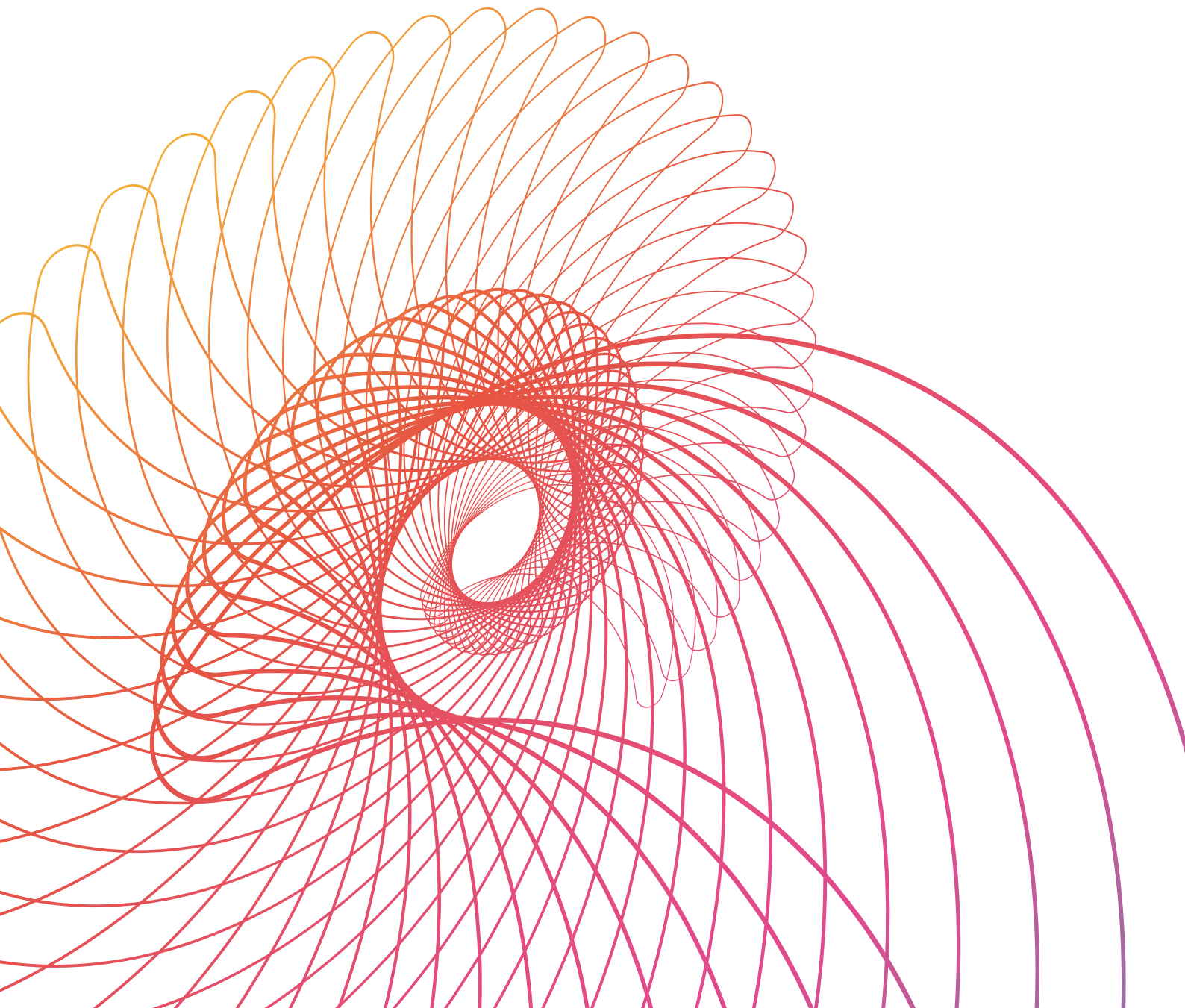


Asia-Pacific 2020

Activation Casebook



The Asia-Pacific 2020 Activation Casebook

10 case studies on the most important Asia-focused activations from the world's biggest brands



Richard Welbirg

Product Manager

SportBusiness Sponsorship

What is this report?

This report – the very first Asia-Pacific Activation Casebook from SportBusiness Sponsorship – brings together 10 case studies on our pick of the region's most interesting and innovative sponsorship activations from the last 12 months.

Each of our case studies takes an activation produced by a brand and a rights-holder and explains the objectives of the campaign, details the practical elements of the activation and reports the outcomes.

This first Asia-focused collection has an undeniable rugby theme, though hardly a surprising one given the biggest event of our timeframe was the autumn Rugby World Cup in Japan.

Who is it for?

Our case studies are designed to help SportBusiness Sponsorship subscribers identify activation best practice, generate ideas for their own activations and keep you up to date with the latest trends.

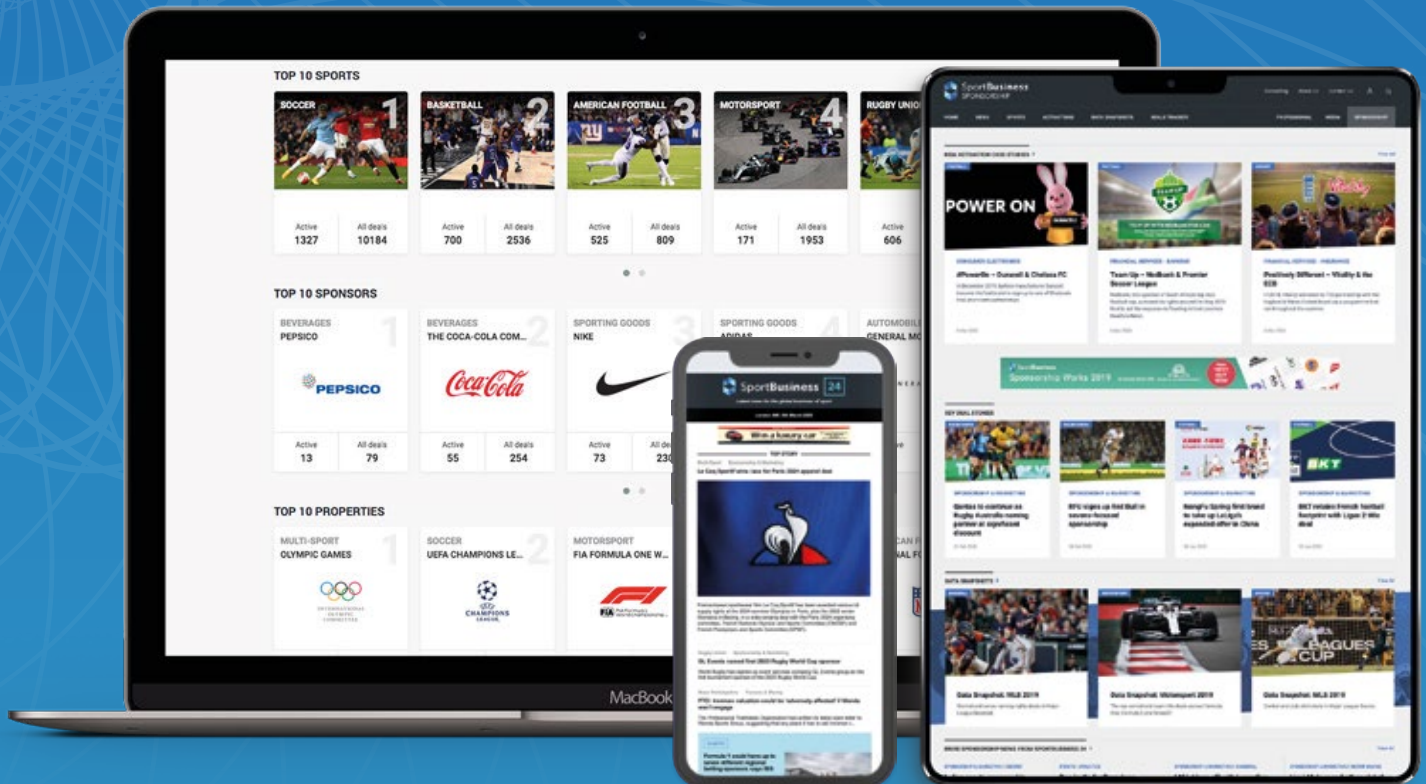
In bringing case studies of the most important activations together in region-focused reports, we want to help brands that want to see what top-class activations look like in the regions and sports they care about, creative agencies looking for inspiration and to see their good work celebrated and rights-holders looking for ideas to bring to the table with their current and prospective sponsors.

