

# Football League Play-Offs - Case Study from GLOBALGAMES® SPORTS THE SPORTS EXPERIENCE CONSULTANCY

## Brief:

GlobalGames®Sports were engaged by Synergy Sponsorship to provide activation, branding and crowd engagement on Olympic Way on behalf of their client, Coca-Cola.

The event(s) were the Football League Play-Off Finals.

The aim was to provide each of the participating teams (6 over 3 individual match days) with a bespoke experience to them and their fans.



## Event:

To deliver to this exact brief we formulated a plan to provide each competing team with their own activity and engagement on each side of Olympic (Wembley) Way.

Each team's event package consisted of:

- 3 x 2D Photo Walls (depicting key moments in each team's "Road to Wembley")
- 2 x Giant Inflatable Ball Towers providing a focal point
- Branded Pop-Up Marquee containing teams of Face-Painters to provide team specific designs
- Event staff to manage customer flow and safe operation

## The Results:

With over 140,000 fans passing through the Coca-Cola experience over the 3 event days the client feedback and fan response was incredible:

- Fan feedback was excellent with all ages engaging in Photo Wall experience
- Brand exposure was enormous for the final series of play-offs for the specific sponsor
- Brand integration was seamless, fitting perfectly with existing brand positions and event branding