



Europe 2020

Activation Casebook

The Europe 2020 Activation Casebook

15 case studies on the most important Europe-focused activations from the world's most innovative brands



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What is this report?

This report – the very first Europe-focused Activation Casebook from SportBusiness Sponsorship – brings together 15 case studies on our pick of the region's most interesting and innovative sponsorship activations from approximately 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.

Unsurprisingly, given the European focus of this collection, you will find a strong football presence – from Paris Saint-Germain and partners celebrating medical workers fighting Covid-19 on the shirtfront, to Terrains, Jeep & Juventus' star-focused ad campaign.

But there's plenty of sporting variety, from cricket through rugby to tennis, cycling and more.

Who is it for?

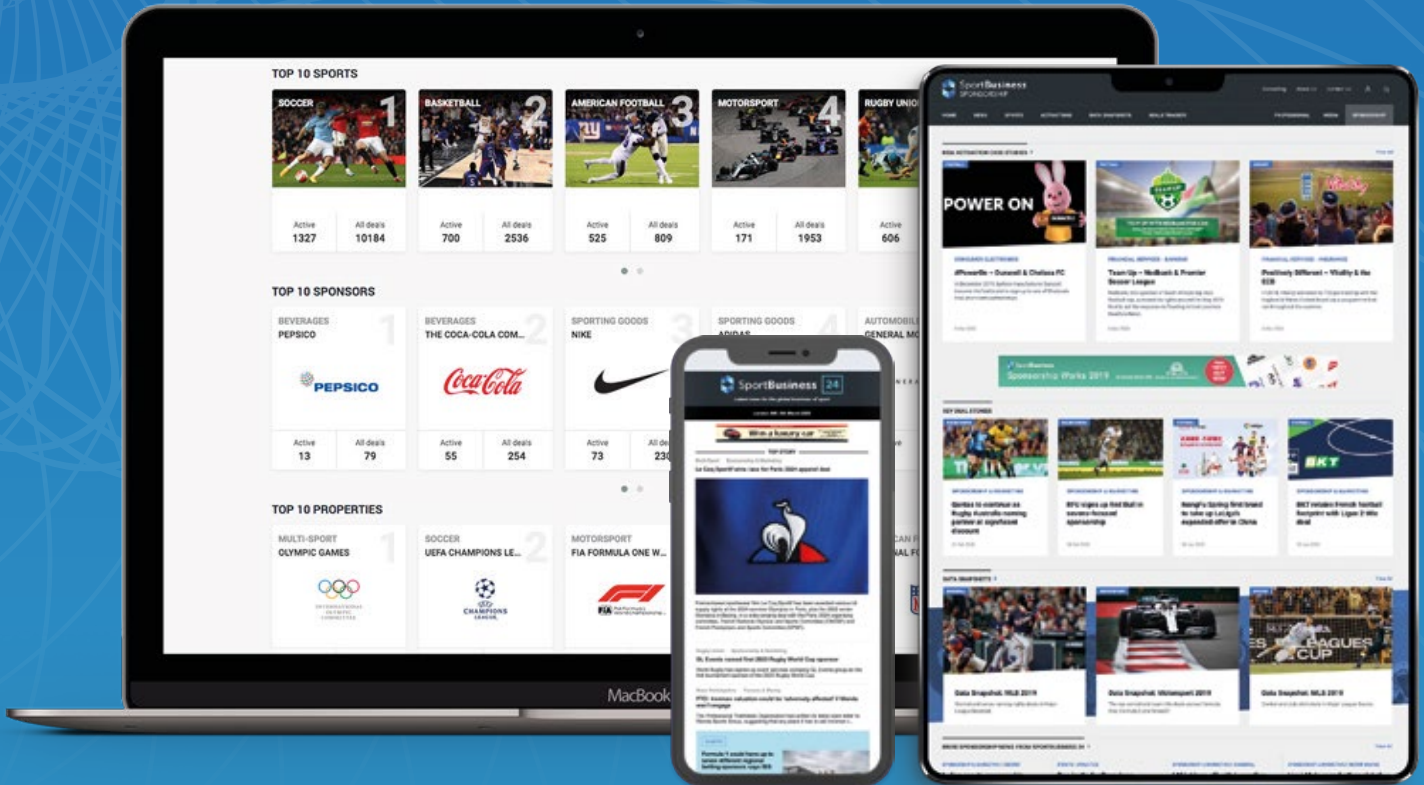
Our case studies are designed to help SportBusiness Sponsorship subscribers identify activation best practice, generate ideas for their own activations and stay up to date with the latest trends.

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



SportBusiness SPONSORSHIP



Giving agencies, brands & rights-holders true added value through sponsorship deal data, activation campaign case studies and daily news

THE SPONSORSHIP PACKAGE

ACTIVATION CASE STUDIES

Each of our case studies takes an activation campaign and sets out objectives, details what was involved and reports the outcomes. We publish 24 case studies every month.

DATA SNAPSHOTS

Each month, we publish a data snapshot of a key sponsorship market. These bring you benchmark values on every single deal in the rights-holder portfolios & written insights helping you understand these markets.

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We deliver deeper coverage of the most important sponsorship deals, uncovering deal values, durations, inventories, activation plans and all-important context.

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Four times a year, we round up the most innovative activations examined in our case studies into definitive best practice casebooks.

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Tous Unis – Accor, QNB, Ooredoo, Nike and more & Paris Saint-Germain

PSG teamed up with its sponsors and suppliers to raise funds for Parisian medical workers during the height of the Covid-19 pandemic.

Objectives

The aim was to mobilise the PSG community – including sponsors, suppliers, fans, players and staff – to assist medical workers on the front line of care.

Activation

'Tous Unis' followed the club's mid-March decision to pledge €100,000 to help the fight against Covid-19. The initiative was spearheaded by the launch of a limited-edition jersey.

On 26 March 2020, PSG teamed up with its front-of-shirt sponsor Accor and fellow partners Nike, QNB and Ooredoo to produce 1,500 of the special kits.

Accor agreed to waive its rights and have its 'Live Limitless' logo replaced on the shirt front by 'Tous Unis'.

The shirts, which carried the logo of Assistance Publique – Paris Hospitals (AP-HP) and the Greater Paris University Hospitals, were sold through the official PSG online store for €175, with all proceeds going to AP – HP.

The fund-raising project was promoted with content running across the club's social platforms and PR'd through the Paris mainstream and football media.

More campaign strands followed, including a PSG and sponsors' crowdfunding platform to raise further funds for local hospitals and caregivers across the Paris and the Île-de-France region, as well as the Secours Populaire and club charity partner 'Action

Against Hunger’.

PSG also worked with its match day catering suppliers to deliver 1,200 free meals a day to hospital workers in Paris, using the Parc des Princes stadium kitchens and matchday food trucks with the help of 60 volunteer suppliers.

Outcome

The shirts sold out in just 12 hours and raised more than €200,000 for healthcare staff fighting the pandemic in Paris hospitals.

More than than 25,000 meals have been delivered to seven separate hospitals since the April 9 start of the project.





This is Home – adidas & Arsenal

The launch campaign for adidas' 2019-20 Arsenal home kit focused on connecting the club's global fan base to its North London home through themes of community, customs, language and inclusivity.

Fronted by players past and present, 'This Is Home' blended contemporary methods (such as online video and social bots) with more traditional work (like graphic design, outdoor, transport takeovers and newspaper ads).

Objectives

The twin objectives were to drive awareness of the new Adidas/Arsenal partnership and to drive global sales of the new kit.

