'.

The athlete endorsers then continue to appear in Kia marketing assets through the tournament across the car brand's digital and social channels - linked by the #KiaTennis hashtag - and led by two social video series.

The 'Road to the Australian Open' is a daily series of digital spots fronted by Lleyton Hewitt.

While running on the AO's own social channels is a parallel activation phase also featuring Hewitt and Nadal called 'Open Drive' (which continues on from last year's work) and also revolves around a daily video series based on player interviews.

Kia is also using the Australian Open Tennis as the backbone for its Stinger vehicle launch campaign: promoting the new grand tourer with a campaign developed in harness with agency Innocean Worldwide Australia.

The 'Kia Stinger: For The Drive Of It' campaign is spearheaded by a series of TV commercials that run through the two-week tournament telecast.

These are led by a hero 90-second commercial (supported by a mix of cut down spots).

Says Innocean's Executive Creative Director, Steve Jackson: "Just when you thought driving cars were endangered, Kia surprises everyone and rolls this beauty out. A car simply built for the hell

of it, for the drive of it. So we decided to have a bit of fun with it. Justin McMillan was fantastic and we even got to film with Steve Windon, DOP of The Fast And The Furious. We only broke one camera lens chasing the Stinger!"

Adds Manuel Tyras, Kia's GM of Marketing: "The Stinger launch is a culmination of a lot of planning, insights and research underpinned by what is a great car with a simple, powerful execution of what a driver wants out of a performance car."

The Innocean Worldwide Australia creative agency team worked with production company Goodoil Films, director Justin McMillan, post production outfit ALT VFX, Nylon Studio for sound and music,

**Comment**

The core objective behind the work is part of the company's umbrella objective of reinforcing Kia's youthful and dynamic brand identity.

The approach seems to be a success: Kia delivered 28% growth in Australia in 2017.

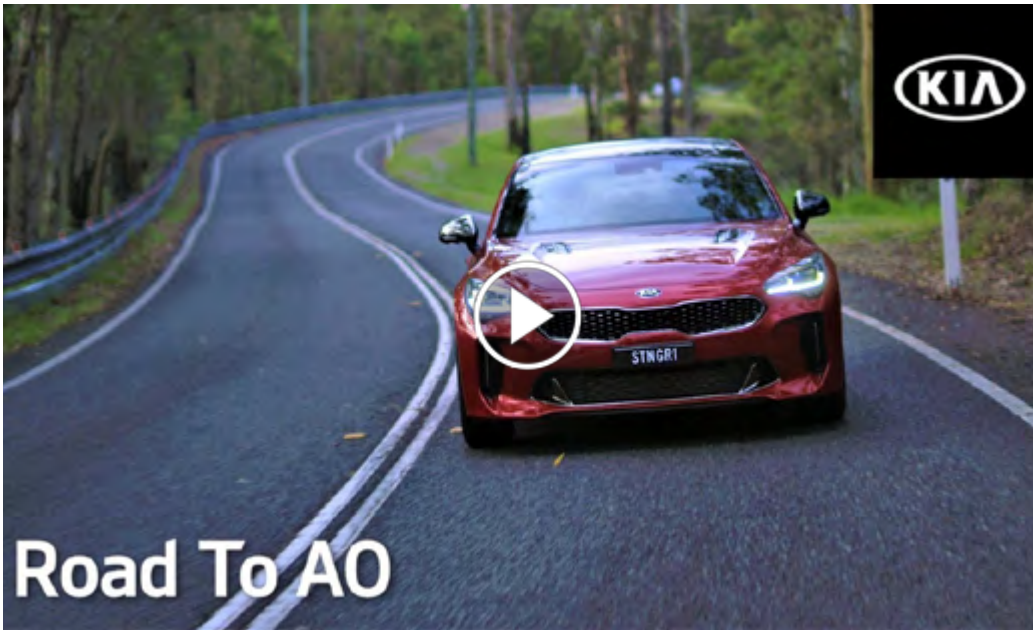
The Australian Open is Kia's longest running major sports sponsorship and, as one of the biggest sports properties in Asia Pacific it has a track record of comprehensively activating its rights.

This year's campaign follows on from last year's 'Power To Surprise' activation programme (see case study) and Kia's 2016 tournament work which blended its sports/entertainment partnerships and also featured Nadal in a campaign was built around the car company's collaboration with 20th Century Fox's X-Men movie series.

Other partnerships it uses to engage the same strategy range from the NBA and various football/soccer alliances such as its position as the official automotive partner of the FIFA World Cup and the UEFA European Football Championships.

The Australian Open's other sponsors include ANZ, Jacobs Creek and Rolex, plus partners Accor Hotels, Aperol Spritz, Blackmores, Canadian Club, Coca-Cola, Coopers, CPA, Emirates, Frabntelle, Haagen-Dazs, Hisense, IBM, K&L Gates, Lavazza, MasterCard, Medibank, City Of Melbourne, Optus, Toshiba, Wilson, William Hill, Woolworths and Yonex.







*'A Better Super Bowl'*  
**Hyundai**  
NFL

Through 2017 Hyundai Motor has been communicating its more lifestyle-influenced, future mobility positioning through a 'modern premium' philosophy with a series of high-profile global brand marketing campaigns and perhaps the stand out example was its inventive 'A Better Super Bowl' campaign. The NFL's Official Auto Partner filmed its flagship Big Game spot during the game: a commercial which showcased the car company's initiative to enable several serving military overseas to watch the Super Bowl together alongside beloved family members using satellite technology and 360-degree immersive pods.



Official Sponsor of Super Bowl LI



**The technically-sophisticated spot attracted more than 41m total views and received admirable reviews in both the mainstream and the marketing media for its creative inventiveness and powerful storytelling.**

The South Korean car company's activation, developed in harness with agency of record Innocean, centered on a 90-second in-game spot that linked members of the US armed forces at the military base in Zagan (Poland) with their families at the game at Houston's NRG Stadium

The initiative, in addition to leveraging its official NFL rights, saw the car company partner with the Department Of Defence and Super Bowl broadcaster Fox Sports.

Moves which further solidify a core part of Hyundai's NFL strategy were based around the US validation the partnership can bring to an overseas challenger brand.

Three service members (Corporal Trista Strauch, Specialist Erik Guerrero and Sergeant Richard Morrill) from the Polish base were chosen for the surprise and the sponsor flew their families to Houston the week before the Super Bowl.

While in Poland, Hyundai built three immersive tents (created with Igloo) into which the selected service members were invited to watch the Big Game in a thrilling 360° screen environment from a virtual seat in the stadium.

Once seated in the tent, the soldiers were then surprised to see their loved ones sat next to them in a real seat in the Houston stadium.

Around two week before the Big Game, the initiative was teased via social spots starring Pro Football Hall of Famers Joe Montana and Mike Singletary discussing the value of teamwork and courage, especially as it relates to US troops.

These were supported by additional pre-game tease assets across Hyundai's social platform.

To execute the concept on game day itself, the Innocean/Hyundai team split in two (with half in Poland and half in Houston) and the final spot itself was directed by Peter Berg of football show 'Friday Night Lights' fame.

The two teams were simultaneously shooting in both locations during the first quarter of the

game and then spent most of the second quarter editing that footage in a trailer outside the stadium in Houston.

By halftime the final ad cut was ready and had to be shown to officials from Fox Sports, the NFL and Department of Defense to get the green light to air.

The final work was delivered to broadcaster Fox during the third quarter.

The spot then aired straight after the Patriots stunning comeback victory in the first Super Bowl to need overtime: indeed, the late game-tying touchdown and additional minutes came in handy and gave the brand/agency/broadcaster team of strategists, planners, creatives, producers and tech experts a few vital extra moments to finish the ad.

The ad was also amplified across its digital (<https://www.hyundaiusa.com/>) and social platforms and supported by additional, related assets that helped drive viewers online to see the whole story at <http://hyundai.us/pFCHlg>

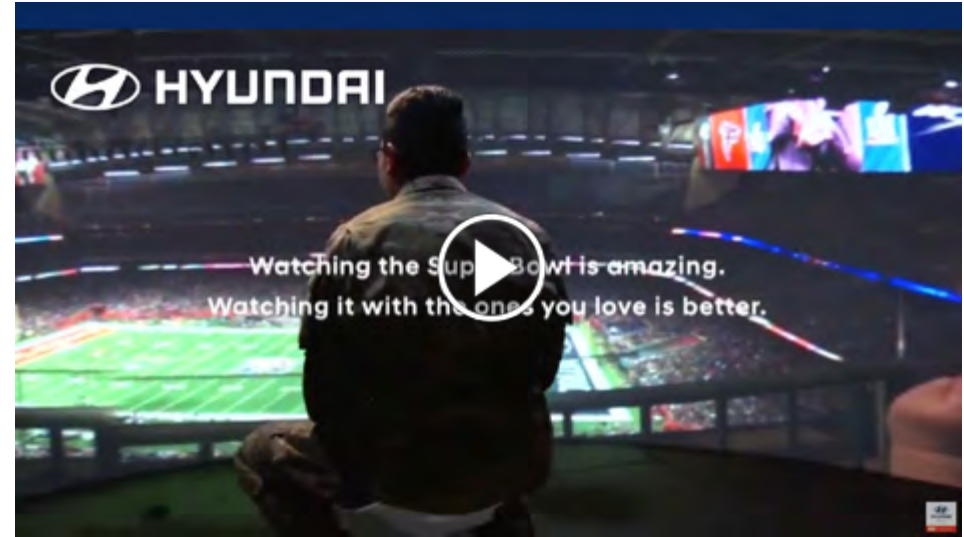
"We have been embracing the military for years," explained Hyundai North America chief marketing officer Dean Evans.

"There are a few organisations we support, and we've been dedicated to incentive programs and special discounts for active members and with local dealers located around military bases.

"In today's competitive marketplace, we have to remind consumers that we have world-class vehicles and dealers, but the modern brand building of today and having a north star of why are you doing this at the end of the day - how are you doing an act of the brand - doing really good things that get a US audience to get up and say, 'God, I like that brand, they're really trying to make the world a better place'—how do we really stand out in that way?" adds Evans.

"It's a longstanding relationship," adds Eric Springer, chief creative officer at Innocean.

"It's organic to the soul of the company, so this wasn't a stunt whatsoever. [Hyundai] threw a huge party at a base in Poland. These troops are over there so the rest of us can sit around and eat as many buffalo wings as we like on a gluttonous day in America," adds Springer.





“Everything you have to do in three months for a normal ad we did in about 48 minutes,” he continues.

The initiative, which was months in the planning and just moments in the execution, is the first stage in a new, ongoing Hyundai campaign called ‘Better Drives Us’.

**Comment**

Simultaneously tapping in to several contemporary activation trends – including real-time, multiple partnerships, cause and a ‘tech-first’ – this campaign is certainly an impressive piece of teamwork.

Both the technical feat and the engagement levels are impressive.

The ad notched up 20m views on YouTube and a further 10m on Facebook in its first four days (plus the pre-game teaser videos racked up a further 3m YouTube views between them).

The thinking behind the concept is simple: what better way for a foreign-owned car company to integrate and embed into American society that by partnering with the Super Bowl and the nation’s soldiers?

But, while the core idea was simple (surprise US troops stationed abroad on Super Bowl Sunday with virtual visits from their family members), the technology and skills needed to pull it up were complex.

It is also a neat, simple reversal of the more usual solid sponsor stunt that sees the serving member of the military surprising the family on a secret trip home.

Interestingly, the auto sponsor’s Big Game ad did not include any product related shots (unlike every other car commercial running in Super Bowl 50). The approach is for Hyundai to act as a ‘better’ car company rather than focus on its cars themselves.

Unlike so many of the other 2017 Super Bowl spots, Hyundai CEO Evans maintains that the ad wasn’t a response to any cultural conversation or charged political environment.

“Even before the political climate this was already in the mill. We just naturally wanted to lean in on a few things – how do we make things better for someone else? Here’s the military, here’s an underserved part of the population that deserves more than ever before a nod to our appreciation of them. That was all coming together before the election results. And now we’re even more secure in that patriotism and bringing people together around our military and what they do for us – whether you’re blue or red this cuts right up the centre of bringing people together.’

Hyundai wasn’t the only Super Bowl advertiser to take a ‘live’ approach to its Big Game ad: Snickers also aired a genuinely live spot shot in real-time.

Hyundai, which according to Interbrand is the world’s 35th most-valuable brand and its sixth most-valuable global automotive brand has seen a steady brand value increase since it signed on as the Official NFL Car Company.

The Hyundai NFL deal (which includes its Genesis spin-off sub brand), saw it replace former 15-year incumbent GM back in 2015 and hasn’t come without specific challenges to the car company.