As well as the Asia Activation Casebook you see before you, we will publish collections focused on Europe, the Americas – and a Global best-of at the end of the year.

One last word for the rights-holders, creative agencies and brands: we want to hear about your activations. If you think you made something worth shouting about, get in touch and we'd be delighted to cover it – reach me directly at richard.welbirg@sportbusiness.com



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Air All Blacks – Air New Zealand & New Zealand Rugby

Ahead of the All Blacks making the trip to Japan for the 2019 Rugby World Cup, Air New Zealand dropped a 'safety video' and support-building marketing campaign.

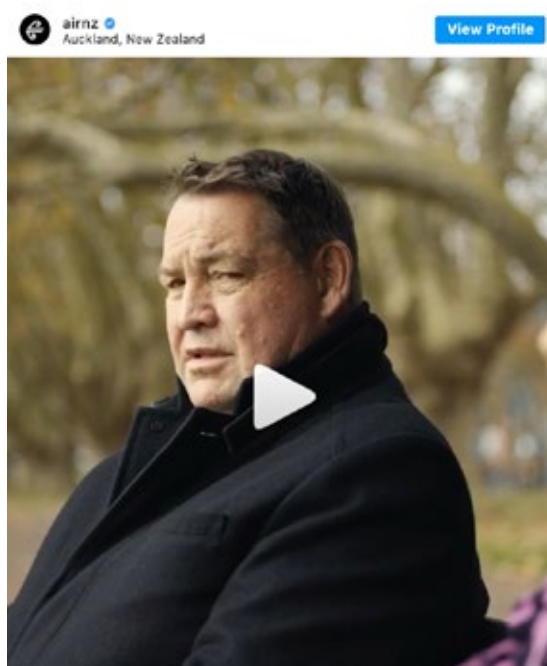
Objectives

The official airline of the All Blacks, Air New Zealand, briefed agency The Vision Thing to create a campaign that would both drive awareness of the tie-up and build support for the team ahead of the Rugby World Cup.

Activation

The agency's answer to the challenge was a hybrid in-flight safety video and national marketing campaign called 'Air All Blacks'.

Conceived and created jointly by The Vision Thing Air New Zealand's marketing team, the initiative was teased on Air NZ's social channels in late July 2019.



The full campaign – whose concept was that the airline was so #CrazyAboutRugby and so supportive of the team it was changing its name to Air All Blacks – broke online on the airline’s social channels on July 31.

The creative centrepiece was a hero film shot at the fictional headquarters of the newly renamed Air All Blacks and set during a management meeting held to discuss the airline’s first on-board safety video. It was first screened on-board international and domestic flights from 1 August.

The video features All Blacks coach Steve Hansen, captain Kieran Read, legends from the 1987 World Cup winning team, former Black Ferns Captain Fia’o Fa’amausili and even former Australia captain George Gregan.

It also includes friendly faces from previous Air New Zealand safety videos such as Israel Dagg and Stan Walker and the sports stars are joined by a diverse cast that also includes New Zealand actor Cliff Curtis and Suits’ star Rick Hofman, as well as Air New Zealand staff.

The spearhead video was supported by additional content across PR and social media platforms and the pieces were linked by the campaign’s

#AirNZSafetyVideo and #CrazyAboutRugby hashtags.

The safety video activation stage was backed up by a #CrazyAboutRugby social campaign leveraging action and events during the tournament itself with content ranging from a game-related Air NZ ‘sports desk’ series to videos of the airline flying the team out and home again. Production on the campaign was handled by Exposure and media by Carat.

Outcome

As well as being seen by the 17 million annual passengers flying on board Air New Zealand, the safety campaign racked up some impressive social metrics.

A 17 July Instagram teaser alone notched up 390,000 views and another single image marking 24 hours before the campaign launch generated 23,700 Likes.

In organic social statistics, the hero safety film was viewed more than 10 million times including generated 7.7 million Facebook views, 1.4 million YouTube views, 424,000 Twitter views and 66,000 Instagram views. It also garnered 29,000 views on the airline’s Japanese Twitter feed. Supporting social generated more than 1.5 million engagements.





Chabal – Marriott & the Hong Kong Rugby Union

Objectives

Leveraging the fourth year of Marriott sponsorship of the Hong Kong Sevens and its linked festival, the hotel group briefed Ogilvy to develop an activation programme that would drive awareness of its recently launched rewards programme, Marriott Bonvoy.

Reed Collins, chief creative officer at Ogilvy Hong Kong, said the activation aimed to get “everyone singing, dancing, and talking about the launch of the world’s biggest travel programme”.

It had to show that Marriott Bonvoy elevates member experiences and offers more ways to redeem points for the kind of experiences, especially local ones, members are most passionate about.

Activation

Around the event, which ran 5-7 April 2019, Marriott

launched a local campaign promoting the Bonvoy launch fronted by retired French rugby union international Chabal.

It was led by a series of comic videos for social media – and one in-stadium – whose silly tone and daft dressing up was designed to appeal to the hard-partying fans famous for turning up to the tournament in fancy dress.

The launch spot was followed by two videos, the first of which played on Chabal’s ‘Caveman’ nickname.

And the second of which continued to push the idea that Bonvoy held experiences of both Sevens fans and those who’d rather escape to the beach.

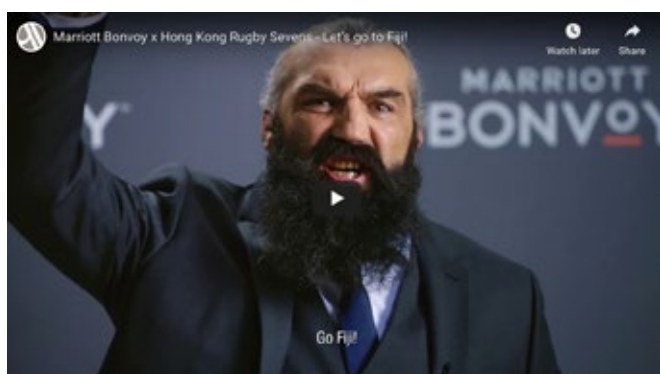
The final film was a music video style spot featuring Chabal singing The Proclaimers’ I Would Walk 500 Miles, a song adopted by rugby fans. The spot was also played on the stadium’s big screen after the

Hong Kong Sevens opening ceremony.

Outcome

The four spots notched a combined two million cumulative views since they were posted on April 7. The launch video, 'Sébastien Chabal Is Back!', alone

generated 831,633 YouTube views and 159,000 Facebook views on the Marriot Bonvoy and Marriot International Asia Pacific Channels, while 'Let's Go To Fiji!' earned 783,616 YouTube views and '500 Miles' added a further 44,976 to the campaign's total engagement.





#ChallengeAccepted – Royal Challenge & Royal Challengers Bangalore

Leveraging its rights as the title sponsor of IPL franchise Royal Challengers Bangalore, Royal Challenge's 2019 IPL campaign challenged gender stereotypes in cricket.

Best known as a whisky brand, the activation – which ran through March and April 2019 – featured its Royal Challenge Sports Drink.