For its first new shirt since it replaced long-time supplier Puma, adidas' marketers wanted to recognise the club's heritage and reflect the progressive values

of the team and the sportswear brand.

The parallel local and global campaign set out to engage fans by simultaneously respecting Arsenal's local history and London roots while reaching out bridging to supporters around the world.

The tone of the campaign was designed to reflect the shirt itself, which nods to adidas shirts of the past, but with a modern twist.

Activation

The multi-channel campaign, developed by agency Iris, was weighted to video and image content and was spearheaded by a launch film called 'This is Home'.

This hero spot was fronted by Arsenal icon Ian Wright and showcases how first team players from around the world not only feel at home in Arsenal's

North London stronghold but have embraced it to become part of the community.

The core 'inclusive' idea is that the players are part of the fabric of the club and the community to the extent that they have adopted local London customs, accents and linguistic idiosyncrasies.

As well as Wright, the video features current and former players (including Tony Adams, Alexandre Lacazette, Pierre-Emerick Aubameyang, Mesut Özil, Vivianne Miedema and Mattéo Guendouzi), plus celebrity supporters like Idris Elba and average fans.

The hero video launched on July 1st, a month ahead of the start of the 2019/20 season, and it was amplified across both the club's and adidas' online channels and on Ian Wright's personal social platforms too.



The spearhead spot was supported by an additional 'Same Stripes, New Hype' video which blended real footage and animation (with North London street map graphics) and which launched across club and brand social channels on the same day as the hero film.



These two spots were further supported by additional video content including a 'Players' New Shirt Photo Shoot' film and a matching 'Behind-The-Scenes' new shirt shoot spot.



There was additional new kit promotion via the 10-minute 'This Is Home: Fabric of Football' documentary, which joined up with adidas shirt launch initiatives at Real Madrid and Manchester United.



These videos were backed by a range of OOH across London (including a 'Tube Takeover' at nearby London Underground stations Highbury & Islington, Camden & King's Cross), as well as retail assets and a wrap cover in London's Evening Standard daily newspaper.

Additional social content support pieces built on the 'This Is London' creative with extra video, graphics and photography.

However, a Twitter bot strand – in which fans tweeting the official @AdidasUK account with the #DareToCreate hashtag were rewarded with an automatically generated image of the new shirt-back complete with the user's Twitter handle (where the player name usually is) along with the message 'This is home. Welcome to the squad' (and a call-to-purchase) – backfired.

Within hours of going live, Twitter users abused the initiative by tricking the brand's account to distribute messages/images of shirts containing racist and offensive terms and references to Hitler, Madeleine McCann and the Hillsborough Disaster. The strand was

halted shortly after launch. adidas said in a statement that users had abused a Twitter personalization mechanic, and Arsenal condemned their actions.

The campaign was developed by a team from creative agency Iris led by creative directors Henry Scotland and Rachid Ahouiyek. Somesuch handled productions, and grade worked on by Luke Morrison and Flame by Iain Murray both at @ETC. Audio was by GCRS.

Outcome

As well as engaging local fans through London print media, OOH and local transport channels, this campaign set out to promote the new partnership and the new shirt to the club's global social fan base,

which consists of 37 million Facebook followers, 14.5 million Twitter followers and 14.4 million followers on Instagram.

Initial social statistics showed that within its first month the hero film's reach alone across player, club and supplier social channels was more than 500,000 (including 160,000 views of Wright's Instagram launch post, 230,000 views on Arsenal's YouTube channel and 66,000 views of adidas' launch tweet).

Other individual social campaign statistics included 127,059 views on Arsenal's YouTube channel of the supporting 'Same Stripes, New Hype' spot, 184,888 views of the 'This Is Home: Fabric of Football' documentary and a further 49,007 views of the 'Shirt Shoot Behind-The-Scenes' video.





The Power of Allies - AIG & The R&A

Launched in August 2019, AIG's global activation programme for the first year of its sponsorship of the Women's British Open was spearheaded by a set of four television commercials supported by social content and on-course activity which all focused on positioning AIG as an ally for female golfers and for women in general.

Objectives

AIG briefed Berlin Cameron to showcase its first year as the title sponsor of the WBO with a campaign that highlighted 'the strength that AIG brings to the table by being an ally to its clients and to women both on- and off-course', and which reflected the synergies between the brand and the property's values – particularly their commitment to creating an inclusive culture.

Activation

The agency's solution was an integrated campaign called 'The Power of Allies', which positioned the brand as an ally to women through the lens of supporting the Women's Open, female golfers and women in general as an insurance partner.

As well as on-course logo branding and hospitality rights, the activation was led by a series of television commercials and social content. The work was spearheaded by four commercials which aired globally on linear broadcast, digital and social channels.

The first pair of tournament-specific commercials featured elite women's professional golfers in action facing ups and downs on the course with AIG as their ally accompanied by an inspirational message voiceover saying: "While you're giving your all to

redefine the curve, an ally is there to remind you that you are ready for this moment.”



These were followed by a second pair of 30-second spots that sought to spread the campaign message beyond the golf course, and featured a diverse group of AIG employees from around the world speaking about what it means to be an ally.



They were supported by social content leveraging the tournament partnership and responding in real-time to the tournament action. These ran across the insurer's own platforms including Twitter, LinkedIn, Facebook and Instagram and were linked by the hashtags #AIGWBO and #AIGAllies.

Outcome

The campaign generated more than 13 million social media impressions in its first seven days, breaking records for both the brand and the WBO.





Collection Court No1 – BNP Paribas & the Fédération Française de Tennis

BNP Paribas highlighted its deep commitment to French tennis around the 2019 French Open by creating mementoes from the physical matter of Roland-Garros' Number One Court as it was dismantled for redevelopment.

Objectives

BNP's tennis strategy is based around sharing the sport's values of fair play, high performance and responsiveness and its work is hubbed around its global community of tennis fans at [wearetennis.bnpparibas](#) – a website entirely dedicated the latest in tennis news.

At Roland-Garros 2019, BNP briefed Parisian agency Hungry & Foolish to design an activation that would make a splash during the tournament – and particularly on the final day – and a 360°

communication campaign to promote this splash.

The activation had two objectives:

- Raise its voice and create excitement amongst the largest audience possible during the French Open
- Communicate and highlight BNP's commitment to younger generations through tennis.

Activation

The campaign jumped off the fact that the Stade Roland-Garros' famous Number One Court was going to be torn up and rebuilt as part of the venue's major regeneration plan after the 2019 event.

BNP decided to preserve the legacy of the venue by creating the 'Court N°1 Collection' – over 1,000 collectors' items created out of recycled parts of the famous court. These would be auctioned to raise

funds for French tennis legend Yannick Noah's 'Fête le Mur' association, which engages and supports young people through tennis.

The auction was promoted through a communication campaign that targeted tennis lovers and on-site spectators, rolled out through the tournament and culminating around the final day.

It was spearheaded by a hero video launched on 25 May, introducing the collection and driving viewers to the BNP Paribas tennis hub where they could pre-order their object of choice.

Four different types of items were made available: chairs recycled from the stands, bags and pouches recycled from the court's protective rain tarpaulins and hourglasses filled with court clay.

Production began the day after the Men's Final and the items were delivered to the winning bidders over the next month. In total 1,200 items were produced:

- 200 chairs
- 200 bags
- 300 pouches
- 50 hourglasses

Outcome

All 1,200 objects were sold within 48 hours of the sales period opening. A total €30,000 was donated to the Fête le Mur association.

The campaign generated more than 110 media articles across online, traditional press and TV broadcasters, all of which featured a BNP Paribas'

spokesperson or a quote.