The four-year sponsorship offers high profile at NFL events and on NFL-owned properties, plus the use of the league logo and those of all its 32 teams (if used together) and the Super Bowl term, but limited direct advertising exposure. It also takes up a huge chunk of the brand’s marketing budget (reported to be between \$100m and \$140m),

“You watch an NFL game and you see a lot of different automotive brands advertising, and it’s difficult to determine where Hyundai fits in all that,” admits Andrew DiFeo Chairman, Hyundai National Dealer Council

Plus there’s the complication of the separate Official NFL Truck deal with rival Ford who have similar rights (truck sports sponsorships being more prevalent in the US than

most other markets – another interesting alliance is RAM Trucks sponsorship with the Kentucky Derby). Not to mention other rival team-specific or stadium-specific car sponsorships muddying the waters (think of Ford Field in Detroit, Nissan Stadium in Nashville and the Mercedes-Benz stadiums in Atlanta and New Orleans).

Then there are the current NFL challenges, ranging from slipping ratings, head injury scandals and the #TakeAKnee protest and the accompanying Trump factor.

Interestingly, Hyundai, alongside fellow automaker Ford and sportswear supplier Nike, were among the few official NFL sponsors to publicly support players protesting during the US national anthem.

This has put the brands at loggerheads with US president Donald Trump, who has raged against some NFL players kneeling during pre-match renditions of the national anthem as a protest against equality.

Hyundai issued a statement stressing: “We stand for and respect individuals’ freedoms to express their First Amendment rights in any peaceful manner in which they choose,” while Ford added it would “respect individuals’ rights to express their views” and Nike said it “supports athletes and their right to freedom of expression on issues that are of great importance to our society”.

Hyundai’s NFL league sponsorship (boosted by several team-specific deals) may be its highest profile partnership, but its sponsorship stable is strong in sport: other deals include tie-ups with NCAA teams and PGA events. Its partnerships also stretch far beyond sport and includes associations with major art installations at the Tate Modern (London), and the Los Angeles County Museum of Art (LACMA).

It uses these relationships to drive home its future mobility blueprint through messages, stories and experiences revolving around themes such as quality, technology, creativity, innovation and value.



## Audi Player Index

Audi enters a new era of data-based performance analysis in soccer with the Audi Player Index. The performance index condenses a wide range of individual actions by a player into a single score. As a result, the Audi-developed analytical model allows performance to be evaluated, with players then ranked accordingly, almost in real time.



'Audi Player Index'

Audi

Major League Soccer (MLS)

As title sponsor of MLS, Audi has rights through the regular season, at the All-Star Game, during the playoffs and around the showpiece MLS Cup (as well as several team-specific tie-ups). In March, at the start of the Major League Soccer (MLS) season, title sponsor Audi released a new spot to celebrate kick-off and to introduce its Player Index - a real-time player statistics platform for data-based performance analysis. The Audi Player Index, which combines the brand's commitment to innovation and technology along with its support for football fans, is a season-long source of soccer intelligence.



1 Match data

The individual actions of 86 different categories and evaluated according to 3 different criteria:

- Player's position in the system of play
- Location of the event on the pitch
- Match-specific importance of the action

3 Data transfer

- Live conversion of the data feed into a predefined score system
- Every player/team then receives a corresponding score
- Live actions flow into the Audi Player Index within a matter of seconds
- The scores are also broken down according to the Audi brand values of **technical ability, dynamism and efficiency**

4 Audi Player Index

- The result can be presented in a **wide variety of ways**
- The Audi Player Index is supplied on **various channels** (app, social media, TV) almost in real time
- The Audi Player Index therefore also provides scope for watching the match **live on a second screen**

**Using Opta sources, it runs on-air through nationally televised games and measures, tracks and evaluates around 90 game components and 2000 player movements in real-time for every single MLS game and player.**

It is boosted by an Audi Player Index Award strand with the overall winner will be awarded a new 2017 Audi R8.

Each action is evaluated on the basis of three core Audi brand attributes: technique, efficiency and dynamics.

The resulting statistic give fans match insights and fuel to debate and discuss the sport they love (with statistics on everything from pitch location, movement, speed, timing, goals and assists, to crosses, saves, passes, challenges and tackles) in a new way.

First trailed during the 2015 Audi Cup in 2015 and integrated into European club partner FC Bayern Munich's US tour games (to help bring objective analysis to determine the 'Man of the Match').

The platform now runs right through the entire MLS season

Plus fans can also test their own personal Audi soccer IQ through online quiz

In addition to the annual new season launch ad campaign, spanning TV ads, digital and social platforms, the Audi Player Index has a live feature in the MLS MatchCenter and during game broadcasts on ESPN, FOX Sports and on UniMas.

Soccer supporters are encouraged to visit [MLSsoccer.com/Audi](http://MLSsoccer.com/Audi) to learn more about the statistic, view a video tutorial and take the quiz.

Audi argues that the activation is a key plank in its commitment to helping the sport of soccer grow in the United States and Canada as it aims to "engage more fans to follow, celebrate and view MLS games in a way they never have before through the use of this exciting and innovative technology".

Audi is a global supporter of football and works with some of Europe's elite teams, but its most interesting and relevant high-profile football partnership is its US title sponsorship of Major League Soccer (MLS).

The deal is a core part of Audi's recent US success and the brand believes it will continue to grow

in harness with the rapid growth of soccer.

Audi is a brand that believes in the challenger spirit and soccer in the USA fits that role and offers rich opportunities for expansion and progress.

It was in March 2015 that Audi of America signed a four-year deal to replace Volkswagen as the official auto partner of ML.

Audi's biggest US sports sponsorship and one of the largest deals in MLS history, it saw Audi become the official league car, plus the presenting sponsor of the playoffs.

The package includes national TV advertising, in-stadium and pitchside branding, around 30 player appearances sessions, digital and social media elements, and other media extensions and rights such as marketing an MLS trophy tour and developing in-market experiences at the MLS All-Star Game and MLS Cup and develop Audi-branded premium items and exciting brand experiences (like the Audi Football Summit).

The background insights behind Audi's MLS sponsorship were based around the brand's progressive positioning, its commitment to push the status quo and it focus on diversity and the young, millennials demographic.

The car company believes MLS, the fastest growing league sport in the USA, to share the same kind of challenger spirit as Audi.

The MLS fan base is growing at around 25% every two years and supporters are both multi-cultural and multi-generational: 40% are aged between 18 and 34, 30% are Hispanic and 45% are female.

Each season the MLS breaks attendance records: last year it drew 7.4m people and averaged 21,692 in-stadium attendees per game (up 40% from 10 years ago).

Each MLS team is now valued, on average, at \$185m: that's an 18% from 2015 and up 80% from 2013 (according to Forbes).

Other brands, such as Adidas, Allstate, Anheuser-Busch, Comcast, Heineken, PepsiCo and Target are also betting big on football in the USA as it emerges from the shadow of the country's traditional Big Four pro leagues (baseball, basketball, football and hockey).





According to IEG, sponsorship spend on MLS 9.2% last year to \$333m.

**Comment**

In America, sponsorship has played a major role in Audi growth over the last decade as the German brand has leveraged sports and entertainment to spearhead its transition from a little known alternative, challenger car company to a purpose-driven, progressive, high-profile brand.

Audi's US success, which has come despite having a significantly smaller marketing budget than key premium automotive rivals like Mercedes-Benz and Lexus, has been built on three key pillars: maintaining the brand's cultural relevancy, supporting shared consumer values of consumers, and using sports marketing to drive excitement.

For any brand to be seen as progressive, it needs to be relevant and connected the societal trends and contemporary culture. The sponsorship side of Audi's approach to this challenge has seen entertainment partnerships between the likes of Marvel and the Audi 8 (e.g. its tie-up with Iron Man and its tech-led hero Tony Stark played by Robert John Downey Jr) and 50 Shades Of Grey, plus Netflix (eg the show Pretty Little Liars)

In terms of driver image and consideration, Audi used plenty of partnership led experiences with relevant progressive, premium brands (e.g. Airbnb & V810 and also the shoe brand Toms)

While sports sponsorships, led by soccer and skiing, helped push the Audi brand forward and build around the driver excitement pillar.

Activations focused on visceral excitement, alliances that bring consumers to their feet, bring fans to the game, and get them embracing your brand (eg Audi's partnerships with the International Ski Federation and the USA Ski Team & Quattro technology).

While elsewhere around the world, oth-

er notable Audi sponsorships range from Cricket South Africa (CSA) to several sailing partnerships, plus FC Bayern München, Barcelona, Real Madrid, Red Bull Salzburg and RSC Anderlecht, as well as golf's Audi Quattro Cup and ice hockey club ERC Ingolstadt.

## 'Get In - Facetime Fan Calls' Vauxhall Home Nations' FAs

Late November 2016 saw Vauxhall team up with eight international footballers to give Home Nations fans a FaceTime call to thank them for their support in an initiative aimed at building supporter buzz and driving excitement ahead of the Russia 2018 World Cup. The activation saw the auto giant, the official sponsor of all four UK national teams football associations until 2018, expand its ongoing #GetIn initiative across England, Northern Ireland, Scotland and Wales by surprising several lucky supporters with direct player-to-fan calls on the bespoke Vauxhall 'Fan Hotline'.



**For one day only, the line up of home nations' player ambassadors used FaceTime calls to thank fans for their support in a campaign that featured two players from each home nation: England's Gary Cahill and Jamie Vardy, Northern Ireland's Josh Magennis and Michael McGovern, Scotland's Darren Fletcher and Robert Snodgrass and Wales' Hal Robson-Kanu and James Chester.**

The activation, which was run during the build-up to the Russia 2018 World Cup qualifiers, saw Vauxhall identify some of Britain's most dedicated football fans and surprised them with live FaceTime player calls on the brand's Fan Hotline.

These player pairings called fortunate fans who had previously entered a competition to win signed national team football shirts as part of Vauxhall Motors' ongoing #GetIN campaign.

The resulting activation amplification was spearheaded by a UK-wide, campaign overview film debuting on Vauxhall's YouTube channel and running on its bespoke football partnership digital hub at [www.vauxhallfootball.co.uk](http://www.vauxhallfootball.co.uk).

This centre film was followed by a set of individual country team videos - for England, Northern Ireland, Scotland and Wales - which were also digitally and socially posted and seeded.

A further series of fan call content pieces were also amplified socially across Vauxhall's own social platforms like Facebook and Twitter and then shared by fans across the country.

Twitter Ads info and privacy

Andrew Curley, head of sponsorship and events at Vauxhall Motors, said: "As official sponsor of the Home teams we were delighted to surprise these dedicated fans with their national heroes - giving them their own #GetIN moment. #GetIN is about rewarding fans for their unwavering support as we build excitement ahead of Russia 2018. It's not every day you come face to face with your footballing heroes."

**Comment**

#GetIN, which originally launched ahead of UEFA Euro 2016, is essentially an activation that aims to enable fans to show their support, to celebrate the spirit of the game and bring fans closer

to the players with one off experiences.

It began back in May 2016 with a nationwide hunt for the ultimate goal celebration ahead of the French-hosted Euros tournament with the aim of generating celebratory content which would appeal to an audience beyond football fans.

An 'X Factor/Britain's Got Talent' style three-part series was created for England, Wales and Northern Ireland called 'The 2016 #GetIN Goal Celebration'.

The concept saw contestants performing signature and extrovert goal celebrations before a judging panel of football stars and a celebrity host presenter.

For example, players Jamie Vardy and Chris Smalling, plus retired legend Robbie Fowler judged the England strand with Reggie Yates hosting.

The #GetIN celebration content series gained coverage the Daily Mail, Digital Spy, Express, Daily Star, Huffington Post, Evening Standard, as well as engaging a Twitter audience of more than 1m. The campaign is being developed by a team working with Vauxhall and The FAs of each nation with agency Kaper and Kamarama PR agency Weber Shandwick (and production company Kream).

Indeed, this latest late November FaceTime Fan Hotline phase of #GetIN also builds on work from the beginning of the month which saw Vauxhall and Twitter link up to send personalised messages from players to fans.

The car company worked with the microblogging site and football stars to send personalised videos to football fans from players in the Northern Ireland, Scotland and Wales national teams to thank them for their ongoing support.