Objectives

The aim was to challenge the belief that women and men's cricket is not on a par, and in doing so position Royal Challenge as a bold, forward-thinking and challenging brand.

Activation

Conceptualised by DDB Mudra Group, #ChallengeAccepted, asked people across India

to support the first-ever mixed gender T20 match (organised by the brand) between women cricketers and the Royal Challengers Bangalore team.

The initiative was introduced through a PR-led launch event for the media at which India women's team all-rounder Harmanpreet Kaur said: "People say that women and men's cricket is not equal because we are not able to face the same challenges on-field. To all those fans, I want to say that neither does the idea of facing a ball at 150 kmph daunt me, nor do I worry about the size of the stadium while hitting a boundary. The start to making cricket one game will come from fans saying Challenge Accepted and breaking the barriers in their mind."

Indian influencers, the Royal Challengers Bangalore players and every piece of supporting content aimed to drive viewers to www.rcchallengeaccepted.com,

where they were asked to vote yes/no on whether they supported the initiative.

Teased socially from March 26, a spearhead commercial for the scheme debuted on April 1 across national television and the brand's social platforms.

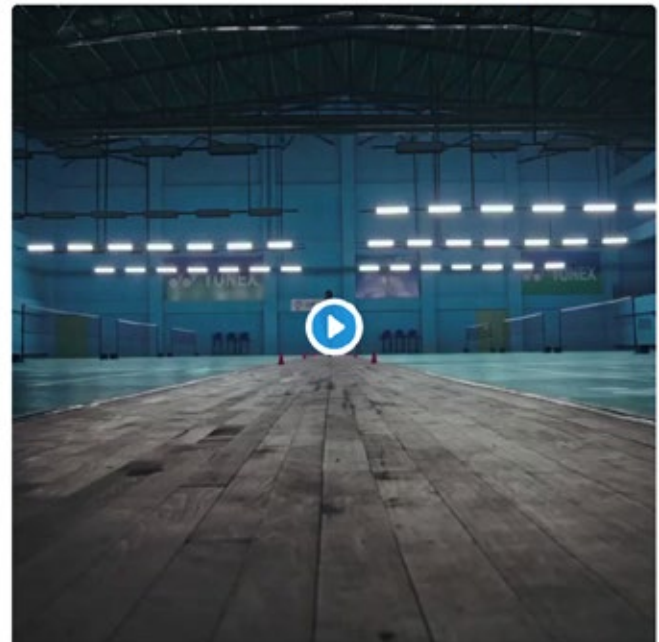
The hero spot starred Mithali Raj, Harmanpreet Kaur and Veda Krishnamurthy of the Indian women's cricket team alongside men's national team and Royal Challengers Bangalore captain Virat Kohli.

Outcome

The initiative generated 34,327 votes which resulted in an 80 per cent 'yes' vote backing the brand's initiative.

In terms of social media, the agency says the combined campaign reached more than 10 million people in India and the hero video alone generated 4.5 million views on Royal Challenge's YouTube channel.

Sadly, the game was blocked as against Board of Control for Cricket in India rules.





Epic Moments – DHL & World Rugby

DHL, official logistics supplier to the 2019 Rugby World Cup, rolled out an epic campaign of activations through 2018 and 2019, spanning the trophy tour, grassroots global amateur games, fundraising, gaming, match ball delivery, in-stadium and social initiatives, ticket promotions, plus hospitality and employee engagement programmes.

Objectives

DHL's overall ambition around the RWC was to engage rugby fans globally through emotional moments both on and off the pitch, in line with the global brand platform – 'Moments that Deliver' – that stretches across all its sponsorships.

By helping the tournament run smoothly as official logistics partner, DHL could also showcase its logistical expertise to the world.

The four specific objectives for the campaign were:

- Drive fan engagement and reach beyond previous RWCs
- Continue to humanise the DHL brand and celebrate the company's 50th anniversary
- Celebrate Japan and its debut as the RWC hosts
- Grow the game amongst supporters and players, from the professional elite to amateur grassroots

Activation

While 'Epic Moments' was a global campaign with a single consistent message across 50 markets, it centred on Japan, the host of RWC 2019 and a key DHL market.

Thus, planning of the activation was also based on understanding Japanese culture and the country's attitudes towards rugby: particularly the idea that the

Japanese rugby team and its fans embody rugby's values of fairness, passion and dedication.

The word 'Epic' (from the campaign title) has no direct Japanese translation, so the DHL team transliterated the word into Japanese as 'Epiku' (エピック).

This created a memorable creative mark in Japanese characters that could run across all DHL's activations and content pieces, driving brand recognition and recall with both Japanese and global rugby fans.

Pre-tournament

The multi-phase campaign began ahead of the tournament with DHL's support of the RWC Trophy Tour, taking the Webb Ellis Cup travel to 19 nations. And it continued with the #RugbyDelivered strand, which invited fans and grassroots clubs to host their own rugby matches for which they were supplied with DHL-branded rugby kits.



From the 2,200 players who participated across 42 countries, two women's sides – one from Japan and one from South Africa – were selected as the overall winners and awarded an epic experience at the RWC, which included tickets and coaching sessions from DHL ambassadors Shotaro Onishi [an ex-Japan international] and Sir John Kirwan [the All Black legends and World Cup winner].



A third pre-tournament strand was the 'Race to RWC': a 21,000km journey by two cyclists, starting Twickenham Stadium in London and passing through 27 countries to deliver the whistle to opening match referee Nigel Owens at Tokyo Stadium.



A fourth engaged consumers with a competition: asking fans to share their own best rugby inspired #EpicDelivery via social to be in with a chance to win match tickets.

In-stadium

Via a series of local marketing campaigns, DHL gave 48 children from 24 countries the opportunity to travel to Japan and deliver the official match ball onto the field of play prior to the kick-off of each RWC match.

In and around the stadium, the brand launched several activations:

- Almost 500,000 DHL-branded clapper banners were distributed to local fans to celebrate in-stadium.
- An at-stadium rugby skills challenge – #EpicDelivery – designed like a Japanese gameshow drew more than 3,000 fans during the tournament.
- And another at-stadium initiative – 'DHL Box StackerPRO' – involved an anime-style virtual reality environment in which fans were challenged to stack items in a DHL warehouse.



Digital

During the tournament, DHL shared 'Epic Moments' on its channels and asked fans to vote for their favourite.

In terms of its official supplier role, DHL delivered more than 67,000kg of freight and 400,000 tickets around the world, plus it supplied a 120-strong fleet of branded logistics vehicles, which carried out more than 600 in-tournament freight movements.

Its logistics role was promoted through four anime shorts featuring Kyoko and her #EpicSquad of DHL colleagues, highlighting various aspects of DHL's role at the tournament including ticket delivery, team logistics and match ball delivery.

Outcome

The activation's global media reach was 780 million, with more than 30 million social impressions, 6.1 million video views and a further 2.5 million digital engagements.

In Japan, 4,700 fans actively participated in the in-stadium elements and the campaigns delivered more than 12,000 new DHL Japan Facebook followers.

About 450 media articles across Japanese TV and press generated €4.5m in media value.

Brand and agency say the campaign was DHL's most successful RWC activation to date and surpassed all target KPIs. DHL reported "significant increases in business revenue" and claimed "unprecedented" levels of employee engagement.





Fabric of the Swans - QBE & the Sydney Swans

Running from March to September 2019, insurer QBE leveraged its long-running partnership with AFL side Sydney Swans to promote its ongoing road safety campaign.

QBE has been the principal sponsor of the Sydney Swans for almost 35 years – it is one of the longest partnerships in Australian Sport.

Objectives

According to the QBE Brand Tracker, whilst 52 per cent of fans were aware of the QBE brand, only 17 per cent were considering buying QBE insurance products and only three per cent actually held a QBE product.