It generated more than 73 million digital engagements during the tournament and drove a 30-per-cent increase in web traffic to the BNP Paribas tennis hub compared to the same period in 2018.

According to the agency, BNP Paribas was the most mentioned brand on social media during the 2019 tournament – outperforming all other official partners and ambushers.





Heart of a King – Budweiser & the Football Association

Budweiser supported the England Lionesses' bid to win the 2019 Women's World Cup with a rallying-cry campaign inspired by Queen Elizabeth I's speech prior to the defeat of the Spanish Armada.

Objectives

Budweiser expanded its deal with the English FA in 2018 to encompass the national women's team, the Lionesses. The idea was to create two-way partnership which for the team offered financial backing and positive national exposure and for the beer brand meant alignment with the team that embodied its brand values better than any other in the UK.

The aim of the 2019 World Cup campaign was to use the 'sociability of beer' to put the team firmly into the mainstream by rallying support among casual

fans – who don't closely follow women's football but would enjoy the big cultural moment of a World Cup.

Activation

The marketers treated the leverage programme as it would activate any other football sponsorship and ahead of the tournament set out to rally new and existing support and to build an emotional bond with the team across the nation.

Faced with the challenge of working for a famously American beer brand backing an English rights-holder, the agency looked to English history and drew creative inspiration from 'another lioness': Queen Elizabeth I.

Her 1588 speech at Tilbury – in the face of an attempted invasion by the giant Spanish armada – supposedly rallied the nation and featured the line:

“You may think I have the body of a weak and feeble woman – but I have the heart and stomach of a king, and of a king of England, too.”

The speech was reworked as a 60-second commercial: an emotive rallying cry for the country to get behind the Lionesses. It starred ambassadors Rachel Yankey (the UK’s first professional female footballer), Nicola Adams (the first female Olympic boxing gold medallist), actor Naomie Harris and actress and playwright Zawe Ashton.

The spot was initially seeded by the talent across their own social channels, before being posted on the brand’s own platforms and then supported across paid media, PR and in store. Budweiser also became the first UK beer to feature female footballers on its packaging.

Partnerships with Joe.co.uk – Maximum Media’s distributed social media publishing platform aimed at young people in Ireland and the UK, which has over two million uniques per month – and TV historian Lucy Worsley extended the campaign beyond existing fans of women’s football.

Outcome

The agency reported success metrics of:

- 233 million impressions
- 189 per cent ROI
- 1.2 billion media reach





Gripline – Continental & RCS Sport

In 2018, tyre brand Continental signed a three-year deal with RCS Sport to sponsor the annual Giro d'Italia. The deal was part of the brand's wider strategy of position itself at the peak of professional cycling – it also has deals with the Tour de France and Vuelta a España.

As Official Tyre and Road Safety Partner of the Giro, Continental's receives significant visibility throughout the race, with its logo visible at the starts, on the perimeters of the Hospitality Village and on the entrance totem, on banners along the entire route and near the finish line, as well as on the 25km arch. A Continental representative presents the trophy for the combativity prize, and – with Shimano – the brand supplies both bicycle and car tyres for the neutral technical assistance team.

Objectives

Continental wanted its sponsorship of the 2019 Giro d'Italia to drive home road safety as its main brand value.

A campaign idea emerged from research showing that that one cyclist dies on the road in Italy every 35 hours, and that one of the main causes of road accidents is the slipperiness of road paint, which reduces road grip and becomes particularly dangerous when it rains.

Thus, an activation was planned that would promote the quality of Continental bike tyres, educate the public about road safety from a cycling perspective and promote the value of two wheels as a key part of a sustainable mobility future.

There were two main targets for the initiative: firstly, road users (not only cyclists, but also motorists, motorbike riders and pedestrians) and secondly administrators across Italian municipalities who have the power to do something about road safety.

Activation

A safer safer paint was the fulcrum for the activation and so GripLine was born – the first paint with added rubber microgranules (recycled from end-of-life tyres) designed to increase tyre grip.

Continental's marketers and a team at agency FCB Milan, led by chief creative officer Francesco Bozza, presented GripLine ahead of the Giro in April at the 2019 Milan Design Week.

They created an installation, called 'Safety Wheel', for the exhibition, which ran for a week starting on 9 April and included demonstrations and interactive and educational elements, as well as expert and cycling influencer talks and round tables.

This paint launch and exhibition generated conversation among the cycling community, the Italian public and the international media.

The project then continued through May and June (during and after the Giro, where the 'Safety Wheel' installation appeared at several stages of the race) through a digital and PR campaign led by a spearhead video.

Outcome

Certified tests showed that the paint increased grip and decreased skids by 35 per cent in the worst climate conditions and provided an anti-skid level of 80 SRT (compared to the average paint level of 45 SRT).

Thousands of people visited and interacted with the exhibition and just two weeks after launch GripLine had generated more than 150 on-and offline media articles (in the national and international TV and print media).

Following the Giro-related activation, five Italian towns (including the city of Milan) agreed to test the paint on their roads, pedestrian crossings and cycle paths, while several other Italian municipalities are also due to test it on their roads.





#Mauerfall/Fall of the Wall – Deutsche Bahn & Hertha BSC

Hertha Berlin and sponsor Deutsche Bahn marked the 30th anniversary of the fall of the Berlin Wall with a limited-edition shirt and an advertising campaign with the tagline 'We Do Not Accept Walls'.

Objectives

Just two days after the wall fell on November 9, 1989, the Hertha Berlin played a match (against Wattenscheid) that was enjoyed by fans from each side of the city.

To mark the 30th anniversary of the Berlin Wall coming down, Hertha released a commemorative jersey and an accompanying campaign to celebrate the unity of the city and the coming together of its people.



Activation

Hertha and kit supplier Nike released the special jersey in late August 2019 and it was worn by the team during the November 9 game against RB Leipzig.



The limited edition Mauerfall kit took design cues from the one the team wore in that first game after the wall fell. The club's main sponsor TEDI and sleeve sponsor Hyundai also showed support for the initiative by giving up their jersey logo rights.

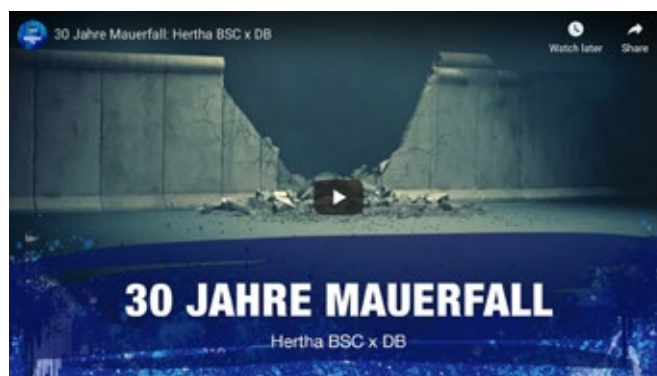
The company logos were replaced by the club's bear mascot, which represents the city of Berlin's coat of arms, and four subtle horizontal stripes representing the wall (with classic Hertha lettering on the front).

The shirts also had a limited-edition retro printing option to include the words 'Berlin' and the number '89'.

The campaign, which was developed and produced in harness with content agency FischerAppelt, was spearheaded by a video which shines the light on the anniversary.

The emotional spot, which stars Hertha players Vedad Ibišević, Davie Selke, Marvin Plattenhardt and Jordan Torunarigha, takes the viewer back to the moment the Berlin Wall fell and the division between East and West Germany came to an end.

The spot ran on the online channels of Deutsche Bahn, S-Bahn Berlin and Hertha, was shown in the stadium for the home game against RB Leipzig and ran in selected cinemas.