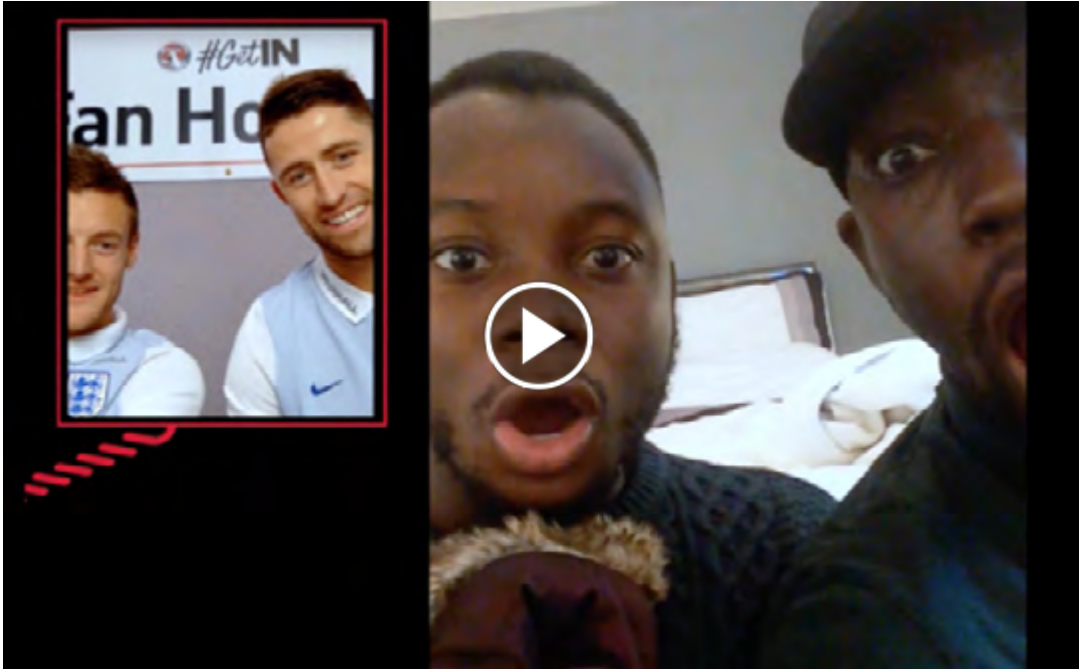
These Twitter messages were from a squad of players across the home nations including Scotland's Matt Richie and Ikechi Anya, Wales' Wayne Hennessey and Joe Ledley and Northern Ireland's Conor Washington and Stuart Dallas.

'In a UK first, we worked with MySocialDatabase to create hyper-targeted audiences of football fans for a personalised campaign from Vauxhall,' explains Ted Littledale, technical program manager, brand strategy at Twitter.

'By analysing the follower graphs of Twitter







users we were able to find the true football fanatics on the platform. Custom audiences of these fans were then uploaded to the ads platform so Vauxhall could serve them this amazing personalised content from their heroes.'

(The England team was apparently not available to take part in this phase of the campaign).

'Using this new technology means we can bring this campaign to life and build excitement as we head towards Russia in 2018,' comments Vauxhall sponsorship boss Curley.

'This is a UK first for Twitter to give true football fans a unique surprise. So far the feedback has been extremely positive and the amount of engagement we have seen has been fantastic.'

Back in January 2011, then GM-owned Vauxhall first unveiled an £11m-per-year, four-year sponsorship programme with each of the home nations international football teams which it aimed to use to promote its credentials as an 'aspirational British brand' and transform itself from a 'follower brand' into one "loved" by car buyers.

The strategy was based on the basic insight that football is the game that is part of the fabric of British life and the objective was to make the national team supporter experience better for all fans with activation hubbed around a bespoke Vauxhall Football digital hub.

But six years later in March 2017, Vauxhall announced it will cut its sponsorship ties with all the home nation football bodies when its contracts expire after the 2018 World Cup.

The car manufacturer cited that its business priorities had changed since the multi-FA strategy was originally conceived at a time when Vauxhall's new product line wasn't as broad so the football focused sponsorship strategy was carved out to keep the brand 'front of mind'.

The brand had been fairly deeply integrated into these FA partners - England even announced its 2014 World Cup squad at Vauxhall's headquarters in Luton - but its new strategic intention will be to redirect its marketing spend into specific, separate campaigns for individual car models (such as the Crossland X SUV and the Insignia Grand Sport).

The auto company said that the home nations' football deal had "done what it set out to do" as when it began "Vauxhall's image was safe, solid and reliable" and the sponsorship had helped make "Vauxhall more sexy and sprinkled some glamour onto the brand to help change perceptions."



>

*'Get There With Ginola'*  
**Nissan**  
UEFA Champions League

As Europe's football leagues' reached the season climax in May 2017, UEFA Champions League sponsor Nissan refocused attention on the Champions League Final with a social media supporter engagement initiative called #GetThereWithGinola that spans fan-created content and a once-in-a-lifetime competition experience. The tournament's official automotive partner's campaign offered fans an opportunity to go to the 2017 final (on 3 June in Cardiff) by challenging them to send in an 'entry' that illustrates just how much the final means to them (using the #GetThereWithGinola hashtag).

**Primarily a social media activation, this competition invited supporters to show their original, ambitious and creative skills through photographs, imagery and video uploaded through Facebook, Twitter and Instagram.**

Suggestions stretch from baking soccer stadium cakes, to wearing team kit to the office or a meeting, or even writing a football limerick about the Champions League.

Charismatic France star and former Spurs and Newcastle attacker Ginola, despite reaching the semi-finals with Paris St-Germain in 1995, never actually experienced playing in the final.

So Nissan's grand prize gave fans a chance to accompany ambassador Ginola to his first ever Champions League final to watch current champions Real Madrid face Italian giants Juventus,

The week long campaign - which was developed in harness with creative agency Red Bee and sports & entertainment agency Fuse and media agency Manning Gottlieb OMD - opened on 21 May with a central spot starring Ginola.

The core video was amplified socially across the brand's own platforms (linked by the campaign's #GetThereWithGinola hashtag): including Facebook, and Twitter, as well as via football-focused media partnerships (like @FourFourTweet), by Ginola himself (and it even had a little promotional support from the agencies too).

"We wanted to use our partnership with the Uefa Champions League in a different and creative way that will really excite UK football fans ahead of this year's final in Cardiff. We also wanted to offer fans genuine unexpected access by offering a truly unique prize - the chance to watch the match with a true footballing legend," explained Nissan UK marketing director Chris Marsh.

"Working with Red Bee and Fuse, we hope to extend our reach by enlisting Ginola and building a campaign that encourages fans to be part of the journey, as well as being creative without bounds."

Red Bee's deputy executive creative director, Jim De Zoete, added: "Our aim was to craft a content-led campaign to help Nissan drive engagement with its core audience around the big event.

"The creative for the campaign reflects this

with social media and video content that inspires consumers to go the extra mile and create something extraordinary with their entry."

The campaign was neatly timed to leverage peak football interest around the climax of the European domestic leagues and exploit the space that comes immediately after the final round of games in those competitions.

Also, the unique match day prize experience went well beyond the standard soccer sponsor ticket give-away competitions, which helped it stand out amongst the fairly crowded Champions League sponsor and ambush landscape.

**Comment**

Nissan is in its third year of a revised sponsorship strategy based around fewer, but bigger partnerships - led by the UEFA Champions League, the Olympics and Paralympics, the International Cricket Council and the NCAA/Heisman Trophy.

A strategy which, according to Nissan Europe marketing VP Jean-Pierre Diernaz, has driven an 8% increase in spontaneous awareness, a 5% increase in brand value measures (such as YouGov and Millward Brown's Brand Z and has seen it become the number one automotive brand on social.

The objective of the UEFA Champions League partnership was to give Nissan the platform to highlight the innovation and the excitement it creates with its cars to consumers around the globe.

The brand's early 2014 'Engineers Of Excitement' Champions League activation (just like Nissan's engineers, elite footballers are at the peak of their profession and constantly look to innovate and excite on the field) was from the classic partnership playbook: a sports star (Andres Iniesta, Thiago Silva and Yaya Toure) performing in and around the product/car.

But this 2017 campaign illustrates how its current activation approach is increasingly geared towards balancing increased fan involvement and focusing on its vehicle technology and leveraging its rights to build around the idea of the emotional fan journey to and from the game.

As reflected in its 2015 UEFA Champions League Final fan zone initiative at Berlin's Bran-



denburg Gate which challenged fans to show their skills, passion and energy through a series of football related games in order to generate the actual electricity that powered the trophy to the Olympic Stadium in a special edition e-NV200.

Plus there is an increased focus on the live, in-the-match-moment social content battle.

Think of Nissan's 2016 UEFA Champions League Final initiative that saw it stream a world first YouTube live 360 degree film sharing the real-time fan excitement from the streets of Madrid to offer a live slice of raw passion, rivalry and real-time experiences of the fans of the two competing teams - Real Madrid CF and Atlético Madrid .

This idea saw Nissan supporter reporters on the streets of Madrid recording fan reactions live and the producers then 'live direct' these streams to create a single immersive 360° experience promoted across Nissan's digital and social channels led by a 'Nissan Centre of Excitement 360°' teaser.

Nissan is doubling down on social to help find clarity around its Champions League activation right through the tournament (supported by the regular, round-by-round 'Goal Of the Week' asset) and its leverage aims to drive fans to its own social accounts and those of its two major player ambassadors Gareth Bales and Sergio Aguero.

As other brands have done before it, Nissan knows having players like Bale and Aguero on-side are a way to getting cut through at the right, key tournament-related moments.

For example, in 2017, Nissan celebrated a three-year Champions League sponsorship through a new spot starring Bale.

Nissan took the Real Madrid attacker to meet a group of Madrid school kids for whom he recreated (and taught) his 2014 cup-winning goal against fierce city rivals Athletic Madrid.

If activated imaginatively, these ambassador led individual moments can even be effective in the most challenging of circumstances.

Think of how Nissan responded to lead player ambassador Bale's long-term injury in early February by replacing him with part-time baker/student and full-time Real Madrid CF fan Ana Rueda Hernandez to star alongside player endorser Ser-

gio Agüero in the car company's UCL TV spot.

As Diernaz said "content is king and if you want to create content you need a story and to create a story you need to have actors" and Bale and Agüero can cut through at the right moment.

Of course, while some of the tournament's other sponsors in categories that have more straightforward football fan synergies (like Heineken, as people drink beer while watching football), it is more of a challenge for a car company to carve out a clear Champions League role.

"The biggest challenge we have is finding that balance between still being a car company and being meaningful on the evening of a match by being entertaining," admits Nissan chief marketing officer Roel de Vries.

"When people tune in to watch [Champions League] they want to be entertained, so we need to be interesting to be part of that. You'll never see us use the sponsorship to say 'come buy your Qashqai'. We need to be part of the entertainment and try not to get too specific with customers. We need to be as relevant as possible as a car brand."

But the leverage work is evolving and becoming more adventurous as Nissan expands the 'Engineers Of Excitement' concept through the lens of 'the journey' by focusing on what people do leading up to the match.

"They drive, they leave work, pick up friends and then after the match getting home," explains Nissan Europe marketing VP Jean-Pierre Diernaz.

"This notion of 'together the journey is more exciting', centres around ambassadors and fans. We try to make those moments leading up the game and after the game more exciting."

There are echoes of Heineken's tactic of trying to dominate pre-match and post-match Champions League social chatter.

Nissan aims to activate from the view off the fans, and tapping in to these on the way to/from the match journeys, to solidify Nissan's supporter and tournament association over the long-term.

"I believe you need to stick with a properly for a period and I don't think this [the Champions League sponsorship] is something we do for the short-term," explains Diernaz.



# EXPECT TO SEE MORE AND MORE EXCITEMENT WITH NISSAN, AN OFFICIAL SPONSOR OF THE UEFA CHAMPIONS LEAGUE.

**NISSAN**

+



=

**THE ENGINEERS  
OF EXCITEMENT**

NISSAN brings a whole load of innovation and creativity to the UEFA Champions League partnership, with the forward-thinking approach they employ in all they do. Nissan makes the ideal partner to a competition of this scale with their global following and client-focused ethos.

The UEFA Champions League is simply chock-full of excitement! The buzz never stops when the greatest global players of our time get together in the highest-octane tournament of each year... Get ready for beautiful plays and genius goals!

The coming together of Nissan and the UEFA Champions League brings with it innovative excitement, genius football and a pitch-full of fun. Stay tuned to follow the Nissan Ambassadors' trickshot videos and pitch progress here and on Nissan's social media platforms!



## 'Go Further' Ford From Team Sky To FordGo

Nissan replaced long-time UEFA Champions League founding auto partner Ford in 2014 - after the latter axed its tournament tie-up after 22 years. Andrew Merryweather, brand experience manager at Ford Europe, says its UEFA partnership was very successful in the era of the traditional broadcast TV led reach and awareness sponsorship model, but the car "world changed around sponsorship and partnership". Evolving sponsorship priorities in the auto space saw Ford begin using tie-ups in a more flexible, relevant way: telling stories promoting its leadership in the evolving sector and offering new 'mobile lifestyle' benefits.





