

## Sprint

### Problem

As a brand competing outside of an official Super Bowl sponsorship, how does a telecommunications company engage with attendees?

### Solution

By executing an experiential OOH campaign around the official sponsorship zone.

### Background

Football fans and brands join together every February in anticipation of one of the biggest advertising events of the year: the Super Bowl. TV advertisements at the Super Bowl come with a hefty price tag like \$5 million for a 30-second television spot. Ground space around the event itself is similarly expensive and typically blocked out to anyone except for official game sponsors.

### Objective

As a brand competing outside of an official Super Bowl sponsorship, Sprint contracted an OOH professional to execute an experiential guerrilla activation. It wanted to create a presence on the ground leading up to game day that would engage attendees and raise awareness of Sprint's offerings around the Super Bowl in Houston.

### Strategy

Segway brand ambassadors canvassed the area outside of the official sponsorship zone. They engaged with Super Bowl attendees by advocating for Sprint and distributing promotional items. Sprint had to compete with both the official category sponsor and additional non-sponsor brands on a lesser budget. After analyzing and estimating traffic flow, teams of Sprint Segways were strategically placed around the perimeter of the official sponsorship zone where they could interact the most effectively. They engaged with huge crowds of pedestrians in-market and walking to and from hotels, restaurants, retail stores, and all the official NFL activities.

### Plan Details

Markets: Houston, TX

Flight Dates: January 31 - February 5, 2017

OOH Formats: Branded Segways and brand ambassadors

Target Audiences: Super Bowl attendees

Budget: 100 percent dedicated to experiential



## Results

This campaign started as a guerrilla activation on the ground around the Super Bowl. During the campaign, pressure from the official sponsor brand to have Sprint's activity limited was increased. The company stood firm and navigated the complex rules and regulations by meeting with local government officials to negotiate, allowing Sprint to remain in an effective location. This transformed the guerrilla campaign into a permission-based experiential campaign, which was closer to the Super Bowl fan experience. As a result, Sprint was the only non-sponsored telecommunications advertiser on the ground on Super Bowl Game Day and was inside of the official NFL Clean Zone. People inside of and surrounding the zone continually came up to the Sprint brand ambassadors to express their love for Sprint, engage one-on-one with the brand, take promotional items and photos, and ask more about current offerings. Over 30,000 promotional items were distributed on Super Bowl Sunday and the five days leading up to it. The media company also ensured that over 50 percent of the staff was bilingual to allow the best engagement at no extra cost to Sprint. The estimated added-value to Sprint for this experiential campaign was \$100,000, inclusive of the upgrade closer to the event center.