It was supported by additional social content linked via the hashtags #Mauerfall, #hahohe, #HerthaBSC, #Hertha and #football.



The #Mauerfall jersey campaign is part of Hertha's ongoing 'Wir sind ein Berliner' brand platform, launched in October 2018.

Outcome

Within the first 48 hours of being posted, the hero spot had generated 500,000 combined views across the Deutsche Bahn and Hertha YouTube channels.



Care for Every Position You Play – Dove Men+Care & the British & Irish rugby

Dove Men+Care used its rights in deals with the British and Irish rugby unions to create a combined campaign that ran from the 2019 Rugby World Cup to the 2020 Six Nations.

Objectives

Unilever-owned Dove Men+Care is a major rugby sponsor that holds long-running partnerships with England Rugby, Irish Rugby, Scottish Rugby and the Welsh Rugby Union. All the branding in these deals uses a set of identified shared values: respect, honour, family and care.

Ahead the 2019 Rugby World Cup in Japan, Dove sought to consolidate its positioning around these values and promote its new 'sport' product, for after-exercise skincare – not only in the UK and Ireland but across other major rugby markets Argentina,

Australia, Italy and South Africa.

The key objectives were:

- Own a unique brand purpose narrative that differentiated DM+C from competitors
- Drive awareness amongst 35+ year-old men via their rugby passion
- Drive brand equity scores through meaningful content that drives purchasing.

Activation

It leveraged its UK and Ireland union rights and international rugby ambassadors to create 'Care for Every Position You Play': a branded content series celebrating modern men caring for others – particularly parenting.

Documentary-style social spots featured England's Courtney Lawes, Scotland's Stuart Hogg, Ireland's

Peter O’Mahony and Wales captain Alun Wyn Jones with their families. This was blended with archive match footage obtained through the brand’s rights to the Six Nations.

The output was turned into a set of ATL & BTL assets launched across broadcast, social and digital platforms in September 2019, as the teams headed to Japan.

The series ran organically across the brand’s own social channels, with home union and ambassador personal channel support combined with an integrated paid and earned media plan.

The initial player-specific spots were supported by reactive content created with players’ families during the tournament.

The campaign content was then re-edited to run ahead of the start of the Six Nations at the end of January 2020, as Dove activated its new partnership with the tournament.

It was followed up later in the Six Nations, in March 2020, with a #Championsofcare competition, offering fans a chance to win a pair of tickets (for home matches of the winners’ choice) to a home fixture in every round of the 2020 Autumn Tests. Supporting prizes including signed rugby jerseys and Dove Men+Care product hampers.

To ‘celebrate care on and off the pitch’, participants were asked to choose their favourite of four Six Nations moments: ‘a debut try and a hug in the



stands', 'victory celebrations shared with the family, 'a lucky fan receiving a post-match gift' and 'post-match cuddles with the family'.

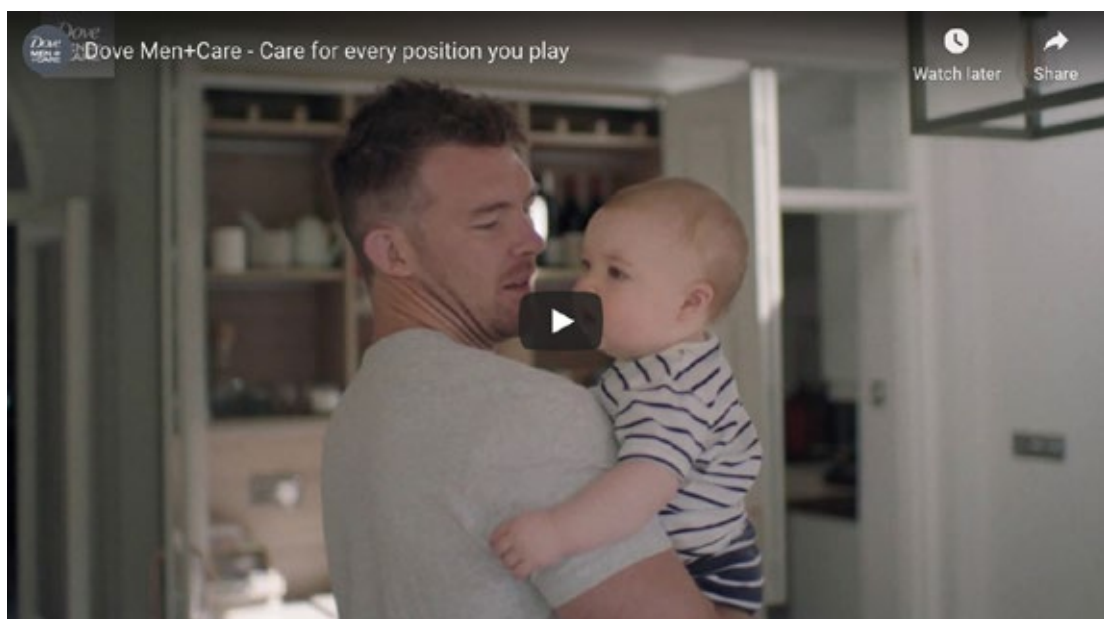
Outcome

Brand awareness grew 10 per cent during the months the campaign ran, and underlying sales grew 18 per cent in the UK in 2019.

CSM reports that the activation's combined reach

was 176 million with a paid media reach to the target audience of 126 million and an organic reach of more than 50 million.

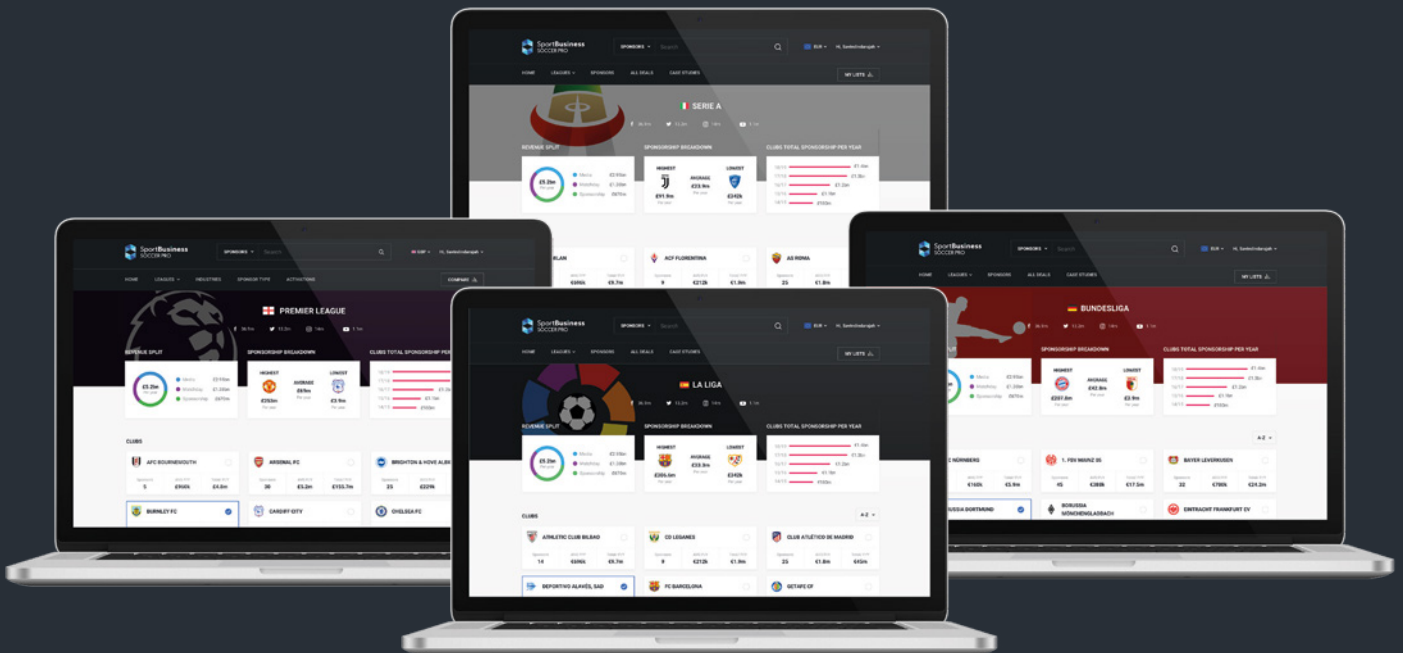
The campaign's success led to the renewal of the brand's rugby partnerships beyond 2020 and has become a best practice example for other Unilever brands on how to blend product and purpose through branded content.





