**CASE STUDY 2**

**WRITER: KARIANNE YACKLE**

**TITLE CARD: PUTTING YOUR BRAND CENTER STAGE**

Let’s face it. Consumers aren’t just sitting around out there waiting for your brand truth to find them. They’re active — participating in sports, shows, and events that matter to them. And when you become part of those things, well, it’s a sure-fire way to make sure that your brand matters to them too. Whether it’s creating a local event from scratch, or getting involved in a major national event, Campbell-Ewald’s experience, technology and resources make it easy to reach your consumers right where they are. Take a look!

**TITLE CARD: X-GAMES**

In 2008, we helped the U.S. Navy take their X-Games sponsorship to a whole new level with our traveling Navy Seal Accelerator tour, the Seal Interactive Challenge area, the Navy Dive Tank and even a Navy air fly over at the event. As part of a media buy with ESPN for our U.S. Navy client, we negotiated a 30-ft. by 140-ft. space in the X-Fest Sponsor Village in the Home Depot Center in Los Angeles. Through dedicated negotiations on our part, we were able to increase the Navy footprint space significantly from years past. We used the footprint space to install our Seal Accelerator Tour, the Interactive Challenge Area, and the Navy Dive Tank that allowed Navy divers to interact with the crowd from under water. The Interactive Challenge area was a key component in generating hundreds of leads as participants were awarded an X-Games skateboard for the top score of the day. In addition, we utilized the Navy’s high-tech equipment by presenting a 10-ft. by 10-ft. display with two bomb-dismantling robots in bomb suit gear. It was the unique crowd participation that made the event such a huge success. Generating hundreds of leads and thousands of impressions for the Navy, even during war time, when interest in the military is typically lower.

**TITLE CARD: NAVY FOR MOMS**

For over 100 years, the U.S. Navy has repeatedly encountered one major recurring challenge: Getting mothers to see the Navy as a viable career choice for their children. To help our client turn Navy mothers into advocates, we formed an online community for moms where they could talk to other moms who already had kids in the Navy. In launching the site, our events group pulled out all the stops. We organized a presence of parades, like the St. Patrick’s Day Parade in Boston, where over half a million people saw NavyForMoms.com highlighted along the parade route. Sporting events where NavyForMoms.com members were honored during intermission breaks, even a prime-time appearance on Live with Regis and Kelly. The results of our campaign launch were beyond our expectations. Daily site visits jumped more than 137%, and 264 new members joined in just three days; equivalent to almost two weeks of activity.

**TITLE CARD: U OF M CHILDREN’S HOSPITAL**

The groundbreaking ceremony for the new Mott Children’s and Women’s Hospital in Ann Arbor was the largest event ever executed for our University of Michigan health system client. To generate enthusiasm from employees, patients, donors and a community at large, the event included music entertainment, professional kite flyers and free lunches for over 10,000 people. The ground breaking ceremony with speaker support, the raising of a 30-ft. by 60-ft. rendering of the new hospital, a boys choir and formal tented dinner for 250 of the hospital’s biggest donors, the event was a success by all measures. In fact, one donor was so impressed that he donated an additional one million dollars on stage during the event.

**TITLE CARD: THINK OF US AS YOUR ULTIMATE PARTY PLANNERS**

As you can see, logistics happen to be our specialty. We’ll guide your event to success every step of the way. From negotiating contracts, to publicizing events, to setup, tear down, to follow up. With over 2500 event initiatives under our belt we know the drill. We’ve learned what works and what doesn’t. And we’ve been helping our clients create brand experiences for more than ten years. And our team is ready to help your brand join the party.