

CLIENT: Fulham FC sponsors LG

BRIEF: LG wanted to launch their brand new premium 9kg Washing Machine.



**SOLUTION:** GlobalGames™ Sports worked closely with LG to devise a superb multi-faceted, promotional program to launch their LG F1403FD both inside and outside Craven Cottage when Fulham played Manchester United FC.

The highlight of this promotion was to be an on-pitch shoot-out contest featuring a giant 4m high inflatable replica of the washing machine, with competition winners each taking home a brand new machine worth £800!

To complement the on-pitch competition we distributed 19,000 LG clap banners, one to every seat in the stadium, which were fantastically received by the fans.

Every rubbish bin in the stadium was covered to make it look like an LG washing machine and in the streets around the stadium LG banners were fixed to street lamps.

The promotion was completed by extensive promotion in the match day programme, with adverts on the big & fixed stadium tv screens and in conjunction with tannoy announcements.