**“The reason we stopped doing it was because, as a brand, we [Ford] are globally recognised and didn’t need that awareness. What we needed was to tell more of the Ford story, as research had shown that people didn’t know what Ford was anymore,” explains Merryweather.**

He says that the UEFA model was originally based on paying a high annual fee for logo-led rights, but that this model left Ford little activation budget and was hard to tell our brand story.

Instead, it switched to alternative (lower cost) sponsorships, such as with Team Sky Pro Cycling, that may have smaller, more niche audiences, but which offer more relevant and flexible engagement opportunities that enabled us to connect and tell our story in a more relevant way and focus more on the digital/social space.

These tie-ups all have more natural authenticity: for example, you can’t have a pro bike race without car support for the management and support staff and equipment.

The scale of the UEFA Champions League and the nature of footballer ambassador contracts meant there was less flexibility or feasibility for fun.

The newer alliances, like Team Sky, offer more ability to play around with content in a more race relevant way.

For example, on the last day of the 2016 Tour De France, Ford swapped its black Mustang team car for a bright yellow one to get race winner ‘money shot’ that creates real-time buzz.

Closer collaboration enabled Ford to get closer - to be behind the scenes with riders, support staff, mechanics and logistics people, even the chef - which opens up more human storytelling and more engaging content.

But Ford hasn’t just swapped giant global partnerships like the Champions League, for smaller, flexible ones like Team Sky.

It is also using now using sponsorship to

demonstrate leadership in new auto spaces such as ‘shared mobility’.

This doesn’t always mean small, niche sports spaces.

For example, Ford’s \$5m TV spot during the 2017 Super Bowl highlighted how the auto brand is using bike sharing, car sharing and electric vehicles to show what transportation will look like in the future, how different forms of transportation can work together and how Ford can help consumers ‘Go Further’.

“It’s not just car share or ride share; it’s a combination of our core products and other evolving services depending on where you live and your lifestyle. We wanted to bring that story to life;” said Dave Rivers, Ford brand marketing content manager.

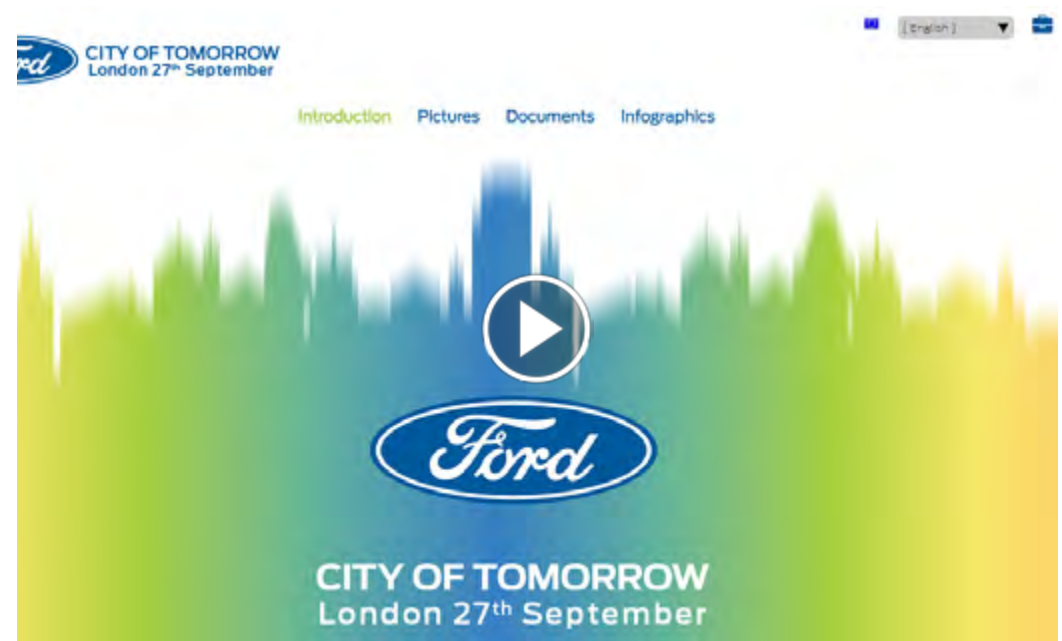
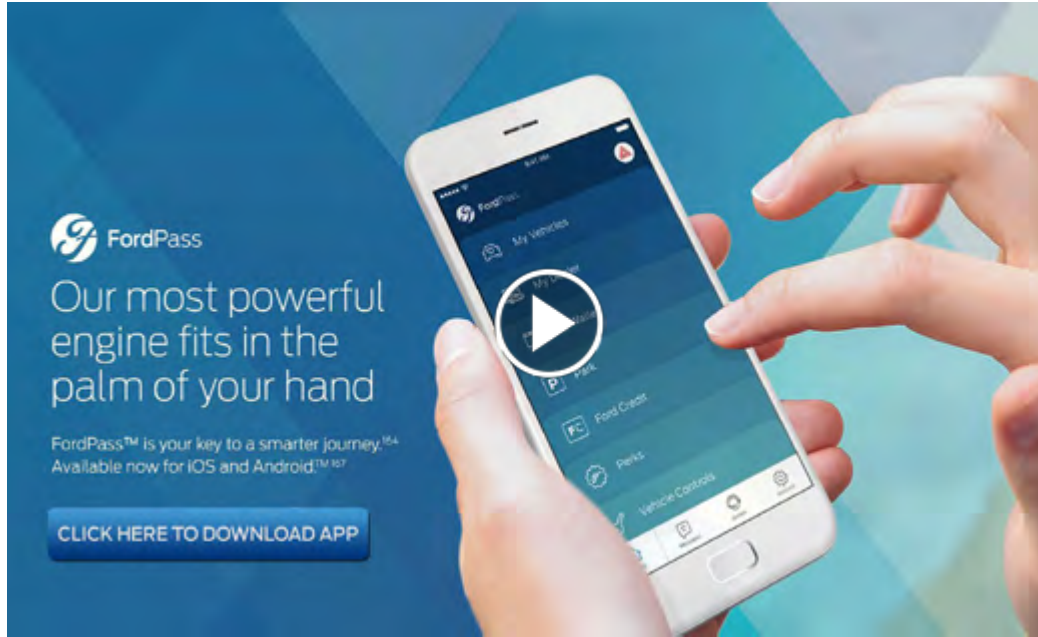
Like other automakers, Ford sees huge profits in new transportation technology. The company expects to generate 20 percent margins on connected vehicles, mobility services and other transportation solutions, prompting it to position itself as an automobile and mobility company.

Ford’s mobility services investments include ‘FordPass’ (a one-stop app consumers can use to start their cars, find parking, schedule service and access vehicle content), Chariot (a crowd-sourced shuttle service) and ‘Ford GoBike’.

Ford also used its sponsorship at the 2017 North American International Auto Show to host a session on the “City of Tomorrow” (Ford’s initiative to address gridlock, pollution and other issues facing cities as they prepare for the future).

Ford invited city mayors, urban planners and other thought leaders faced with issues of congestion to the session which shows how car companies like Ford can help with ride sharing, bike sharing, and other modes of transportation.

This is a sponsorship arm of its wider strategy of reach urban transport thought leaders.






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*'Ride On: Little Bit Of The Tour'***Skoda**Tour De France

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2017 saw Skoda activate its rights as a top tier Tour De France sponsor with a multi-platform, multi-phase programme running under the 'Ride On' motto and spanning TV, digital, social, experiential, competitions, ambassador work and a supplier strand led by providing the race with 250 vehicles. The campaign aims not just to engage fans and promote Skoda's brand and its products, but also to reflect the Tour's mix of fighting spirit and motivation. Skoda, a Tour de France partner for 14 years, supports passionate cyclists worldwide via its two-wheeled 'We Love Cycling' digital hub (<http://www.welovecycling.com>).



LITTLE  
BIT  
OF THE  
TOUR  
SKODA



The site sits at the core of a 360-degree 2017 Tour de France campaign spearhead by several spots – including a bespoke version of the famous Queen song ‘Bicycle Race’ and a video called ‘If You Legs Could Speak’.

These films were first posted on the digital hub and then amplified across its other social media platforms.

These were supported by an extensive set of Tour-related stories, further videos (eg a film focusing on the making of the race’s glass trophy), plus behind-the-scenes race content, insider perspective pieces, an interactive cyclist type test, a set of Tour tips, guides under the ‘Tour Principles’ tag-line and stage summaries.

While Skoda’s cycling ambassadors Stephen Roche and Jiří Ježek also offered race opinions, fronted the brand’s VIP Tour Experience competition (entered vi a ‘cycling personality test competition’) and led a branded, pre-event ‘Stephen Roche Cycling Camp Experience’.

One of the most interesting strands was its UK ‘Little Bit Of The Tour’ initiative.

Skoda started this strand by scouring the roads of the UK and matching them to parts of the Tour de France so fans can ride a little bit of the race without even needing a passport.

Based around a bespoke site, riders were simply invited to enter their postcode and Skoda searched hundreds of Little Bits of The Tour to bring a ride near each user. They then just needed to get their bike ready, grab a water bottle and head out on their very own ‘Little Bit of The Tour’.

Once each person had conquered their little bit, they were encouraged to let everyone else know about the experience and show how well they’ve done on Facebook or Twitter.

The supplier side of the sponsorship sees Škoda provide 250 vehicles to the Tour organisers, plus it sees three new Skoda Ka-

roqs accompany three teams through the first stage.

The brand’s top Superb model accompanies the entire tour as the ‘red car’: serving Tour Director Christian Prudhomme as a mobile control centre.

This Superb saloon is painted in ‘Corrida Red’ and features a panoramic roof that can be opened at the touch of a button from the second row of seats, allowing Tour Director Christian Prudhomme and guests to stand up in the rear with the roof open.

Škoda has supported the most famous cycling race in the world since 2004 as an official partner and vehicle partner and the 104th Tour de France, which started on 1 July with the Grand Départ in Dusseldorf, spans 21 stages and 3,500 kilometres before it finishes on 23 July on the Champs Élysées in Paris.

Škoda also sponsors the Green Jersey for the best Sprinter for the third time and offers a set of race-related green jersey assets, as well as a signed jersey competition.

**Comment**

Cycling is a cornerstone of Škoda’s sponsorship strategy: as well as sponsoring the Tour de France and the Spanish Tour (‘Vuelta’), the Czech car manufacturer supports other international cycling races, as well as numerous national and international cycling events.

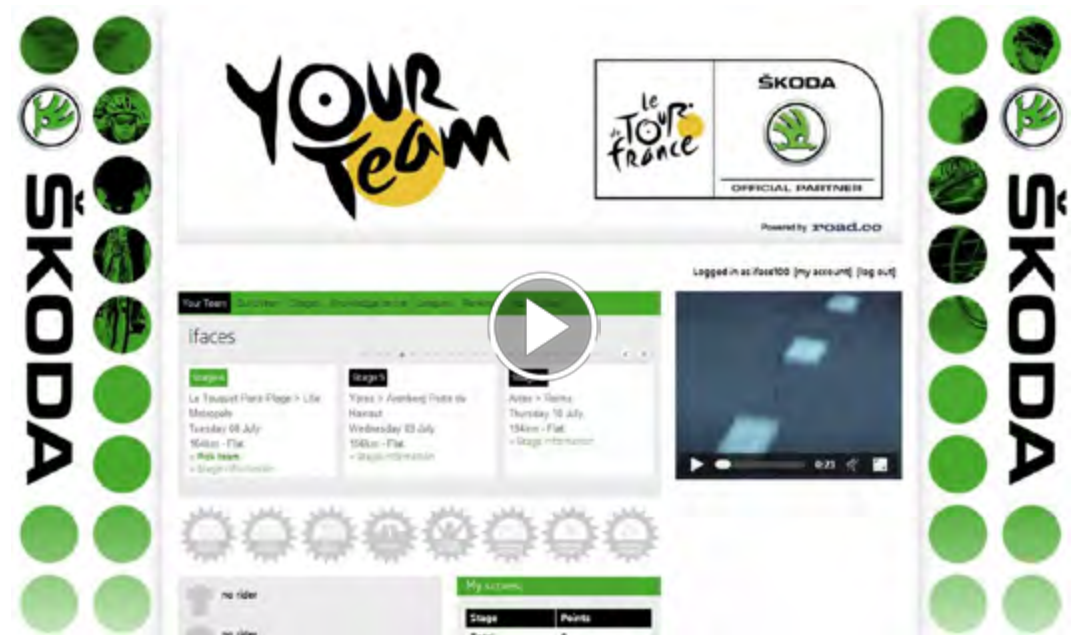
There is plenty of heritage and synergy behind Skoda’s Tour sponsorship and its support for cycling.

