

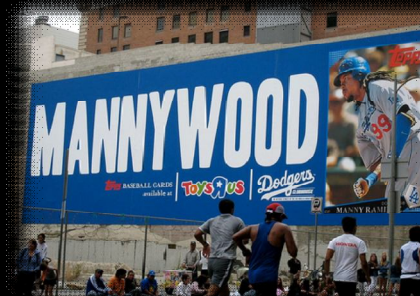
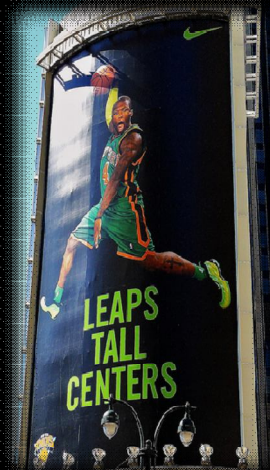
# The 10 Best Sports Billboard Themes of 2009



**PartnershipActivation**  
The "Think Tank" for connecting brands with fans.

# The 10 Best Sports Billboard Themes of 2009

## Honorable Mentions



# The 10 Best Sports Billboard Themes of 2009

## #10

### Promotion of Market Activation

Heineken promoted its sponsorship of the 2009 UEFA Champions League Final by displaying billboards throughout Rome that featured a picture depicting the Colosseum built out of Heineken beer bottles.

Heineken brought this billboard display to life by featuring the exhibit (made of 1,500 limited edition bottles) in the Termini Train Station for many tourists and local citizens to see.

The base of the Colosseum display featured the date of the 2009 UEFA finals with the terminology, “History is Made in Rome”.



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## #9

### The Voice of the Fans (and Former Players)

Over the past few years fans have begun using outdoor billboard campaigns as a means to gain active support behind a sports-related notion that they are passionate about.

This trend was highlighted in 2009 by a group of Notre Dame football players sending Notre Dame head coach a not-so-friendly billboard message situated atop of a popular South Bend, IN locale.

Fans across the nation have begun using billboards to promote their fan affinity, displeasure of coaches/team management, and sending impactful messages to opposing teams. Look for this trend to continue as outdoor digital advertising provides them a means to do so at a much lower cost!



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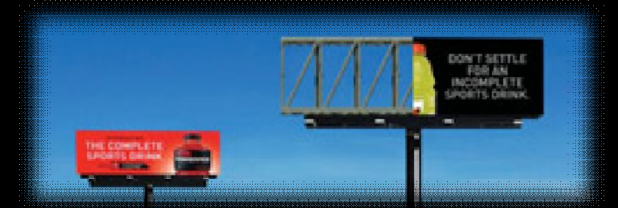
## #8

### Multiple Billboard Messaging

Brands and sports organizations have begun using multiple billboards to enhance the level of impact of their outdoor advertising in the local marketplace.

Sports entities are using building facades and multiple billboards lining major highways to communicate more compelling (and memorable) messages to consumers.

Gatorade and their direct competitor, Powerade, both revealed outdoor messaging campaigns in 2009 that used multiple signage units to drive home a more compelling message for consumers.



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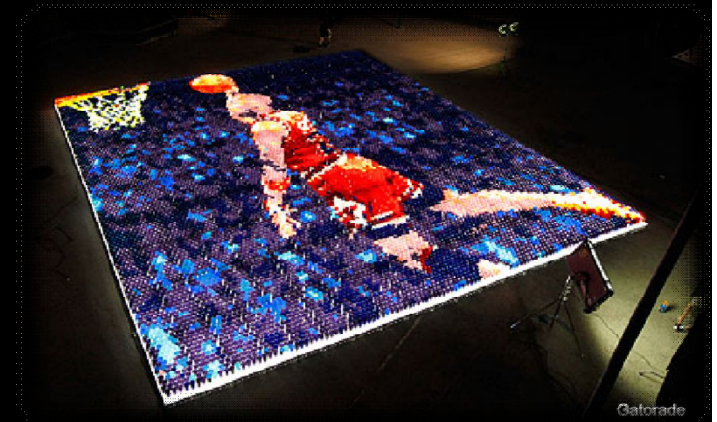
## #7

### Giant Product Displays

In 2009, Gatorade teamed up with TBWA/Chiat/Day to create a massive mosaic street art display of Michael Jordan using 14,000+ Gatorade bottles.

While it is not technically considered a “billboard”, the out-of-home marketing display delivered a monstrous impact. After days of planning and practice runs, the display took 16 hours to complete.