Seeing that while fans were more than familiar with the logo, they had little connection to the company, QBE set out to activate its rights to inject more

meaning into the partnership.

Activation

While QBE's partnership with the Swans provides access to logos, banners, signage and big screens, and it was felt that whilst these were effective awareness drivers, they were relatively poor vehicles for meaning.

The brand's one asset the marketing team identified as loaded with emotion was the Swans shirt, and it was decided this would be the focus of the campaign.

QBE's '(Q)Be Safe on the Road' campaign was already live in-market and the marketing team wanted to extend this message to the Sydney Swans.

Thus, they decided to use the Swans shirt to deliver QBE's road safety message by creating the world's

first reflective AFL shirt.

A range of bespoke Sydney Swans designs were created, and washable reflective paint was sourced from Sweden.

Working with Octagon and the Swans, the concept was brought to life at 'The Flash Lab': a self-contained booth dropped next to the stadium on Driver Avenue for the Swans 11 home games in the 2019 season.

Fans on their way to and from matches were invited to step into the Flash Lab to have the campaign design of their choice 'invisibly' applied to their replica shirt – becoming both part of the 'Fabric of the Swans' and much more visible to drivers.

Through the season the initiative was extended to fans' favourite Swans memorabilia, including scarfs and t-shirts, which were imprinted with a graphic recalling the floodlights at team's Sydney Cricket Ground stadium.

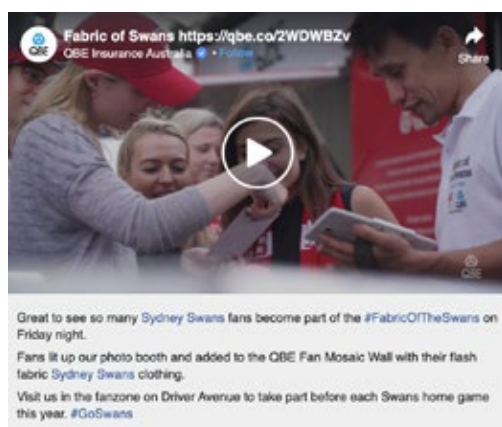
Sydney Swans chief executive Tom Harley said: "This initiative with invisible ink is not only a bit of fun, it's also promoting a really important message – to be visible on the road. I would encourage our fans to visit QBE outside the SCG at our home games to learn more."

The campaign was created by a team at Octagon Australia led by creative director John Weir.

Outcome

Not only did thousands of Sydney Swans fans light up the city's streets following Swans home games, but fan awareness of the QBE brand climbed to an all-time high of 69 per cent.

More importantly, consideration of QBE products rose to 26 per cent and sales to Swans fans spiked: post-campaign, the number of Swans fans to hold QBE products rose to 10 per cent.





Go the Distance – Apollo Tyres, Manchester United & more

Since 2013, Apollo Tyres has made a concerted push to use big-ticket football sponsorship to aid in building a globally recognisable brand.

Apollo is the global tyre partner of Premier League club Manchester United, principal partner of I-League club Minerva Punjab, principal partner of ISL champions Chennaiyin FC, as well as an official partner of the Indian Super League.

In 2018-19, the brand's objective was to create a unified marketing strategy that aligned all sponsorship properties to create a consistent message to consumers across every medium.

Apollo's decision to sponsor football properties was an unconventional move, as typically sports sponsorship budgets in India are monopolised by cricket. Apollo Tyres' biggest domestic rival, MRF, is a dominant player here and has major partnerships with



the ICC in addition to numerous ambassadorial deals.

The strategic thinking was that cricket is a 'me too' strategy, one that has too much wastage, both financially and in terms of marketing to the wrong consumers.

Objectives

Apollo wanted to create a space where it effectively owned a sport in India. Football allowed it to do this, differentiating and providing the perception of Apollo being a premium brand with global ambitions.

In addition, unlike most traditional cricket audiences, the Indian football fan base is comprised of children, teenagers and young adults that are primarily from the ABC1 demographic. This is of great significance to Apollo Tyres who are a premium brand that prioritises technical superiority and quality in a notoriously price sensitive market.

This audience closely matches Apollo Tyres' target consumer and the fact that they are young provided Apollo with the opportunity to build brand preference among first-time car and motorcycle buyers, which was one of the primary reasons for selecting the sponsorship properties.

Activation

To effectively target these audiences and ensure all sponsorship marketing performs under one consistent communications platform, Prism created

a global brand campaign born out of the core brand positioning 'Go the Distance'. The aim of the campaign was to create a dialogue that had inclusive appeal to sports fans, and ultimately inspires them to give the sport a try.

Go the Distance

Central to the campaign was the creation of a content strategy that focused on how footballers 'Go the Distance'. To play at the top of the game, footballers need to be willing to make sacrifices and be more determined than anyone else.

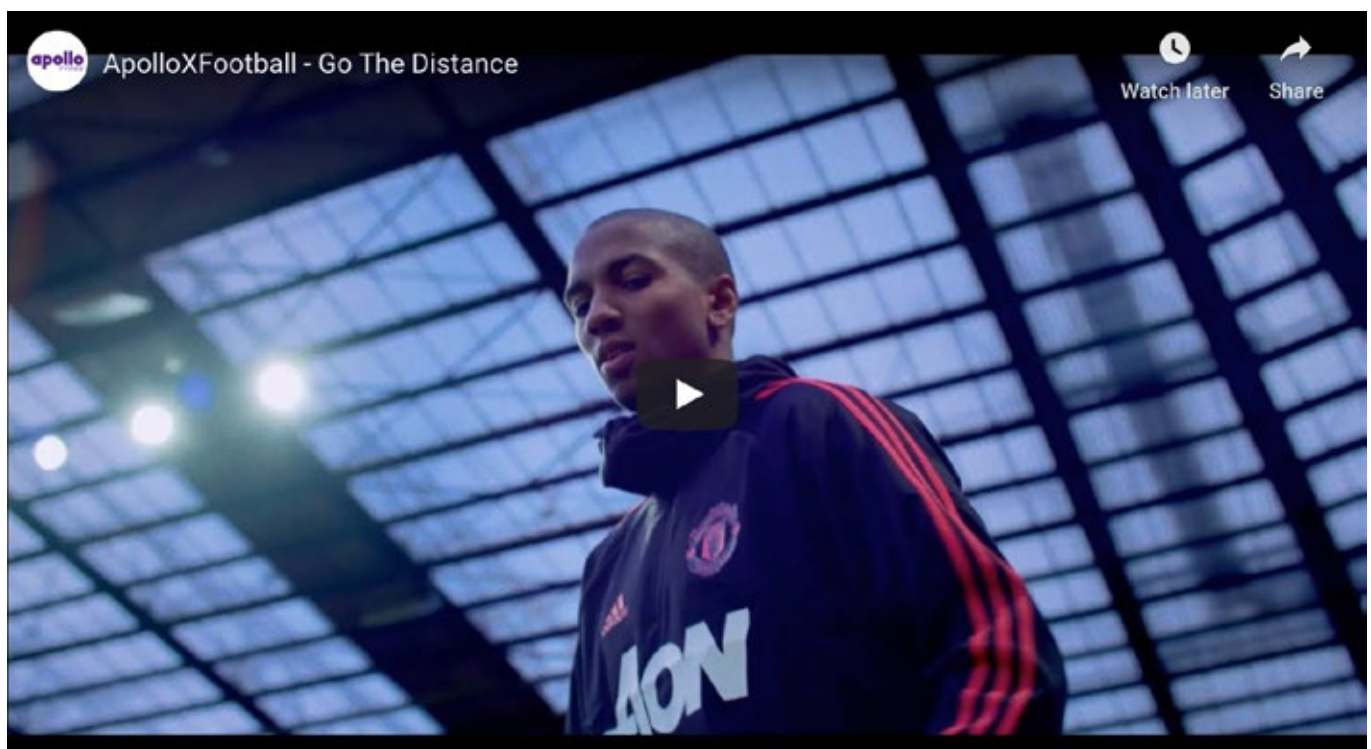
The brand wanted to celebrate this spirit and glorify how professional footballers embrace a fearless attitude to reach their goals and 'Go the Distance', with an aim of inspiring the next generation to reach theirs.