After all, Skoda’s story began with bikes when, in 1895, Václav Laurin and Václav Klement founded a bicycle manufactory in the Bohemian town of Mladá Boleslav.

A decade later, the Voiturette A became the company’s first automobile and in 1925 Laurin & Klement merged with Škoda.

Bicycles and accessories continues to be part of Škoda’s extended product range.







We've scoured the roads of the UK and matched them to parts of the Tour de France so you can ride your little bit without even needing a passport.



### FIND IT

Simply enter your postcode and we'll search our hundreds of Little Bits of The Tour to bring you a ride near you.



### RIDE IT

Get the bike ready, grab a water bottle and head out on your Little Bit of The Tour.



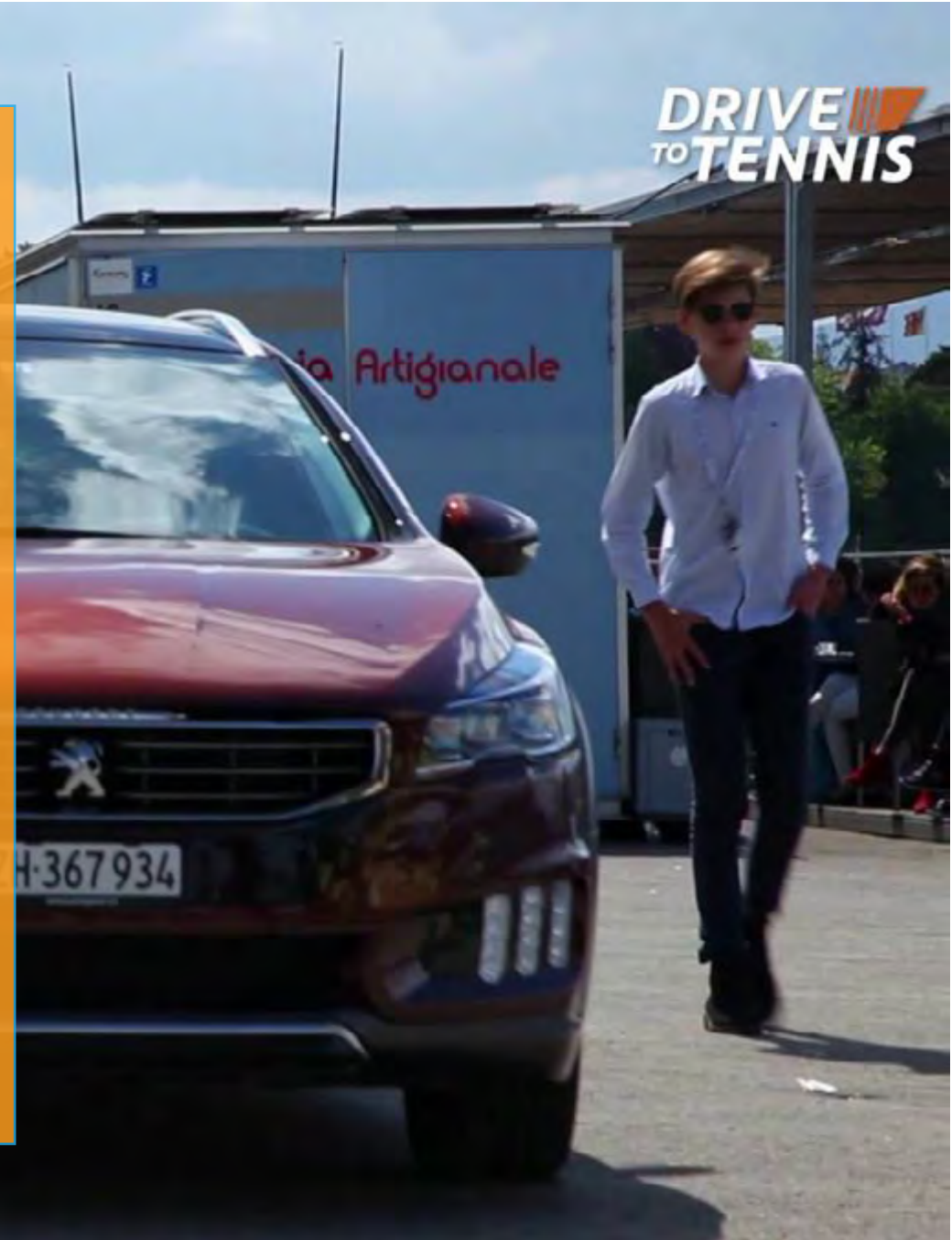
### SHARE IT

Once you've conquered your little bit, let everyone know about your experience and how well you've done on [Facebook](#) or [Twitter](#).



*'Drive To Tennis - NextIsHere'*  
**Peugeot**  
ATP/French Open

Peugeot's umbrella 'Drive to Tennis' initiative activates its range of tennis sponsorships spanning several player ambassadors and organisations and 2017 saw it launch a campaign called #NEXTisHERE focusing on the future and a fresh generation of stars. The French car company's ongoing 'Drive to Tennis' initiative is primarily a digital campaign centred on the brand's extensive tennis ambassador stable and running across the brand's digital and social media channels as well as an online hub and #NEXTisHERE is themed around new sensations and the next generation of tennis heroes.



The ongoing initiative is spearheaded by a series of online spots, such as these futuristic feeling videos from May and August, starring several Peugeot player ambassadors and connecting tennis to the Peugeot brand, its vehicles, its tech leadership and its umbrella 'Motion & Emotion' slogan.

The campaign hashtag #DriveToTennis has had a reach of almost 2.7m and generates as many as 7m impressions in a week (according to research agency Keyhole).

The dedicated Peugeot Drive to Tennis channels currently have more than 160,000 Facebook followers (<https://www.facebook.com/DriveToTennis>), 3,200 Twitter followers (<https://twitter.com/DriveToTennis>) and over 1,300 Instagram followers (<https://instagram.com/DriveToTennis>).

This links in to the ATP's own recent NextGen push launched in the first week of January at the new season opening Qatar Open and which sees the Association Of Tennis Professionals roll out a new global campaign, called 'Greatness Within', that targets younger audiences and leverages the ATP World Tour's next generation of players.

Featuring 60 players, the initiative aims to offer a fresh look for the ATP World Tour and all its 64 tournaments and highlights 'the ongoing battles and the inner strength required of every top player in today's game'.

Led by a set of spearhead spots, the campaign stretches across TV, print, at-tournament outdoor executions, motion graphics, digital and social media and most of assets and content carries the signature tagline: 'Greatness Within: Every Player, Every Week At Every Tournament'.

The content pieces and creative approach also feature in the opening sequences for live TV coverage, at tournament video and for the weekly TV show 'ATP World Tour Uncovered (presented by Peugeot)'.

The look and feel of the campaign's content tries to convey and reflects the range of emotions the ATP's stars endure on court: the creative uses both player imagery and tournament highlights inside the players themselves through a court-like grid system.

Bold graphic imagery of the players in the campaign will be set off against stylised, city-specific panoramas

'The campaign will provide the ATP with a striking new visual identity full of emotion and passion, helping fans to better connect with the ATP World Tour, our players and tournaments.'

### Comment

Turning the focus on a younger demographic and a new generation of stars seems an eminently sensible, forward-thinking move by Peugeot (and the ATP).

After all, despite their ongoing success, this has been an unparalleled golden era dominated by the 'Big Four' (Roger Federer, Rafael Nadal, Novak Djokovic and Andy Murray), but surely soon their careers will enter an end phase as a new generation of players show signs of stepping up.

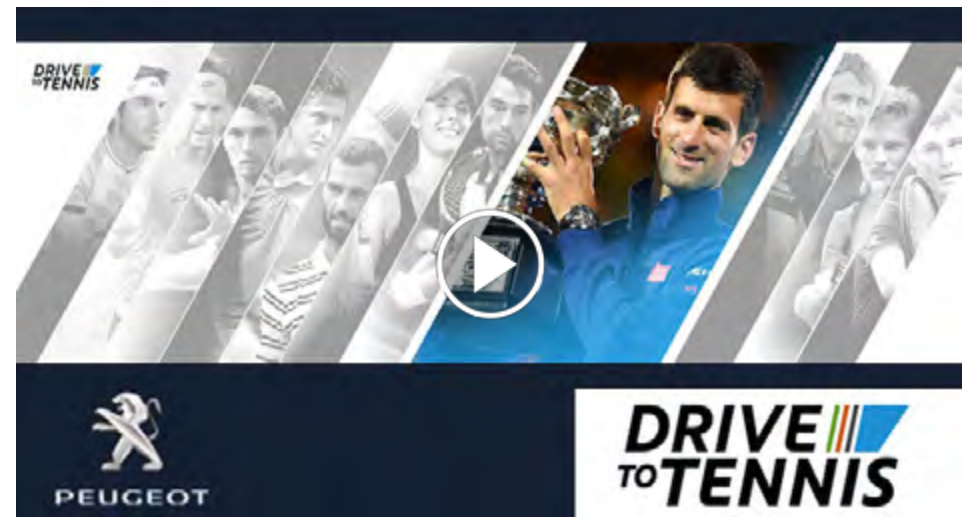
So the car company and the ATP is using this theme to get ahead of the game and engage younger fans with younger stars.

Peugeot's tennis activation strategy is based around offering consumers to experience new sensation through tennis and through the brand.

While not the only car company in the tennis space (other brands such as Kia and Jaguar are also particularly active in the space), Peugeot is one of the most visible and boasts one of the longest running tennis sponsorship commitments.

The French auto manufacturer, which has been backing tennis for more than 30 years, became the official transport partner of the Roland Garros French Open grand slam tournament in 1989, an official partner of the Association of Tennis Professionals (ATP) in 2016 and also sponsors more than 30 other tournaments across the world.

In addition to partnering governing bodies and tournaments, Peugeot has an international stable of top players endorsers, chosen to personify the brand's values of 'Excellence, Allure and Emotion', including Alexander Zverev, David Ferrer, Fernando Verdasco, Jeremy Chardy, David Goffin, Gilles Simon, Lucas Pouille, Juan Martin del Potro, Jamie Murray, Nicolás Almagro, Leonardo Mayer and Alizé Cornet, plus the retired former three-





time French Open champion Gustavo Kuerten. Although the brand recently parted company with its biggest tennis star Novak Djokovic after a three-year deal between 2014 and 2017 saw Djokovic front a broad range of the company's marketing activities.

These ambassadors typically wear the Peugeot's logo on their shirts (as per the rules of various tournaments), take part in car brand events and front ad campaigns.

Off-court, Peugeot has a presence on ATPWorldTour.com, the No.1 tennis digital portal, and is also the presenting partner of ATP World Tour Uncovered (the Tour's weekly magazine TV show aired across 160 countries) which offers fans unique behind-the-scenes access of the ATP World Tour.

While the brand also benefits from exposure at around 30 ATO tournaments on-site and across their various digital and social platforms, as well as ensuring its cars and services are present on-site in its vehicle partner role.

Its flagship Roland Garros sponsorship sees the official transport partner Peugeot provide the tournament with a fleet of more than two hundred vehicles every year (to transport players, the press, the public and VIPs) and it has long been spearheaded by a campaign called 'Road to Roland Garros'.

This activation centres around the transformation of a new Peugeot model into a media studio: players enter the car and are interviewed about the tournament and their life (e.g. Gustavo Kuerten in 'Road to Roland-Garros' in 2016).

The Road To Roland-Garros' initiative, which was introduced eight years ago, has grown in terms of reach and success: in 2016 over 224m people tuned in.