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Clear – Guinness & Six Nations Rugby

Leveraging its 2019 Six Nations title rights, Guinness launched a responsible drinking campaign that encouraged drinking more water through the launch of a new product, 'Guinness Clear'.

Objectives

Guinness wanted to create a responsible drinking campaign that provided genuinely useful advice and used its sponsorship of the Six Nations – one of the biggest drinking events of the year in the UK and Ireland – to do so.

Activation

Drinking more water is an effective way to help moderate drinking. But many people in the UK don't like ordering it in a pub – partly because beer-drinking culture is so strong, and people feel

embarrassed asking for water.

The agency's idea was to turn 'boring' tap water into something people would be happy to order by promoting a 'new product'.

The campaign promoted Clear like a genuine new Guinness brand – complete with a familiar set of beer brand and Guinness advertising clichés. The executions had the same high production values consumers have come to expect from beer brand marketing and included familiar traits of Guinness creative (such as letting the product settle and the 45-degree pour).

Guinness launched the multi-channel campaign on the first day of the six-week tournament, fronted by the current team captains and several former players and current Guinness ambassadors.

A hero commercial ran on national television and

across social media, while print advertising appeared in national newspapers led by a media partnership with The Sun.

The campaign also included sampling and designated Hydration Stations at stadia throughout the tournament, while on social media the brewer teased world- first stunts like turning Dublin's River

Liffey into a river of Guinness Clear.

Outcome

Brand and agency report that the campaign drove a significant positive sentiment increase of 47 per cent during the six-week tournament.



 **HYUNDAI** Femenino, con F de Fútbol

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Femenino, con F de Fútbol – Hyundai & Atletico Madrid

Hyundai leveraged its Atlético Madrid sponsorship and reinforced its support for women's football in November/December 2019 with an emotional, multi-media campaign revolving around the letter 'F'.

Objectives

The brief to agency Thinketers was to boost awareness and visibility of Hyundai's sponsorship of Atlético Madrid and its support for women's football.

Activation

The agency's solution was a multi-channel digital campaign highlighting the hard work and

commitment behind the Atléti women's team.

The branded content consisted of different creative pieces and formats focusing on the various pillars of the Atlético women's team: the players, the coach and the fans.

Femenino, con F de Fútbol aimed to encompass the values that football represents and the spirit of the Atlético players and fans – all represented through words beginning with the letter 'F'.

Each online video spot – '[Faith](#)', '[Strength](#)', '[Fury](#)', '[Fan](#)' and '[Future](#)' – was created aimed at generating an emotional connection with different audiences, including all football fans, Atléti supporters and the

sports media.

The 90-second 'F de Fe' launch spot was posted on November 19 and starred team skipper Amanda Sampedro. Content then rolled out weekly across the campaign's [bespoke website](#) and on the car company's Spanish YouTube channel.

Outcome

The launch spot generated 500,000 views on Hyundai's Spanish YouTube channel. Further campaign metrics saw:

- 4.5 million total social impressions
- A million plus online video views
- Fifty media mentions



Territory: UK

Agency: Thinketers

Other organisations: Journey Digital (app development), Dentsu X (social), Spark44 (social), Ocean Outdoor (OOH), Posterscope (OOH)



Ace Pace – Jaguar Land Rover & the All-England Club

Objectives

For the fifth year of its Wimbledon sponsorship, Jaguar Land Rover's brief was to make its sponsorship of the tournament 'unmissable' in the UK, through an integrated campaign spanning the entire ecosystem of owned, earned and paid elements with three primary objectives:

- Increase brand awareness
- Increase brand consideration and appeal
- Drive app downloads.

The approach, following in the footsteps of the brands previous Wimbledon activations, was to use the partnership to continue to reinforce Jaguar's premium positioning through innovative technology and to promote the Jaguar I-PACE – particularly its handling ability).

Activation

The multi-phase, multi-channel activation programme was spearheaded by the Ace Pace Wimbledon Edition App and associated content and competition, a strand of social and influencer work, plus digital OOH highlights and live score led content, fan zones across the UK, a retail programme plus on-site activity including hospitality and a vehicle sustainability exhibition.

It began three weeks before the first serve of Wimbledon 2019, with the launch of the mobile Ace Pace Wimbledon Edition App, whose primary draw was a serve speed measurement mechanic. It allowed tennis fans to test their serving ability and share their results to leaderboards that could result in winning a Jaguar Tennis Masterclass (40 winners) and tickets to The Championships.

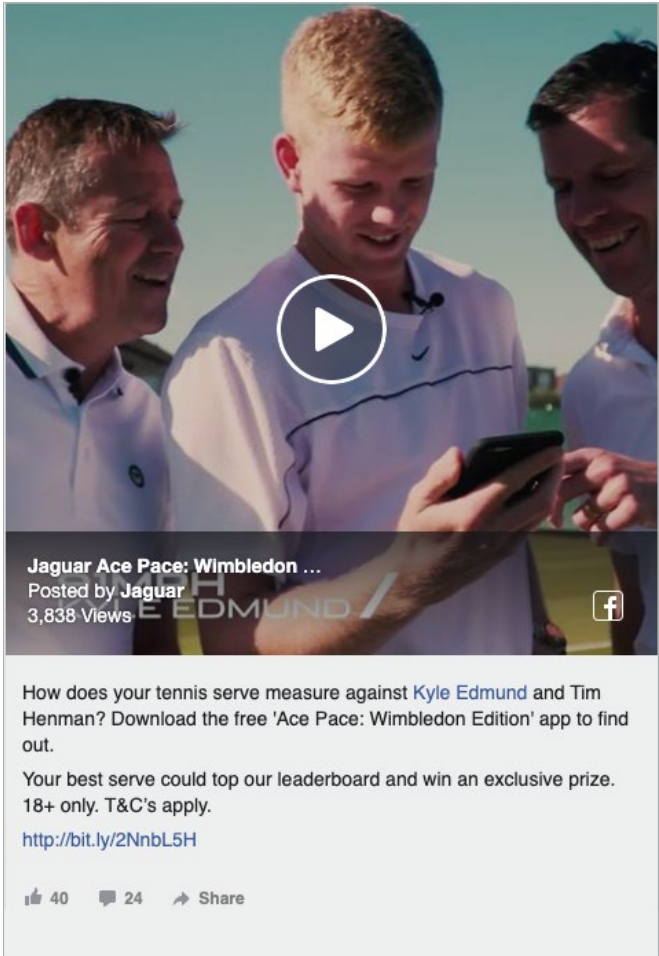
The app, developed with Journey Digital and CAA Brand Consulting, used an algorithm employing Dynamic Time Warping via a smartphone's gyroscope in order to calculate the wrist angle and the motion sensor to determine the arc of the serve and the accelerometer to measure the speed.