Gatorade unveiled the Jordan mosaic display with the help of Jordan’s wingman, Scottie Pippen, and Olympian Jackie Joyner-Kersey. It gained a significant amount of press and was later featured in a national commercial campaign.



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## #6

### Sports Thematic Displays

Sports organizations and the world's leading brands are finding that the appearance of a billboard trumps the actual message.

Sports entities are getting creative with building elaborate billboard displays that provide an impactful, instant gratification for consumers while passing by in their cars, etc.

From basketball hoops to field goal posts to hockey sticks, consumers are being treated to a variety of stimulating sports-themed displays.



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## #5

### Rivalry Campaigns

While sports entities have traditionally used either single athlete endorsers or entire teams in outdoor messaging campaigns, a rising emphasis has recently been placed on profiling rivalries.

This tactic is becoming increasingly noticeable in foreign markets where teams/leagues are looking to promote star players and build rabid fan bases. These outdoor campaigns tap into the passion fans have for their favorite players and high-profile matchups.





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## #4

### Community Focus / Celebrity Integration

The Los Angeles Dodgers unveiled a tremendous outdoor campaign – “This is My Town” – in 2009 in an effort to attract engage all members of the Los Angeles Community.

The Dodgers used a four-phased approach to introduce the campaign to the local marketplace:

- Phase 1 – Centered on the return of Manny Ramirez
- Phase 2 – Centered on the team’s starters
- Phase 3 – Centered on local stars and celebrities
- Phase 4 – Centered on the team’s “super fans”

The Dodgers incorporated a wide range of celebrities, including the Black Eyed Peas, Kim Kardashian, Oscar de la Hoya, Yoda, Tara Lapinski, and Snoop Dogg



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## #3

### Element of Nationalism/Patriotism

Prominent billboards are being featured throughout Canada in an effort to boost patriotism in the days leading up to the 2010 Olympic Games, which will be held in Vancouver.

Canadian officials are branding the façade of occupied and abandoned buildings with billboard display featuring the Canadian Flag and Olympic athletes. These tactics model adidas' messaging approach around the 2008 Beijing Olympics that promoted national pride and collective spirit.



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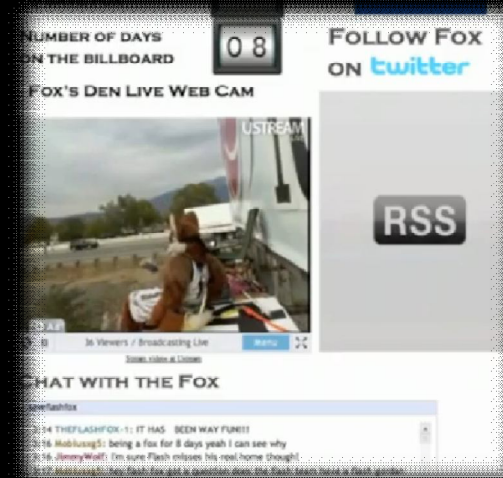
## #2

### Guerrilla Marketing Sales Campaign

The Utah Flash of the NBDL created a “Buy Tickets, Save Flash Fox” campaign that placed the team’s mascot, Flash Fox, on top of a billboard along a major highway until the team was able to successfully sell 500 season tickets.

After eight (8) days of chatting with fans and broadcasting his experience live via Ustream, Flash Fox was able to come down – the campaign had worked!

The Utah Flash supported the campaign with a custom microsite ([www.saveflashfox.com](http://www.saveflashfox.com)) and created a captivating viral piece that summed up Flash Fox’s guerrilla marketing billboard experience. Check it out here: <http://is.gd/51g34>



# The 10 Best Sports Billboard Themes of 2009

## #1

### Social Media Integration

The University of Kentucky Athletics department displayed (9) billboards around the state of Kentucky, each consisting of a line from the school's fight song.

When fans drove by the UK billboards, they could tune into a specific radio station (1630AM/1640AM) to hear the UK fight song being played.

The University of Kentucky Athletics Department supported the campaign by giving away free tickets and related prizes to fans who submitted pictures of the billboards through the official promotional Flickr page. The school also supported the campaign with an official website – [www.ukfightsong.com](http://www.ukfightsong.com) – that featured audio/video offerings, information about the contest, and details on how to connect with UK Athletics via Twitter, Facebook, and YouTube



**Partnership Activation, Inc.** provides sports business professionals with creative ideation insights, unique activation tactics, and innovative ways to drive incremental revenue for their business.

Founded in February 2008, PartnershipActivation.com has rapidly become one of the industry's most valuable resources for sports business professionals to obtain unique partnership ideas and industry updates

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