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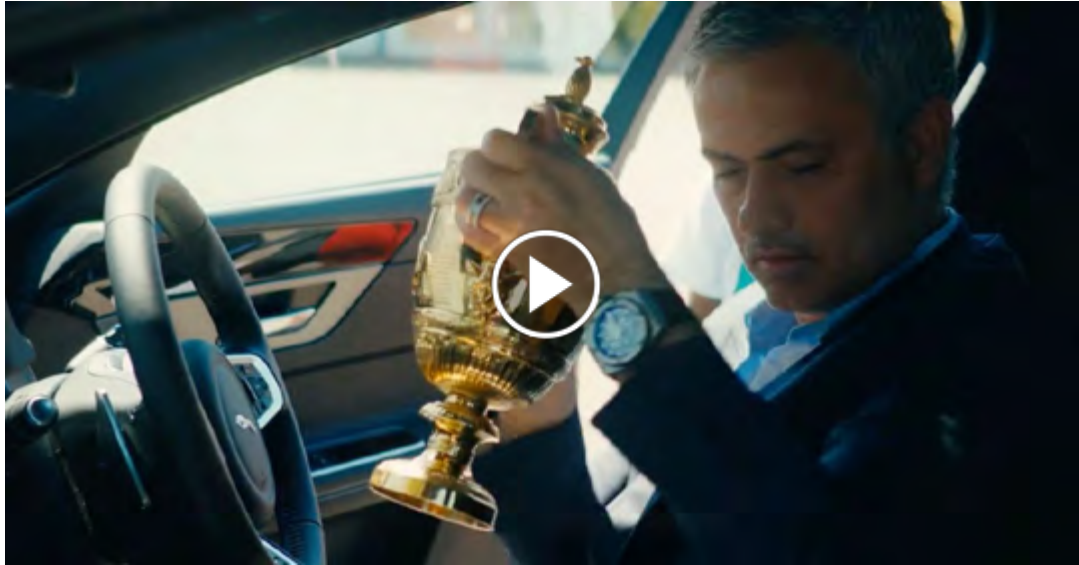
*'#FeelWimbledon Trophy Heist'*  
**Jaguar**  
AELTC/Wimbledon

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Summer 2017 saw Jaguar continue its ongoing technology and innovation focused All England Lawn Tennis Club #FeelWimbledon activation through a campaign centred around a trophy tour and a stolen trophy spoof spot fronted by ambassadors Andy Murray and José Mourinho. The spearhead slapstick video sees seasoned silverware collector and Jaguar ambassador Mourinho plot to steal the trophy in a campaign that highlights the brand's pre-tournament school trophy tour (which aims to inspire kids to take up tennis) and promotes the brand's new XF Sportbrake estate and its new InControl Remote' app.







**Mourinho teams up with two schoolchildren, plus some cardboard and a little gold paint, on a heist mission to swell his own sporting silverware collection by pinching the trophy from fellow Jaguar endorser and current Wimbledon champ Murray.**

The cunning plan sees the Manchester United manager and his young accomplices try to pinch the trophy, while the world tennis number one and All England Lawn Tennis Club (AELTC) title holder foils the theft by tracking the cup using the premium estate car's new 'InControl Remote' app.

This Jaguar in-car connected tech enables owners to monitor their vehicle location (and to lock/unlock its doors, check fuel levels and set the cabin temperature) using a smartphone.

The spot was amplified across the India-based Tata Motors owned Jaguar's own digital and social channels and drives awareness of the car company's Wimbledon Trophy Tour: which aims to inspire youngsters by bringing the pineapple-topped gold cup to schools and tennis clubs around the UK.

The tour ended at the Goodwood Festival of Speed (in late June, early July) where the trophy and car were on public display.

"Apparently, I'm the first winner in the history of Wimbledon to give up their (replica) trophy like this. It was hard to part with it but it's for a great cause and I know it's in safe hands in the XF Sportbrake, especially with its special safety features and tech so I can keep track of it," commented Murray.

This core activation phase was preceded when Murray worked with Jaguar on a tennis-themed, Wimbledon-led reveal campaign for the XF Sportbrake.

**Comment**

This work marks the third year of Jaguar's AELTC alliance as the official car of the Championships, Wimbledon: a partnership reportedly worth around \$2.6m per year.

During the tournament itself, Jaguar

Land Rover supplies 170 vehicles from its range (including the XE, XF, XJ and F-PACE) for tournament officials, VIPs and players..

This year's Wimbledon initiative also follows on from Jaguar's previous tournament activations including 2016's Murray/Mourinho led, performance and response speed focused 'Wimbledon Works' and 2015's real-time crowd emotion capture '#FeelWimbledon' campaign: activation primarily focused on using social and digital channels to highlight the car company's use of technology and innovation.

It was Mourinho who fronted the initial sponsorship launch in April 2015 when Jaguar became the Official Car to the The Championships.

The alliance aims to pair-up the combined power and pull of two long-standing, British icons - Wimbledon and Jaguar are both premium products at their very top of their respective spaces - and was initially part of Jaguar's local objective of doubling its UK sales revenue and global aim to reinforce its pinnacle positioning.

The fit also works from the perspective that both brands are focused on a 'tradition-meets-innovation' philosophy.

The Wimbledon tie-up significantly boosted Jaguar's involvement in tennis: it was already a sponsor of several tennis events stretching from David Lloyd Leisure's adult and junior tennis programmes to its Tennis All Stars programme.

The Wimbledon deal served up after Jaguar's five year innings as the Official Car partner of the England and Wales Cricket Board came to a close.

Other significant Jaguar sponsorships past and present stretch from Team Sky to The Australian Ballet, while sister company Land Rover's partnership stable spans rugby (from the Premiership to the Lions) and Equestrian sports, to the Invictus Games, Ben Ainslie Racing and Virgin Galactic.





Eddie Jones  
England Rugby head coach

*'Intelligent Motion'*  
**Mitsubishi**  
England Rugby/RFU

Mitsubishi Motors' 2016/17 season England Rugby work moved through three linked activation phases - skills training, grassroots support and smart on-pitch thinking - as the Rugby Football League's automotive partner uses its sponsorship rights to bring its 'Intelligent Motion' concept and high-tech innovation positioning to life. Mitsubishi Motors' activation, developed with agency Synergy, aims to leverage its England Rugby performance partner rights through fan-based campaigns that bring its 'smart thinking and play' positioning into the sports and automotive spotlight.





**The first instalment of the 2016/17 season, leveraging the 2016 Autumn international series, saw England players put through skills tests in a wind tunnel. Launched ahead of the Old Mutual Wealth Series games, the season-opening stunt saw the auto manufacturer put England Rugby captain Dylan Hartley and teammates Jonny May and Alex Goode through a series of performance tests in a wind tunnel.**

The three players battled winds speeds of up to 40mph as they undertook a series of intuitive performance tests – from quick feet drills to hand-eye coordination exercises – at the MIRA Transport Technology Centre in Nuneaton.

The challenge, which aimed to blend the brand's hi-tech innovation skills with the players' reactions, accuracy, and agility, were all performance tested, filmed and posted on the car company's YouTube channel.

The content was amplified across digital and social channels linked by the campaign's #MMRugby, #IntelligentMotion and #DrivingEnglandsPerformance hashtags.

All executions and content pieces drove viewers online to visit the car brand's England Rugby web hub at <http://www.mitsubishi-cars.co.uk/rugby/england>

A second, grass roots phase in January saw Mitsubishi add its support to England Rugby's 'Volunteer Of The Year' awards programme by boosting awareness of the initiative through a campaign fronted by Hartley.

The initiative itself aims to encourage as many grassroots rugby clubs around England to nominate the volunteers from their clubs to receive an award for the hard work they put in week in week out to make their clubs a home.

The 'Volunteer of the Year Awards' campaign was spearheaded by an emotional film starring Hartley and celebrating amateur rugby club volunteers.

The promotional pieces and campaign assets were amplified on YouTube and across both the Mitsubishi and RFU's digital platforms and social channels such as Twitter and Facebook and aimed to drive viewers to an RFU digital hub

at <http://www.englandrugby.com/my-rugby/volunteers/recognition/> where rugby fans and viewers can nominate individuals.

Club members, players and supporters were encouraged to nominate a volunteer who has made a real difference in their community.

Nominated volunteers will get the chance to attend one of 42 local events being held at Mitsubishi Motors Dealerships across England, where exclusive prizes will be awarded. These rewards span match day hospitality packages and to money-can't-buy rugby experiences (such as watching the England team train).

Then one 'Volunteer of the Year finalist' will be nominated from each of the 42 events and invited to attend the awards dinner at Twickenham Stadium in September – where three overall winners will be unveiled and will receive a Mitsubishi vehicle for a year.

The awards sit at the heart of the ongoing Mitsubishi Motors Volunteer Recognition Programme – which aims to recognise and reward rugby union volunteers across the country.

Lance Bradley, managing director of Mitsubishi Motors UK, said: 'We are very proud to show our appreciation for the time and effort volunteers put in to making their clubs a home. From the kit washers to the line painters, the game we love wouldn't be the same without them. We are thrilled to be creating more opportunities to thank them for all they do.'

Steve Grainger, rugby development director, England Rugby, added: 'Rugby union has a long and proud tradition of thanking the volunteers who give so much to the game. Encouraging these traditions at clubs and Constituent Bodies helps to maintain the ethos of the sport, which is why we are delighted to be launching the Mitsubishi Motors Volunteer Recognition Programme. We look forward to rewarding the many volunteers who are recognised through this programme and hope that it also inspires more people to become volunteers.'

The third activation phase, in March 2017, was timed to leverage interest around the next wave of England internationals in the form of the 2017

RBS 6 Nations, saw the car company launch another film – this time focusing on how England Rugby players prepare for games with a focus on smart on-field decision making.

Featuring forward stars Maro Itoje, Courtney Lawes and Mako Vunipola, it aims to showcase some of the innovative, smart-thinking innovations and techniques behind how players think and move on the pitch and the different energy sources they utilise to perform effectively.

The work draws parallels between the intelligent motion used by England Rugby stars and Mitsubishi's PHEV's vehicle to achieve optimum performance.

Again, it was amplified socially on a tournament matchday (a game against Italy) to leverage England Rugby interest in as close to real time as possible.

The assets in this campaign rolled out in parallel with the auto sponsor's ongoing, game-related digital and social England Rugby game-relevant content pieces – which span match-related executions and other associated activation strands such as the brand's ongoing 'ride to the match' fan competition.

**Comment**

It was back in April 2016 that the Rugby Football Union first unveiled a new partnership with Mitsubishi Motors, before an expanded deal was signed in September ensuring the car brand became the Official Performance Partner of England Rugby at the start of the 2016/17 season.

The initial alliance saw Mitsubishi sponsor England Under 18s and Under 20s (the brand logo will appear on the team shirts), as well as back the Exeter Sevens tournament (the England leg of the European Grand Prix Sevens Series).

While the later tie-in saw the auto company sign-on to support the game from grassroots level all the way up to the elite squad as it builds towards the 2019 Rugby World Cup.

As performance partner, Mitsubishi Motors' rights package includes the England Senior team and the England training centre (which was re-named the 'Mitsubishi Motors England Rugby

Training Centre').

In addition to the England Rugby sponsorship with the RFU, Mitsubishi has also bagged Northampton Saints star and England captain Hartley and England Rugby head coach Eddie Jones as a brand endorsers.

Mitsubishi also has club-specific rugby partnerships with Gloucester Rugby, Salford Devils and Edinburgh Rugby.

The umbrella aim behind the alliance is to re-inforce Mitsubishi's strong heritage in innovation, excellence and high quality performance in the UK and activate rights across the business - from the brand itself, to its dealer network and from existing customers to all rugby fans across the country.





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## 'Team Scent Air Fresheners'

**Kia**  
**NBA**

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Have you ever wondered quite what the odour of your favourite NBA team smells like? Have you ever dreamed about your favourite players' post-game hoops sweat scent? Well, wonder no more, as in March 2017 the NBA's official automotive partner Kia gave fans the chance to make their car smell of the pungent exertions of their favourite NBA team. In a sweaty, aroma-led sponsor stunt designed to cut through the hoops clutter and drive fans to dealerships, Kia unveiled a range of NBA team air fresheners giving drivers a choice of 'distinct in-game musk'. This baller nasal bouquet spoof is a truly unique activation.



**The spoof campaign's call to action was that the franchise fresheners aren't available from high street stores, but are only being stocked at Kia's 190 American dealerships.**

The activation saw a grand total of 18,000 air fresheners (air worseners?) were being distributed across the auto outfits dealerships.

The eclectic campaign, developed in harness with agency Momentum Worldwide, was promoted across the brand's social media channels and was led by a hero video that included the tagline "There are no bad smells. Just bad smellers".

The cheeky, distinctly tongue-in-cheek video, which explores how the basketball deodorizers were developed in the 'Kia Scent Lab', was amplified through a PR phase and across Kia America's Twitter feed and Facebook page.

It benefitted from further social support from 12 of the NBA teams the auto manufacturer is a partner of.

"We worked with a fragrance manufacturer and selected from scents that we felt embodied each team's personality and aura in olfactory form," explained Momentum Worldwide CCO Omid Parhang.

"We took into account the personality of the city, the history of the franchise, the culture of the fan base. I assure you, our process was at least as thorough as that which led to Michael Jordan's cologne."

An agency campaign case study video by Momentum, revealed that the campaign, which aimed to use the NBA partnership to drive fans to dealerships, distributed 18,000 air fresheners to 200 dealerships and the only way to get one was to test drive a Kia.