It was made available to download on all smartphone devices and was promoted across multiple channels with content spearheaded by ambassador-led promotional content featuring British tennis star Kyle Edmund and legend Tim Henman.

The on-site activation strand saw the I-PACE SUV showcased in the 'Sustainability at Wimbledon' area in The Championships' Southern Village – an exhibition exploring what the world's most famous tennis tournament could look like in years to come. There was also a retail 'arrive and test drive' program, plus Jaguar supplied 170 vehicles for staff, umpires and players including the I-PACE, plus the XE, XF, XJ and F-PACE vehicles.

An out-of-home strand began on June 1, as the brand backed the match highlights show and real-time scoreboards shown by Ocean Outdoor's digital screens across the UK. Every six minutes, a 60-second sponsored show reel ran across 28 large format digital screens in nine UK cities (London, Birmingham, Edinburgh, Glasgow, Leeds, Liverpool, Manchester, Newcastle and Nottingham), often accompanied by creative and experiential activation focused on the I-PACE.

Jaguar also partnered with London's Westfield shopping malls in the 'Westfield Wimbledon Takeover'. Fan zones were hosted at both at Westfield London and Westfield Stratford, with live screenings of the first-round matches of Jaguar brand ambassadors – Britain's Johanna Konta and Kyle Edmund, plus Canadian Milos Raonic – and later, the women's and men's singles finals.



A social influencer campaign and Twitter sponsorship also supported the overall campaign and provided an 'always on' presence across social media throughout the tournament. This phase of the activation programme was planned by Dentsu X and by OOH and location marketing specialist Posterscope, in alliance with Ocean Outdoor and creative agency Spark44.

Outcome

Through its various activation strands, which had a combined social reach of more than 40 million, the campaign achieved the following results:

- 12,000 app downloads (against a 5,000 target)
- A 24-per-cent year-on-year rise in campaign awareness
- A 54-per-cent year-on-year increase in brand consideration
- 7,418 fans visited the 'Jaguar x Wimbledon' fan hubs in Manchester, Oxford, Glasgow and Westfield London during the fortnight.



#StyleOfPlay – Littlewoods Ireland & the Gaelic Athletic Association

Littlewoods is Ireland's leading online department store and aims to offer 'products intrinsic to Irish life'. But with no brick-and-mortar outlets and brand overlap with its UK counterparts Littlewoods.com and very.co.uk, the brand has some challenges connecting with Irish consumers.

The retailer's strategy for the past three years has aimed establish and amplify its credentials as a truly Irish brand and forge a more meaningful connection with Irish consumers. Signing a partnership with that most Irish of sporting institutions – the Gaelic Athletic Association (GAA) – in 2017 was an obvious move.

The alliance focused on three GAA properties: the All-Ireland Senior Hurling Championship, the Littlewoods Ireland Camogie Leagues and the GAA Go Games Provincial Days.

Objectives

The business wanted to use the activation to meet two key business challenges:

Despite being an e-commerce business, Littlewoods lacked online awareness and engagement

Littlewoods was missing a major opportunity to drive further return on investment from its GAA sponsorship

After two seasons activating via tactical, below-the-line initiatives with a limited budget – and comparatively low-level social presence that generated little engagement – Littlewoods set out to create a deeper, more meaningful social media strategy in its third season.

The primary targets segments were GAA fans and women aged 25 to 45 and the objectives were to:

- Grow brand love, increase social content engagement and views
- Grow sales and revenue attributed to the GAA social campaign.

Activation

The solution was #StyleOfPlay: a socially-led activation based on the idea that whether it's the players on the pitch, or the fans off of it, every hurling county in Ireland has a different style of play.

The activation spanned Littlewoods Ireland and GAA's YouTube, Facebook, Instagram and Twitter platforms as well as the brand's blog. littlewoodsireland.ie. It ran throughout the May to September hurling season and comprised three phases – inform, engage and action, aimed at 1) defining #StyleOfPlay for the audience, 2) winning their hearts and minds, and 3) engaging them throughout the rest of the season.

Inform

The first stage began with a 60-second hero social spot featuring seven Littlewoods Ireland hurling ambassadors and fans representing each county within the All-Ireland Hurling Championship.

It was followed by a second spot called 'The Making of Jackie's Jersey', which leveraged the launch of the season's GAA inter-county jerseys on

littlewoodsireland.ie. Starring GAA style ambassador Jackie Tyrrell, this spot sought to link GAA/Littlewoods brand love to the bottom line.

Engage

This second phase combined a third online video, a participatory experience and then everyday social content.

The comic video, called 'Andrew v Donie', aimed to drive home the 'countless styles, same passion' message behind from a fan's perspective and featured two fans whose counties were about to play in the All-Ireland Final.

This was followed by the brand hosting a 'Croke Park Sleepover': a competition offering one family a chance to sleep in Croke Park stadium the night before the Hurling Final. The experience was amplified through video and image content across social channels.

Through the season, Littlewoods continually engaged the GAA audience across social media through a suite of pre-match graphics and post-match graphics (focusing on individual players). It also told detailed stories about its GAA ambassadors on its blog.

Action

The third phase blended influencer work with sales funnel-focused social.



The focus switched to the brand's GAA ambassadors with credible fashion credentials, spearheaded again by GAA TV pundit and brand endorser Tyrrell, to shine the spotlight on retail and purchasing through a long set of game and product related Instagram posts to Jackie's wider audience.

Content was targeted mainstream sports fans and GAA fans overlaid with Littlewoods own CRM and retargeting lists to reach as broad an audience as possible.

Outcome

Amongst the key social media metrics were:

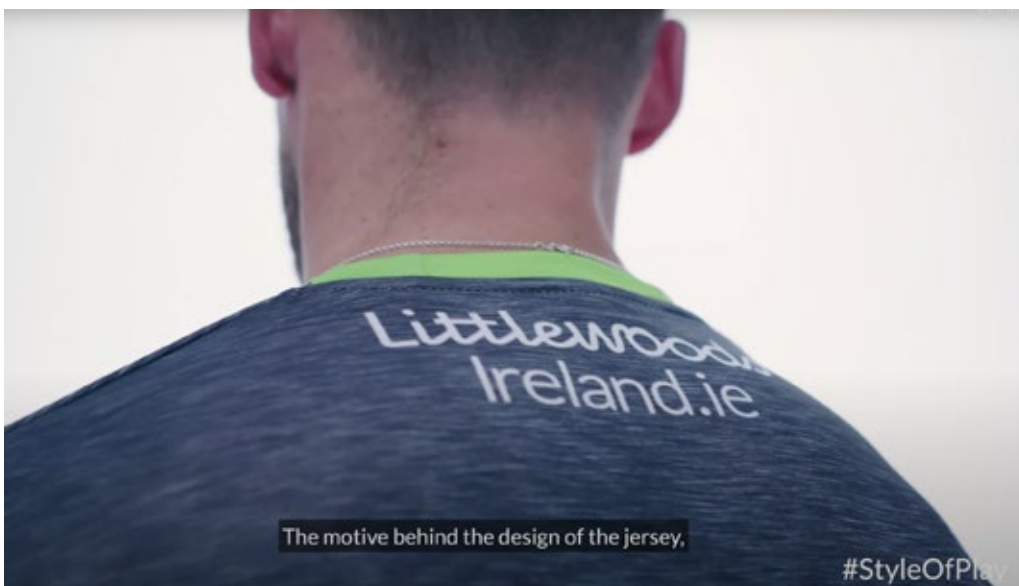
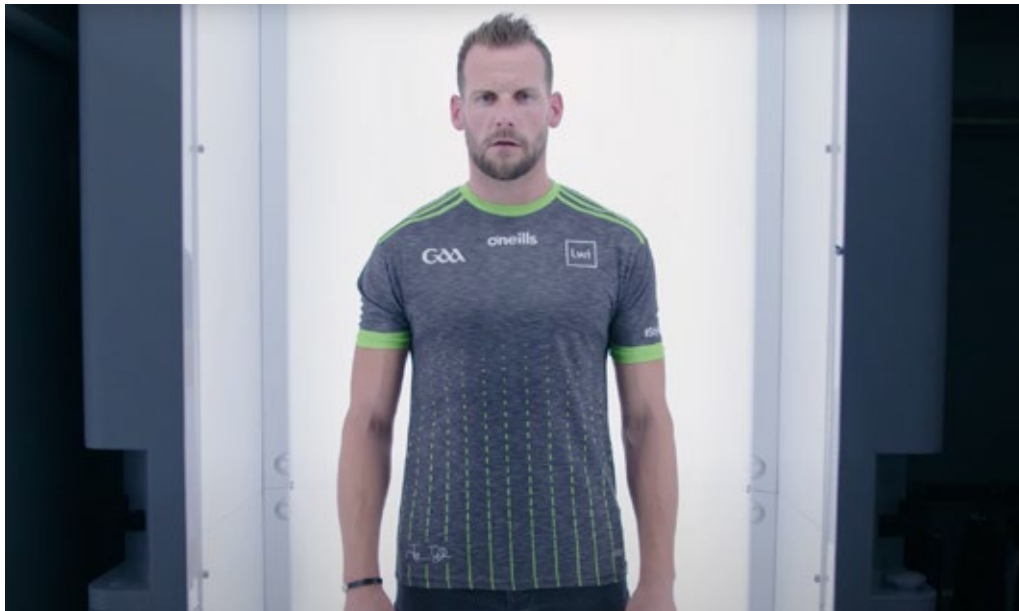
- Usage of the #StyleOfPlay hashtag grew by more than 48 per cent
- Social engagements grew more than 3,000 per cent

- Video views were up by 98 per cent compared to the previous year
- Impressions rose 86 per cent.

While revenue-linked outcomes included:

- Sales attributed to the sponsorship rose 200 per cent
- A 138-per-cent rise in sponsorship attributed revenue, equating to seven per cent of Littlewoods Ireland's total revenue during the period of the campaign.

The partnership's success was also reflected in the fact that later in the year, Littlewoods Ireland renewed its partnership with the GAA for a further three years, until 2022.





**PROUDLY
SPONSORING
HUDDERSFIELD
TOWN**



Unsponsor #SaveOurShirts – Paddy Power & Huddersfield Town

Paddy Power leveraged its 2019-20 Huddersfield Town FC shirt sponsorship through a hoax kit launch campaign called “Unsponsor #SaveOurShirts”.

Launched a week ahead of the Championship season, the PR initiative saw Paddy Power unveil a campaign – initially with the Huddersfield spoof and later with Motherwell, Newport County and Southend – that called for other betting sector sponsors to stop ‘bastardising’ the football shirts that fans love.

Research shows more than half the football teams in the top two English leagues are sponsored by gambling/betting sector brands.

Objectives

Inspired by the era of ‘fake news’, the spoof was designed to match Paddy Power’s cheeky brand image, make a serious statement about the

dominance of betting sponsorship in top English football and disrupt its competitors.

The ostensible campaign intent was to encourage its sector rivals to ‘unsponsor’ shirts; at least as important was generating significant identifiable PR.

Activation

The initiative began with the reveal of the Paddy Power-sponsored Huddersfield 19-20 kits. The new home shirts had a prominent, branded diagonal stripe/sash featuring the betting brand’s name, while the away version paid tribute to the club’s 110-year history with 110 Paddy Power logos. Both were intended to [provoke outrage](#).

The second phase saw the team take to the pitch for a pre-season friendly against Rochdale wearing the kit. Reports the FA had contacted the club



because the shirt broke its rules on sponsor brand logo size and positioning were deliberately amplified.

Phase three saw the brand come clean and reveal that, while it was genuinely a Huddersfield sponsor, both kits were fakes. Paddy Power also donated its sponsorship of the club's training kit to the Huddersfield Town foundation.

The genuine shirt actually had the sponsor's logo removed entirely – a reveal that involved more PR, digital, social and print ads via media partnerships. It was this phase that unfurled the campaign message that football shirts aren't billboards and betting brands should 'unsponsor' them.

The initial Huddersfield campaign was followed a few days later when an additional 'Unsponsor':

Save Our Shirt' campaign strand which saw Paddy Power unveil a tie-up with Scottish Premiership side Motherwell.

The Motherwell deal was then followed by additional partnerships with Newport County and Southend.

"Shirt sponsorship in football has gone too far. We accept that there is a role for sponsors around football, but the shirt should be sacred," said Paddy Power managing director Victor Corcoran at the time. "So we are calling on other sponsors to join the 'Save Our Shirt' campaign, and give something back to the fans. As a sponsor, we know our place, and it's not on your shirt."

"There was really only one brand brave enough to pull this off," said Octagon head of strategy Henry Nash. "In the face of football's crass commercialisation and relentless exploitation of fans,



our ambition was to do something good for the game. We're beyond thrilled that Paddy Power have taken a stand with Save Our Shirt.

Outcome

While some eagle-eyed fans, marketers and sports journalists immediately deduced that – as both Huddersfield kits contravened FA guidelines, which stipulate there can only be one single area on the front of a shirt featuring a sponsor – the campaign must be a spoof, plenty of others rushed to social channels to express their fury.

Indeed, it was even condemned by Damian

Collins, the Conservative MP for Folkestone and Hythe, who branded the sponsorship "totally inappropriate" and called for the FA to investigate.

But as the true objective and nature of the campaign was revealed, fans positively shared support for the initiative with images of their own shirts unsponsored.

According to Octagon, the campaign generated a total 528 million media impressions by the end of September 2019 – including more than 500,000 video views on Paddy Power's own YouTube channel – and more than 100,000 tweets using the #SaveOurShirt hashtag.



Jeep



Terrains – Jeep & Juventus

'Terrains', which debuted in June 2019, was a video-led TV and social campaign from Jeep, activating its Juventus sponsorship with the message that excellence must be achieved through hard work on the toughest territory.

Objectives

This multi-market campaign aimed to engage Juventus supporters and other football fans worldwide, by amplifying a message that strength and excellence are cultivated through hard work, force of will, passion and commitment.

The objective was to promote Jeep/Juventus shared values of authenticity, passion and adventure – around the idea that the excellence of both Jeep

vehicles and Juventus players is the result of hard work on tough terrain.

Activation

The activation was spearheaded by a 60-second hero film that blends past and present footage to tell a story about the evolution of children into champions.

It uses the childhood surroundings of some of Juventus' biggest stars: Cristiano Ronaldo (Portugal), Paulo Dybala (Argentina), Argentina (Dybala), Blaise Matuidi (France) and Giorgio Chiellini (Italy), to deliver the message that 'legends are not born, but are made' – whether on the football field or in the automotive industry – through hard work honed on

the most difficult terrain.