This was achieved in three phases:

- Grab attention and establish a position within the football space
- Champion and celebrate footballers who 'Go the Distance'
- Encourage fans to be part of the campaign

Phase One: Grab attention and establish a campaign position

To kick-off the campaign, Prism created an anthem brand film 'Go the Distance', launched during the 2018-19 season. The piece featured professional



footballers from Manchester United (Juan Mata, Scott McTominay and Ashley Young), Minerva Punjab and Chennaiyin FC, plus two freestylers, as well as amateur players in India, each of whom show what they go through to reach the top of their game. The film brought to life what goes on behind the scenes and gave fans an insight into how players go above and beyond.

Phase Two: Reinforce the message

After the success of the anthem film, Prism created additional tailored content to reinforce the campaign purpose across multiple touchpoints.

It optimised outputs specific to the relevant social media channels to ensure our executions resonated with the target audience.

Additionally, short vignettes were created with the footballers at Manchester United (Juan Mata, Ashley Young and Scott McTominay), Chennaiyin FC (Mailson Alves and Jerry Rinzuala), Minerva Punjab (Nongdamba Naorem and MD Shah Jahan), plus the freestylers (Aylin Yaren and Paloma Pujol), to give fans real insight into their own personal 'Go the Distance' stories.

Phase Three: Encourage fans to be part of the campaign

The final stage of the campaign was a collaboration with influencers in India who explained how they 'Go the Distance'. Generating social buzz and trending

across multiple platforms, the initiative aimed to encourage fans to share their own stories of reaching their goals.

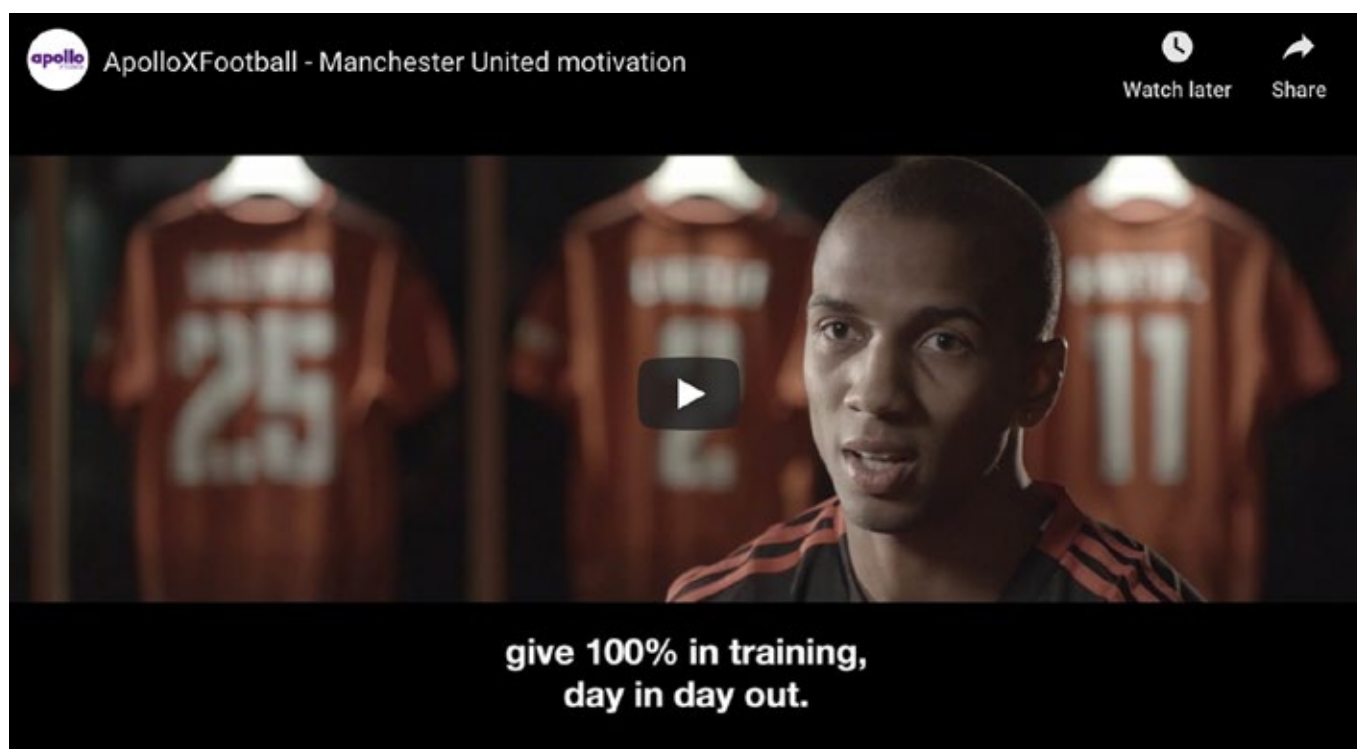
Outcome

Buzz for the campaign was created by sharing four teaser videos in collaboration with the freestylers, Minerva Punjab, Chennaiyin FC and Manchester United. The four teaser videos generated a reach of 800,000, with more than 5,500 engagements and an engagement rate of four per cent.

The main video was released with the details of the contest, #GoTheDistance. The anthem video generated a reach of 2.7 million with more than 22,000 engagements and an engagement rate of three per cent.

The campaign included a Twitter Trend activation of the #GoTheDistance hashtag, which saw our community of 430 influencers sharing the campaign content and encouraging fans to share their personal #GoTheDistance stories. The campaign generated more than 8,900 posts on Twitter with a combined reach of six million, and 14 million impressions. It trended at number six and was trending for more than two hours.

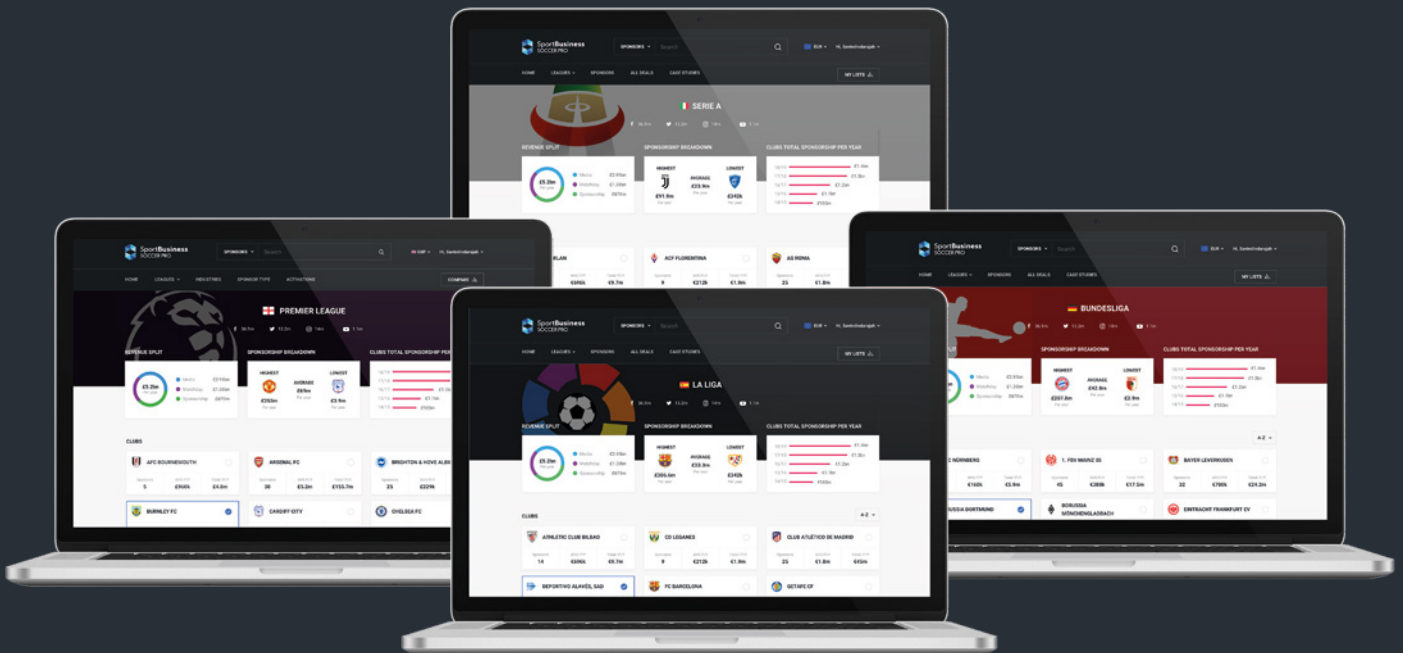
The campaign also included a Facebook comments seeding activation on the anthem video which generated more than 90 comments.