In terms of results, the campaign generated 97m social media impressions in its first month (including an unsolicited tweet from LeBron James to his 35m followers).

**Comment**

What were Kia thinking?

What's next?

A personalised post-game pongy cologne from Kia's spearhead sports ambassador and bas-

ketball megastar LeBron James?

This campaign didn't roll out around April Fools', but it did launch in the middle of basketball's NCAA college March Madness tournament (an event which often comes with a dose of marketing madness).

The stunt may come from the 'too silly and too freaky to fail' school of marketing tactics, but joking aside it not only jumps on the current 'products not promotions' partnership activation trend which sees sponsors increasingly focus on property-related products and services rather than traditional advertising, but it also reflects just how deeply integrated into the year-round NBA experience and basketball culture Kia has become.

Its activations stretch from using the new NBA season to launch new models - such as the 2018 Stinger and Rio - to teaming 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) at the 2017 NBA All-Star Weekend.

And from its 2016 All-Star Game 3-inch jersey logo patch (marking the first time a sponsor logo, other than the kit supplier's, has been on a USA Big Four sports shirt), to its #FitForAKing work in harness with Clippers' star Blake Griffin and with the NBA's biggest star and Kia biggest sports ambassador LeBron James.

This latter hoops tie-up even had the refreshing honesty to confront ambassador/product fit doubters whether such a wealthy, successful sports super star really drove a Kia with a 2015 campaign that saw a spot in which LeBron directly addressed a real consumer tweet from a sceptical member of the public wagering \$10m that the small forward never 'rolls up to the games' in his Kia K900.

Indeed, the success of the strategy is reflected by the 18 October 2017 decision by Kia Motors to extend its long-running NBA automotive partnership even further.

The new deal sees the South Korean car company continue as the official automotive partner of the NBA, the Women's National Basketball Association (WNBA) and the NBA G League, as well as



becoming an associate partner of the annual NBA Draft and title partner of the Kia NBA Tip-Off, the Kia NBA All-Star MVP award and the monthly Kia NBA Performance Awards.

This further expands an alliance with the league that began when it replaced Toyota back in 2008 and was last extended in 2014.

Kia also has team partnerships with 11 NBA franchises: including last season's top two teams in LeBron James' Cleveland Cavaliers and current champions Golden State Warriors.

Kia uses the tie-up to not only embed itself into American culture, but to engage the NBA's diverse, confident and independent young fan base.

The sponsorship has been pivotal in increasing brand and consumer awareness, keeping it top-of-mind and driving a rise in consideration of the Kia brand in the USA and driving fans into Kia showrooms.

The idea is also based on a fit between brand and league based on youthful spirit, independence and dedication to world-class performance.

Other key sponsorships within Kia's US portfolio include being the Official Automotive Partner of the LPGA and working with female golf star Michelle Wie, to being a Founding Partner of the College Football Hall of Fame and Chick-fil-A Fan Experience.

While Kia's global sponsorships include blockbuster partnerships as a FIFA Partner and as the official auto partner of the UEFA European Football Championship, as well as a top tier sponsor of the Australian Open tennis grand slam, an ambassador alliance Rafael Nadal, plus a partnership with Surrey County Cricket Club that includes a naming rights deal for the Kia Oval.









'Drive/AkronBorn/Blimpworthy'

**Goodyear**

Cleveland Cavaliers/NCAA

As the NBA season reached the conference finals stage back in May 2017, the Cleveland Cavaliers and local Akron-based tyre giant Goodyear announce a new shirt sponsor partnership promoted through an integrated campaign called 'Drive'. The centrepiece of this new multiyear tie-up sees the rubber company's famous 'Wingfoot' logo adorn Cavs' player uniforms from the 2017-18 season. The partnership, which both parties claim is built on the shared principles of 'drive', 'determination' and a 'deep commitment to the community', aims to solidify and extend Ohio's pride in the state's two organisations.



**The two Ohio-based organizations made the shirt sponsorship announcement, which was streamed live on Facebook, on 15 May at the team's Quicken Loans Arena.**

Launched in parallel to the PR-led live event was an integrated sponsorship campaign fronted by a commercial called 'Drive'.

The spot comes in two versions: the core 67-second 'Drive' ad and a 15-second cut-down called 'Land Of the Driven'.

Both were first posted on 15 May and both carry the copy line: "Drive was born here. It's in our blood. It's who we are. It's what we make. Neighbours by birth, teammates at last."

The campaign also rolls out across both the brand's and the team's digital and social sites such as Twitter, Instagram and Facebook.

As well as the new co-branded collection, another strand of the sponsorship will see the Cavs and Goodyear collaborate with Turner Sports, an NBA broadcast partner for more than 30 years and the 'official media partner' of the Cavs/Goodyear alliance, which will 'bring to life the power of the jersey patch' through custom branded content and advertising.

Plus there is a primary cause-led element to the tie-up too: this sees the team and its new shirt sponsor donate \$1m to STEM (Science, Technology, Engineering and Mathematics) education programmes in schools within the Cleveland Metropolitan School District and the Akron Public School System.

Both organizations have a long history of supporting such community initiatives.

"This is a natural fit between two organizations rooted in Northeast Ohio whose strong brands have a global following," said Goodyear chairman and CEO Rich Kramer.

"Goodyear has always been connected to the Cavs from our blimp coverage to the tremendous passion of our associates for the team, and we're excited to make this relationship even stronger."

"It was just meant to be that a global iconic brand like Goodyear is our neighbour headquartered in Akron, Ohio, and shares the same DNA of basketball, community purpose and drive for

success as the Cavs," adds Cavaliers CEO Len Komoroski.

"The treads and threads of this partnership are real, and we couldn't be more proud to wear the Goodyear Wingfoot and come together to champion Northeast Ohio."

"This partnership had to be something that our entire franchise, and specifically our team, believed in and can now be inspired by. Having the Wingfoot become part of the actual fabric of our identity does that," continued Cavaliers GM David Griffin.

"The connection represents something deeper than basketball and is forged on a common platform to operate physically and culturally at the highest level. We can't imagine a more appropriate partner than Goodyear, and the team will have a unique depth of pride wearing the Wingfoot on the court as we compete."

Cavs super star LeBron James, himself famously born in Akron, Ohio, also commented on the deal: "Every Akron kid grew up seeing the Wingfoot in the sky on the blimp and feeling pride in our community. There is something special for me personally about having that logo on the Cavs uniform. Goodyear is also very supportive of the LeBron James Family Foundation. I can't imagine a better situation with our new Cavs jersey than bringing together Nike and Goodyear, two companies that mean a lot to me and my family."

"This is an amazing partnership that brings together organizations that are at the top of their game," said Turner President David Levy.

"We are excited to work with Goodyear and the Cavs to celebrate the sports culture that binds together the Northeast Ohio community."

**Comment**

To some in the NBA in particular and in US sport in general, sponsor logos on jerseys might seem like the end of the world and the final straw in the commercial corruption of the sport they love.

But there is a genuine synergy to this sponsorship as Goodyear and the Cavaliers are connected through shared community Akron/Cleveland, Ohio roots.





Plus, there are some linked hoops relationships too: back in the 1930s Goodyear was a founding member of the National Basketball League (a precursor to today's NBA).

The Goodyear Wingfoots won the first NBL title in 1937 and captured the AAU National Championship in 1964 with a team that featured three Olympic Gold Medalists: Richard Davies, Pete McCaffrey, and Naismith Memorial Basketball Hall of Famer Larry Brown.

The NBA green lit team shirt logo deals after it initially debuted sponsorship patches on jerseys at the 2016 NBA All-Star Game in February.

"Jersey sponsorships provide deeper engagement with partners looking to build a unique association with our teams and the additional investment will help grow the game in exciting new ways," said NBA commissioner Adam Silver at the time.

"We're always thinking about innovative ways the NBA can remain competitive in a global marketplace, and we are excited to see the results of this three-year trial."

The new NBA shirt patch partner rules kick-off at the start of the 2017/18 season, when, incidentally, Nike becomes the NBA's official uniform supplier.

The Goodyear/Cavaliers deal and its accompanying campaign follows on from the first shirt logo sponsor partnership in the NBA between the Philadelphia 76ers and StubHub which was announced in May 2016.

Whilst financial terms have not been officially announced, both the 76ers/StubHub and Cavaliers/Goodyear shirt patch deals have been estimated at between \$3-\$5m-per-year for the three year deals and both begin at the start of the 2017/18 season.

This latest deal is good news for the sponsorship activation space too, as we can (hopefully) look forward to more innovative work between the team and its sponsor following in the footsteps of previous stand-out Goodyear campaigns such as the

excellent #AkronBorn which celebrated last year's Cavaliers NBA Finals run and its inventive #Blimpworthy college football work.

#AkronBorn was launched in summer 2016 to celebrate the company's HQ home and to leverage (ambush) its links with rival NBA stars LeBron James and Steph Curry.

Leveraging NBA Finals excitement, this baby-friendly campaign celebrated city natives and star ballers James and Curry who lead their respective NBA Finals teams.

As the world's greatest basketball players competed on court, the tyre company honoured Akron's next generation by giving babies born in the city's hospitals during the NBA Finals with #AkronBorn care packages.

'Most Valuable Ride' care packages - consisting of Goodyear tyres, an #AkronBorn onesie and a new infant car seat - were gifted to all in-game newborns at three area hospitals medical facilities (Summa Akron City Hospital, Cleveland Clinic Akron General, and Akron Children's Hospital).

The brand brought the promotion alive primarily through compelling social media content: spearheaded by an online video posted on Goodyear's YouTube channel called 'Goodyear Akron Born: Most Valuable Ride'.

This was further supported with basketball and athlete associated assets across Facebook and Twitter, as well as via traditional print advertising and direct community engagement.

A further social activation strand sees the tyre manufacturer run an exercise asking local consumers and community members to snap and share pictures of Goodyear tyres on their vehicles using the #AkronBorn hashtag.

This phase is incentivised by one winner scooping a ride in the iconic, world-renowned Goodyear Blimp.

Goodyear had no ambassador deals with either player or the league and the company stated that the campaign was

not intended to create or imply an endorsement of Goodyear by LeBron James, Stephen Curry or the NBA.

In fact, back in 2014 rival Kumho Tire signed up to a multi-year partnership as the official tyre of the NBA and NBA Development League (NBA D-League) in the USA and in South Korea. This was not only the first official tyre sponsorship for the leagues, but also Kumho Tire's first partnership with a US sports league.

The brand's first blimp took to the sky in 1925, while its latest airship in the fleet, Wingfoot One (which had its maiden flight in August 2014 in Akron), is providing aerial coverage for each game of 2016 NBA Finals (as part of its ongoing programme of providing sky footage of top events and big games).

Indeed, a few months later in September 2016 when the US football season started, Goodyear leveraged its rights as an official partner of College Football Playoffs with a new season campaign called 'Blimpworthy'

The Akron-based tire giant has a long association with college football: indeed, it has partnered college football since 1955 and has a lengthy track record of providing aerial footage for TV broadcasts with its famous blimp.

Little surprise then that the Goodyear Tire & Rubber Company again placed its iconic airship at the heart of a campaign that aims to give 'the grittiest, most heroic moments in college football history' a special designation - 'blimp-worthy'.

The leverage campaign, developed with agency GSD&M, was led by a series of TV spots debuting from 30 August to coincide with college football kick-off and airing through the season.

The first commercial, called 'Witness', aimed to offer an authoritative voice to the brand's iconic blimp and is created around gritty film footage from college football history and archive highlights of Blimpworthy moments and the hardworking individuals behind them.

The spots were supported by a set of print ads: which are initially running in ESPN the Magazine and Sports Illustrated.

Goodyear also promoted the campaign digi-

tally ([www.goodyearcollegefootball.com](http://www.goodyearcollegefootball.com)) on social media using the hashtag #Blimpworthy.

The brand also brought a series of on-site fan experiences and participatory interactions to college games through the season.

A further stand of this comprehensive, integrated marketing initiative saw Goodyear team up with a team of athlete ambassadors from a variety of backgrounds: all synonymous with college football and Blimpworthy accolades.

These include the current ESPN Analyst and Pro Football Hall of Famer Jerome Bettis: who played an endorser role for the campaign launch and its evolution throughout the college football season.

This #Blimpworthy concept aimed to both personify the iconic Goodyear Blimp and chronicle the hard work, determination and grit it has witnessed while covering defining moments in college football history.