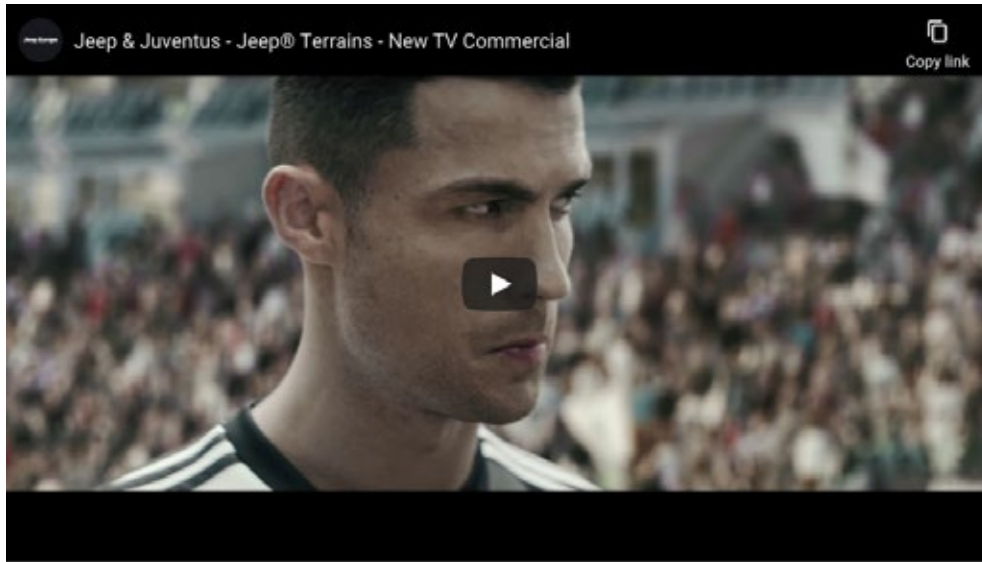
Media was handled by Starcom and the campaign ran across global and Italian television and on both brand and club social channels – primarily YouTube and Facebook.

This international campaign focused primarily on EMEA, where it ran online in six countries: France,

Germany, Italy, Portugal, Spain and the UK.

Outcome

Social media metrics showed the video earned six million views on Jeep's YouTube channels (with 100,000-plus shares) and 500,000 more views on Juventus' Facebook page.



WIN

THE ULTIMATE CRICKET EXPERIENCE



Specsavers

OFFICIAL PARTNER



Ashes summer – Specsavers & the England and Wales Cricket Board

Through the summer of 2019, Specsavers activated its England Test Match title sponsor rights via multiple strands including media engagement, VIP hospitality, on-site and at-stadium branding and a range of cricket themed activities.

Objectives

CSM's brief from the brand was simple: ensure that Specsavers 'became part of the sporting story across the summer', with commensurate benefits for profile and fan engagement.

Activation

Media Engagement

Media engagement centred around a group of England Test cricketers – past and present – acting as

ambassadors.

This activation phase began at the start of the season, during July's Specsavers England v Ireland test match'. Bespectacled England spin bowler Jack Leach made 92 runs, which led to the media talking about the player and his ties to the sponsor and alone resulted in an entire back page story in The Sun newspaper.

Activations picked up again during Specsavers Ashes Series of five Tests against Australia, running from August to September. The brand hosted media appearances with ex-player ambassadors Steve Harmison, Matthew Hoggard, Simon Jones and Jonathan Trott plus current stars Jason Roy, Jonny Bairstow, Jofra Archer and James Anderson.

Specsavers also used Archer – who became a breakout star over the summer to 'raise the cool



factor' as a model of a new sunglasses collection.

At the Headingley test (22-25 August), events conspired in Specsavers favour. While at one end, England's star all-rounder Ben Stokes took on the Australian bowling to deliver one of the most unexpected comebacks of all time, he was supported at the other end by the unheralded Leach – who, as the unlikely victory got closer and closer, regularly paused to wipe down his misting glasses.

Right after this huge magnet for public interest, Stokes tweeted Specsavers to suggest Leach deserved free glasses for life – a request that was duly accepted.

The brand believes it became integral to the story of the test summer series with media coverage, commentators and supporters creating and sharing Specsavers related Ashes content.

Social Content

Specsavers ran launched a four-episode digital video series, the 'Specsavers Ashes Challenge 2019', which sought to persuade non-fans to fall in love with cricket (1, 2, 3, 4).

The story sees Aaron educate his flatmate Adele on why he loves cricket and how she can learn to love it too, as she starts her journey on how to play with England squad members Stuart Broad, Sam Curran and Rory Burns.

Across social channels, the Specsavers 'Should've Series' and the 'Specsavers Ultimate Ashes Competition' also sought to engage with fans by offering money can't buy Ashes experiences and signed merchandise.

These series was supported by content across the sponsor's social channels including match-related, low latency pieces, ticket giveaways and competitions.

Experiential Engagement

A series of at-match experiential engagement initiatives included the 'Specsavers Fielding Test', which encouraged fans to compete against their



friends and against England and Australia players (past and present).

Those who topped the leader board earned a chance of being chosen to participate in the 'Specsavers Big Bowl Off': an on-field challenge that place on the field during the lunch breaks of the Ashes Tests. An England and Australian fan competed for ultimate Ashes bragging rights (the winner was the first fan to knock the green bails off a set of three-metre inflatable stumps).

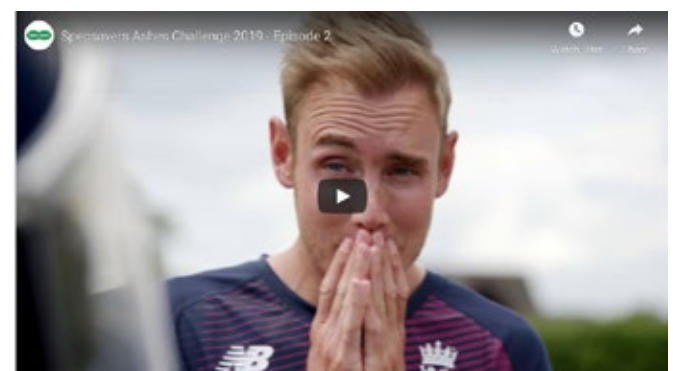
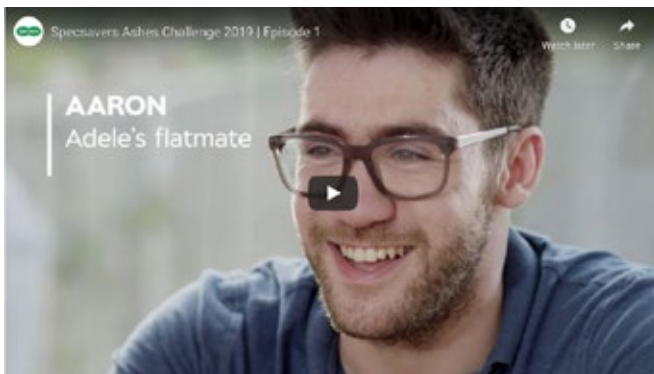
A parallel activation strand saw Specsavers give two fans a chance to win an 'Ultimate Ashes Experience' (for them and a friend) for the Saturdays at the Headingley and Oval Tests: the day included hospitality tickets and a media tour led by famous commentator David 'Bumble' Lloyd.

The brand live teams also worked together with the ECB to deliver Specsavers green branding in all five Test venues across the summer.

Outcome

The brand believes it became integral to the story of the British sporting summer, with media coverage, commentators and supporters creating and sharing Specsavers related Ashes content – particularly following the events at Headingley.

The total number of participants that came through the Big Bowl Off activation was 7,766 (with 5,830 unique). This represented a major uplift on the brand's 2018 on-site activations, which engaged directly with 5,366 participants (4,815 unique).



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