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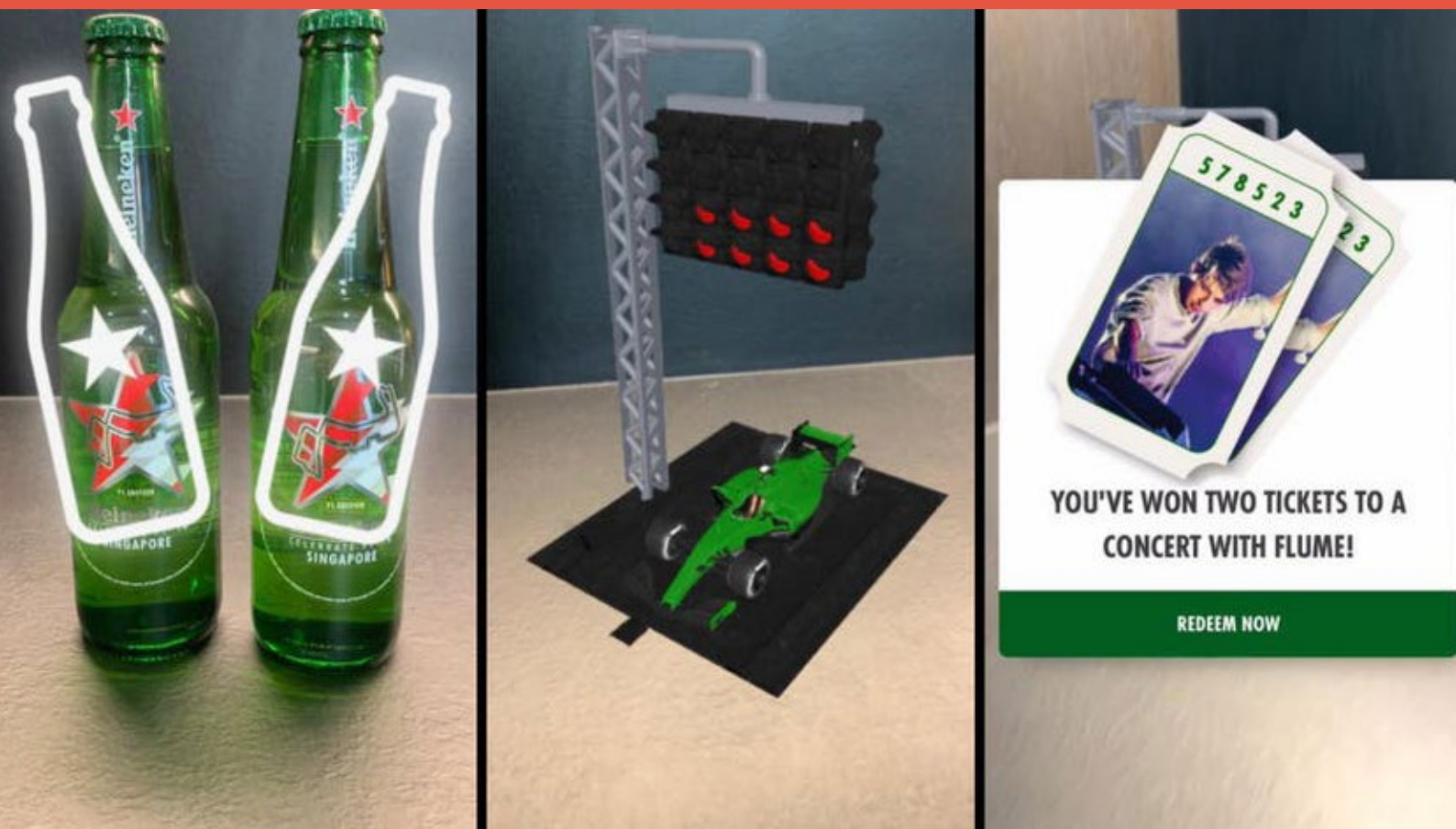
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Heineken AR Cheers – Heineken & Formula One

Heineken, the official beer of F1, leveraged the 2019 Singapore Grand Prix through an augmented reality game that offered fans the chance to win race and pre-race party tickets.

Objectives

Heineken's activation aimed to build excitement and buzz around the race, drive awareness of the link between Heineken and F1 and to engage consumers. It was in line with the brand's umbrella approach to its F1 marketing, which is based around the idea of F1 as an experience that transcends the circuit.

Activation

Launched in mid-August, about a month ahead of the grand prix, 'Heineken AR Cheers' activation began by guiding consumers to a dedicated landing

page where they could use their phone's front-facing camera to capture 'cheers' between two Heinekens. Doing so triggered a short augmented-reality game, which at its conclusion revealed if the user had won tickets to the brand's pre-race party in Singapore. If successful, the player was awarded a prize in real-time and then encouraged to play again.

The technology drove prizes to players who had more Heineken experiences by increasing win probabilities depending on how often the user played the game.

It was one of the first marketing campaigns to use web-based AR without a native app. It was built in eight weeks by Heineken and Singaporean consultancy Just After Midnight.

The branded pre-race party itself, held on 22 August, featured several F1-themed activities to get