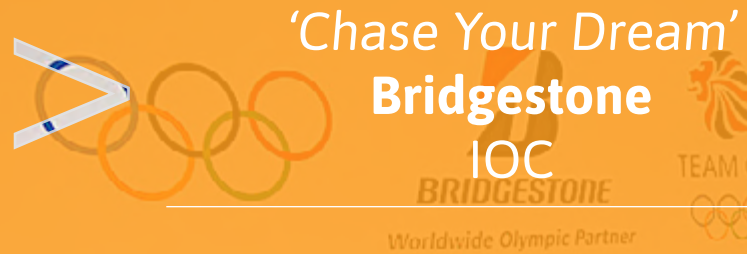
At its core, the campaign objective was to capture the spirit that embodies what it takes to win and succeed.

In fact, the Goodyear Blimp first enabled fans to have fantastic aerial views and footage of the 1955 Rose Bowl - revolutionising the spectators sporting events experience.

'The blimp is one of the most iconic corporate symbols out there. Historically, it's a great asset, and it's been there for 61 years witnessing these moments,' adds Klugherz.

The sponsorships with the Cavaliers and college football add to a Goodyear partnership stable which includes its role as the official tire supplier of NASCAR's top three series, the title sponsor of the Goodyear Cotton Bowl Classic.





March 2017 saw tyre giant and IOC TOP sponsor Bridgestone look towards Tokyo 2020 and begin activating its Olympic rights in the UK with an athlete led campaign, called 'Chase Your Dream, No Matter What': based on the idea that anything is possible with the right belief and support. Spearheaded by a trio of British athlete endorsers - decathlon legend Daley Thompson, gold medal winning diver Chris Mears and golfer Charley Hull - this motivational campaign encourages people of all ages, abilities and passions to 'find the strength to chase their dream and overcome the obstacles they face on life's journey'.





**Bridgestone, an official International Olympic Committee (IOC) partner through 2024, hopes the initiative (developed in harness with agency WeAreFearless) will bring to life its umbrella company goal of ‘keeping you safe and on track on life’s journey – just as Bridgestone’s tyres do on the road – whatever the conditions’.**

The three UK sports stars were unveiled as the brand’s athlete ambassadors at a London launch event, hosted by BBC sports journalist and TV presenter Dan Walker, on 16 March.

The launch phase of the campaign itself is spearheaded by a set of three three-minute films: each focusing on each of the athlete ambassadors and telling their own ‘No Matter What’ story.

These online videos were first posted to the brand’s YouTube site on 16 March and include ‘Daley Thompson’s No Matter What Story’ (exploring how the two-time Olympic gold medalist’s tough start in life made him the toughest competitor),

‘Charley Hull’s No Matter What Story’ (showcasing what inspired her rise to golfing stardom), and ‘Chris Mears’ No Matter What Story’ (charting how Meares’ battle for life in 2009 when he ruptured his spleen and was given just a 5% chance of survival embodies the spirit of never giving up).

The creative, which also currently fronts the Bridgestone UK web page (<http://www.bridgestone.co.uk/>), is also being amplified across the brand’s digital and social channels with assets and content pieces linked through the campaign’s #NoMatterWhat hashtag.

It also receives support from the ambassadors’ personal social feeds.

At the launch all three ambassador added their own personal perspectives on the campaign

‘My upbringing and sporting career have taught me that if I work hard enough and remain focused, then I can achieve my

goals. I would like to think that I’m a living testament to the Chase Your Dream, No Matter What philosophy,’ comments Thompson.

‘I’ve come up against many barriers as a female golfer and I’ve had to learn to battle these to succeed. When you feel strongly about something, it’s your spirit as much as your ability that gets you through. I feel that I have the spirit to chase my dream, no matter what,’ says Hull.

‘I’ve had to deal with some really tough and scary situations over the past few years where both my sporting career and my life have been held in the balance,’ adds Meares.

‘I believe really strongly in the Chase Your Dream, No Matter What campaign, because I love the fact that Bridgestone values mental and physical determination, strength and endurance, championing the journey to achieve your goals as much as the result.’

Meares also fronted the next UK stage of activation: an event that saw the Team GB gold medallist aim to inspire everyday ‘battlers’ to leap from the 10 metre diving platform.

The idea behind ‘Take The Plunge’, the first in a series of branded immersive grass roots events, is to bring to life Bridgestone’s Olympic big idea of ‘chasing your dream’ beginning with finding the right mental approach’ to overcome obstacles.

The tire brand’s athlete ambassador teamed-up with a performance psychologist to encourage eight everyday participants to overcome their fears of diving from the 10 metre board.

Chris tasked the group to make the daunting jump off the top of the diving tower at the John Charles Centre for Sport in Leeds and helped inspire and encourage them by sharing his own personal experiences of fighting to achieve his dream against the odds to encourage participants to do the same.

Mears, the Olympic synchronised

springboard diving champion at Rio 2016, ruptured his spleen in 2009 and was only given a 5% chance of survival by his doctors. But his team of medical professionals and his own fighting spirit saw him recover and get back to the board to win Olympic gold.

Joining the Team GB star was English Institute of Sports performance psychologist Laura Cosgrove, who helped the group with techniques and mental approaches to overcome their fears.

While former athlete and trainer Professor Greg Whyte also gave instruction and insight on the benefits of positive thinking in achieving personal goals in everyday life.

The late August experience was filmed and amplified via a PR push and across Bridgestone UK's digital and social channels such as YouTube and Facebook.

The idea behind this 'what are you afraid of' event is that the collective group embody the spirit of Bridgestone's 'Chase Your Dream, No Matter What' campaign and positions then brand as an enabler that encourages, empowers and supports people to acquire the skills they need to complete their own challenges and chase their own dreams.

"I had the best day," commented Mears.

"I never expected to get something from the exercise myself. I came away feeling on top of the world that I was able to help people!

"Despite all that Chris has encountered in his life he has kept focused and fighting to chase his dream of becoming champion. He exemplifies the spirit of our Chase Your Dream, No Matter What campaign perfectly," added Bridgestone North Europe Managing Director Robin Shaw.

"We hope that his inspiring story helped everyday battlers overcome the obstacles they face in pursuit of their own dreams."

The Olympic activation was developed in harness with Bridgestone's European content and creative agency for the world-

wide Olympic partnership WeAreFearless.

As the campaign continues to evolve, Bridgestone will sponsor a further series of events and experiences across all levels of sports with a focus on golf, athletics and which will be hosted by each of the ambassadors.

"Our Chase Your Dream, No Matter What campaign aims to inspire people everywhere, whatever their background to find the strength to chase their dreams and overcome any obstacles they face on life's journey," explains Bridgestone North Europe Managing Director Robin Shaw.

"Whatever challenges you face, we believe our role is to keep everyone safe and on track until you safely reach your destination. Our ambassadors are sharing their stories to help everyday people chase their dreams, no matter what."

"As we start a new Olympic cycle it's an exciting opportunity to collaborate with the new Worldwide Olympic Partners. Bridgestone is a globally recognised and successful brand and we are excited and proud to work together on their Chase Your Dream, No Matter What campaign," added British Olympic Association CEO, Bill Sweeney.

"Our role in helping the nation's best Olympic athletes realise their dreams resonates with so many of the stories around the Olympic Games as athletes strive to reach their personal goals and provide inspiration for anyone with their own goals and aspirations."

**Comment**

The UK campaign launch is part of a wave of Bridgestone Olympic partnership activation across EMEA.

The regional launch was actually first announced at the Geneva International Motor Show on 7 March 2017 by CEO and President of Bridgestone EMEA Paolo Ferrari.

"At Bridgestone we are making a long-term commitment to the Olympic Move-







ment with the purpose of showcasing its support for individuals and efforts to empower people to chase their dreams,' said Ferrari.

"We believe that is a powerful message, and in the coming months you will see how exactly we plan to activate this exciting partnership. But I can say, from my own perspective, I know that sport has a universal appeal, and this is exactly what we need here in our region. This partnership brings emotion to our brand."

The new work builds on the brand's previous Olympic activation: which ranges from its 'Built to Perform, Road to Rio' campaign developed in harness with Publicis North America, to its 'Battling Spirit' work with the Spanish Olympic team such as this Lidia Valentin fronted spot.

It was actually back in 2014 that Bridgestone announced it has signed up as an IOC TOP worldwide sponsor for a long term partnership that will run through 2024 and will include the Olympic Winter Games PyeongChang 2018, the Olympic Games Tokyo 2020, the Olympic Winter Games Beijing 2022 and the Olympic Games 2024.

The deal, which was reported to see the company pay £204m/\$344m, sees Bridgestone become one of 10 top tier Olympic partners: alongside global brands such as Atos, Coca-Cola, Dow, GE, McDonald's, Omega, Panasonic, P&G, Samsung and Visa.

The deal, which spans several product categories (such as seismic isolation bearings, non-motorised bicycles, and the full range of tyres manufactured by Bridgestone), will also see it supply tyres and related services to support the transport operations at Games time (including vehicles for the athletes, media and officials).

Then, in summer 2016, the Japanese Tire and rubber manufacturer expanded its partnership by signing a four-year agreement to help fund the International Olympic Committee's new television channel - the

first company to get on board.

"As a global corporation, Bridgestone is excited to partner with the entire Olympic Movement, a group of organisations that not only brings together the world's athletes at the greatest athletic festival, but also blends this celebration of sport with a spirit of service to community, social responsibility, a respect for diversity and a commitment to the fundamental principles of Olympism,' said Bridgestone CEO Tsuya when the deal was first signed.

The move added the world's biggest sports property to a Bridgestone sponsorship portfolio that also includes title sponsorship of South America's Copa Libertadores football tournament, sponsorship of the International's Alpine Ski World Cup events, plus tie-ins with the NHL, the NFL and the Professional Golfers Association in the United States.



*'Various'*  
**Creative Showcase**  
Campaign Snapshot

Continental 'Celebrating Soccer' / MLS  
Continental 'March Madness' / NCAA  
Jeep 'Surfing Journey' / WSL  
Isuzu '#GetRugged' / WRU  
Infiniti 'NCAA Coaches Challenge'  
RAM Trucks 'Kentucky Derby'  
Chevrolet 'Manchester United'  
Citroen 'Arsenal'  
Mercedes-Benz 'Iron Man / Jan Frodeno'  
Mercedes-Benz 'Golf - The Masters / Bernhard Langer'  
Maserati 'Grand National / Skeltons'  
Volvo 'Zlatan / Sweden'  
Cooper Tyres 'Arsenal'  
Apollo Tyres 'Manchester United'  
Hankok Tyres 'Real Madrid'  
Yokohama Tyres 'Chelsea'





Continental 'Celebrating Soccer'



Continental 'March Madness'

Jeep 'WSL'

Isuzu '#GetRugged WRU'





Infiniti 'NCAA Coaches Charity Challenge'



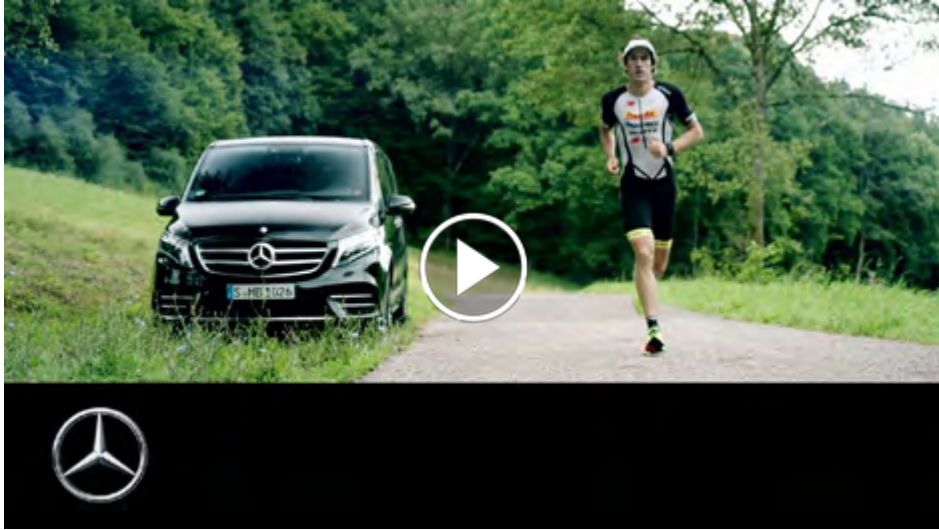
RAM Trucks 'Kentucky Derby'

Chevrolet 'Manchester United'



Citroen 'Arsenal'





Mercedes-Benz 'Iron Man'



Mercedes-Benz 'Golf - The Masters'

Maserati 'Grand National'

Volvo 'Zlatan - Sweden'





Cooper Tyres 'Arsenal'



Apollo Tyres 'Manchester United'



Hankook Tyres 'Real Madrid'



Yokohama Tyres 'Chelsea'

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