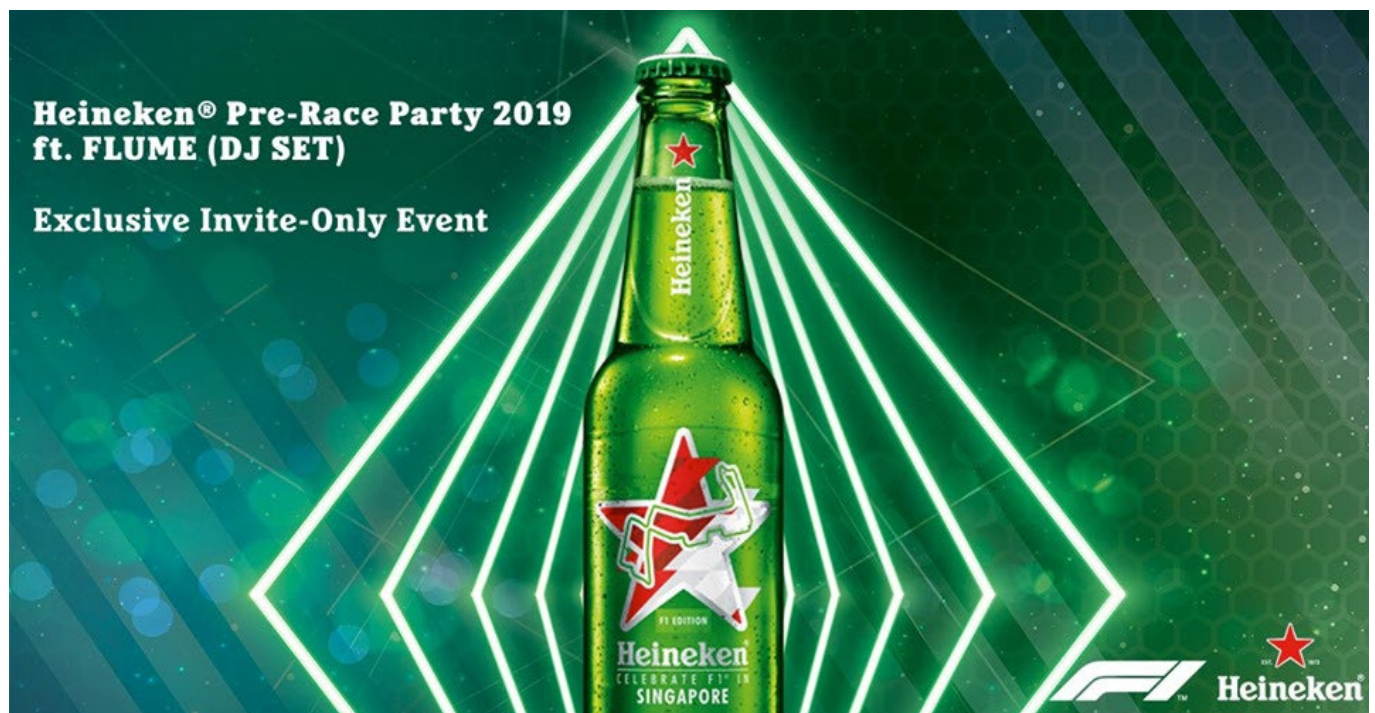
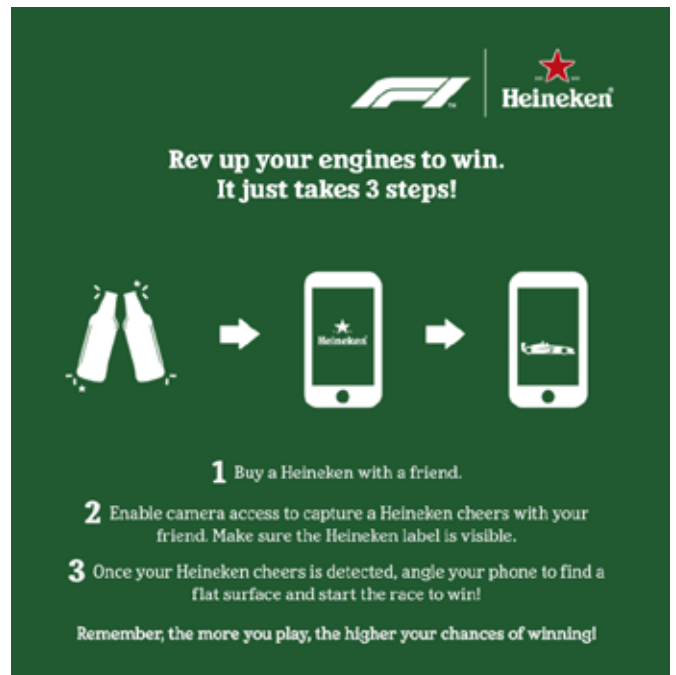
fans excited for the upcoming Grand Prix, including a chance for guests to take 'the ultimate selfie' with an F1 car and 'race' a mile in a driver's shoes. It was headlined by Australian DJ Flume.

After the party, the campaign continued with more race tickets being given away via the AR game.

The campaign was the lynchpin of Heineken's activation strands around the race weekend (20 to 22 September), which also included trackside branding, hospitality and 500,000 limited-edition F1 bottles sold in Singapore during the build-up to the 2019 race.

Outcome

The brand and agency reported a high level of traction with 4,242 website users and 17,037-page views for the pre-Party section of the campaign. More than 2,961 games were played, and 1,034 tickets claimed by winners.





Move as One – Asics & Rugby Australia

Objective

The brief for the launch campaign was to create an integrated campaign across Australia that would simultaneously drive support for the Wallabies ahead of the tournament and generate awareness of the new kit to drive viewers to the apparel brand's online store.

Activation

The campaign presented an insider look at the dedication, focus and sacrifice needed for elite professional rugby players to represent their nation. It began in late 2018, six months ahead of the actual kit launch, when Asics and the agency created a documentary style film called *The Art of Movement* to introduce the 'Move As One' idea that would span

the sportswear brand's partnerships with both the Wallabies and the South African Rugby Union.



All the pics from the #RWC2019 Jersey Launch.

GALLERY: bit.ly/JerseyLaunchGa...#GoldBlooded



The May 2019 activation was teased with social content in the days leading up to the official launch.

The physical launch event itself took place in Sydney and the kit reveal was fronted by members of the Wallabies squad including Michael Hooper, Ned Hanigan, Samu Kerevi, Jake Gordon, Nick Phipps, Lukhan Salakaia-Loto and Bernard Foley.

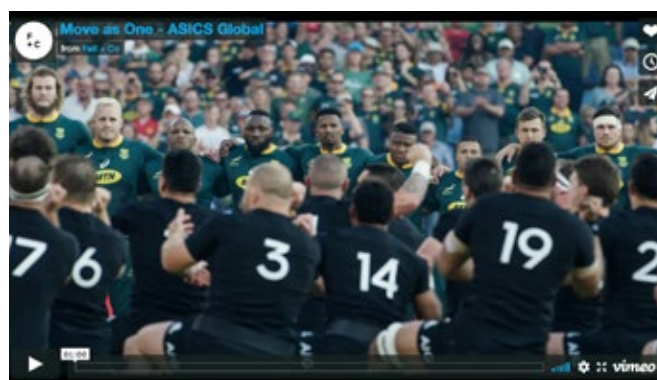
The campaign's spearhead video was aired to the media at the event and then immediately posted across the team's and the supplier's digital and social platforms.

It was supported by a range of social media content all carrying the 'One Jersey. One Nation. #MoveAsOne' copy.

Asica designed the kit in traditional Australian gold with a green collar, and produced an 'indigenous' jersey that was predominantly green with aboriginal patterns in gold.

Outcome

Since its 28 May launch, the campaign notched up





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'Coca-Cola' contains no fruit.
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Stock Up/12th Man/Powerade Launch – Coca-Cola & the ICC

Coca-Cola India leveraged its 2019 ICC Cricket World Cup sponsorship in the Indian market with a 100-day, multi-phase activation programme.

Coca-Cola became an official ICC partner in January 2019, ending Pepsi's long-time official non-alcoholic beverages partnership. The five-year global tie-up, spanning Coke's entire brand portfolio, covers the ICC 2019 One-Day World Cup, the 2020 T20 World Cups in Australia, the 2021 Women's One Day World Cup in New Zealand and the ICC Men's Cricket World Cup in India in 2023 among other tournaments.

Objective

The umbrella sponsorship conforms to Coca-Cola's ongoing marketing approach: being an optimistic part of peoples' lives, present in their moments of joy

and laughter, in sports, music and celebrations.

The brand aimed to use the World Cup – hosted in England & Wales but the subject of ferocious public engagement in India, easily the biggest cricket market – to 'get Coca-Cola into every Indian's heart and shopping basket', through special Cricket World Cup moments for consumers.

The brief was to create a multi-phase, integrated activation programme that maintained the brand's existing online and offline engagement approach in India reflected fans' intense desire to see India lift the trophy built brand love through creatively compelling stories that shape emotions.

Activation

Coca-Cola's World Cup creative in India was built around three key phases: pre-tournament

competitions and promotions led by 'Stock Up', a central '12th Man' campaign, plus a low-latency action-related activation programme.

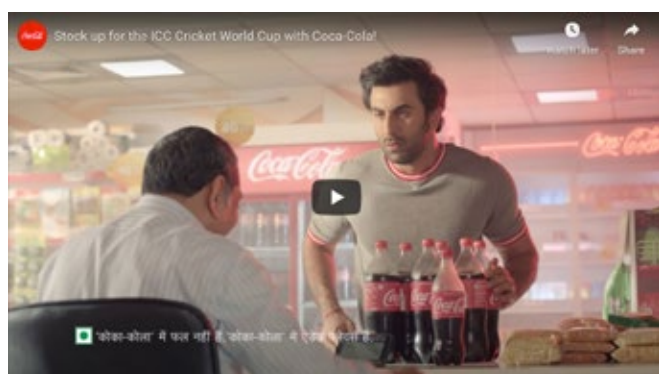
In total the activation spanned more than 100 days.

The work, which spanned multiple touchpoints and featured a group of cricketers, celebrities and influencers as well as brand-created and consumer-created content to maximise national reach and mass appeal, primarily took an emotional route to reflect the fact cricket is India's number one passion and unites its billion citizens regardless of geography, gender and social-economic segment.

Stock Up & Get Match Ready

Ahead of the tournament, Coca-Cola rolled out the 'Stock Up & Get Match Ready' campaign, focused on driving purchasing and consumption, incentivised by a ticket competition that offered Indian fans an opportunity of the trip of a lifetime to the World Cup in England and Wales.

The creative was fronted by actors Ranbir Kapoor and Paresh Rawal, encouraging cricket fans to stock-up on Coca-Cola in advance, so as not to miss any cricket. It was spearheaded by a TV spot that sought to drive viewers to the competition digital hub, click on the 'Participate Now' button, enter a mobile number and then type in the 14-digit KO code from their Coca Cola bottle.



Coca-Cola also supported the lead spot through content across its social channels.



12th Man

The next activation phase explored the supporter feeling they are all in some sense the '12th Man'. It was led by a hero spot, launched on 12 June, which starred India cricketers Rishabh Pant (who was on the Indian team standby list) and Yuvraj Singh, with a voice-over by the returning Kapoor. It ran with the copy: "To be part of the team, you don't need to be in the team. Let the billion stand by the playing 11." The campaign received a PR boost when Pant was flown to England to join the squad as cover.

Supporting content, linked by the hashtags #BeThe12thMan and #CricketWithCoke, included Coca-Cola brand ambassadors and influencers encouraging fans to share their 12th Man stories socially, while Coke's marketers also captured and shared voxpops featuring 12th man stories from across India. A '12th Man' filter let fans express themselves on Snapchat.

Supporting activation + Powerade launch

The third activation phase saw Coca-Cola roll out a range of physical and digital ads and experiences before, during and after matches.

These included on-ground, in-stadium and in-store initiatives (in six languages) spanning product sampling and giveaways, promotions and on-pack limited edition bottles with promotional codes, food partnerships and e-commerce strands on its own website (Coke2Home), bar-led initiatives with Coke Zero, branded coolers and parasols in stadiums, mid-wicket Coke branding on TV screens, sight-screen presence and prime perimeter branding, plus real-time contextual content and one-on-one communication with consumers with special events and experiences in 21 cities.

The company activated its umbrella 'World Without Waste' mission with recycling initiatives at stadiums and human billboards with a recycling message to create awareness and encourage fans to return cans for recycling at fan zones and stadia.

It also used the tournament as the vehicle to launch Powerade – the official sports drink of the 2019 Cricket World Cup – into the country.

The isotonic sports drink entered the market during the tournament with a campaign fronted by Indian cricket super star Mahendra Singh Dhoni, as well as

a brand and product presence in the official athlete training zones and in the 'hydration breaks' during matches.

Outcome

Coca-Cola's activation programme in India generated more than four billion impressions across social platforms, garnered a cumulative 770 million video views and generated 160,000 social conversations. The work notched up more than 180 million views on free-to-air television and 200 million views on pay-television channel Hotstar.

The brand says it notched up 360 million impressions through its 'Branded Cards', placed contextually during live games on Hotstar, plus an additional 100 million interactions with its digital innovations including a 'Heart' cheer button on Hotstar and its '12th Man' Snapchat filter.

Coca-Cola reported 3.9 million entries to its competitions and special promotions, which saw 250 people win the all-expenses paid trip to watch the World Cup matches live.





The Official Scream Team – Nestlé & NRL

During the 2019 State of Origin series, Nestlé's lozenge brand Soothers ran a campaign based on incentivising fans of both participating teams to submit their throat straining cheers of support.

Objective

Reversing the classic 'problem-solution' advertising approach, the Soothers campaign encouraged the screaming and shouting that can cause the sore throats Soothers are designed to ease – aiming to drive home the message about the product's functionality and to boost brand awareness.

Activation

Around the 2019 State of Origin, the 38th annual best-of-three series between the Queensland and New South Wales rugby league teams (with games on June 5, June 23 and July 5), Soothers sought out the

'loudest, screamingest, throat strainingest' fans to join the official 'Soothers Scream Team'.

The campaign strategy, creative idea, TV advertising, OOH work and social media marketing were conceived and created by Ogilvy Australia.

It invited fans all over Australia to enter their videos showing just how loud and passionately they could scream.

To generate awareness and encourage participation, the campaign rolled out a series of social spots, using big-name NRL players alongside supporters, between late May and early July. Participants could submit their video entries at soothersscreamteam.com.au until July 12.

The spots ran on both the NRL and the Soothers digital and social platforms.

Participation was further incentivised through a range of prizes, which included 15 A\$160 NRL

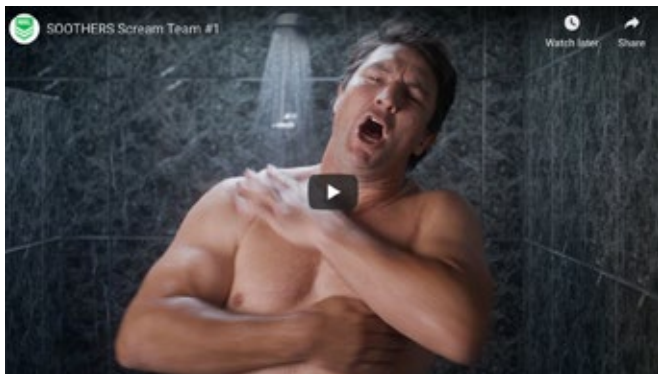
merchandise vouchers, an Origin or NRL jersey of choice and NRL Grand Final Experiences (including two tickets, flights and accommodation).

The campaign was extended on radio, social and via activation at the different State of Origin games: at the ANZ stadium, the Soothers Scream Team booth let fans test the strength of their vocal chords and also pick up a Scream Team megaphone for use during the game. There was even a 'scream off' between NSW and QLD supporters in the stadium.

Outcome

The six-week campaign generated hundreds of entries and reached an in-stadium audience totalling 195,000 across the three matches.

On social media, the campaign reached the NRL's 3.5 million social media followers across Facebook, Twitter, YouTube and Instagram and notched up a combined 173,000 video views.



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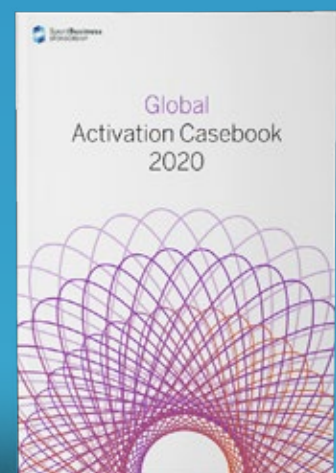
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