ACTIVATION TRENDS

- Fans became *part* of the brand experience rather than just observing it.
- Customization created emotional value.
- Extended dwell time rather than rushing fans through.

Coca-Cola

Fans actively participated with...

- Interactive, country inspired experiences
- QR interactions
- Photo-Ops
- Product samples

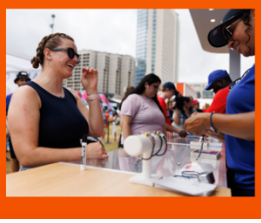


BANK OF AMERICA

Instead of a game...

They created an experience where fans

- Personalized bracelets with unique charms
- Actively built their own memorabilia



Michelob ULTRA

Focused on creating a destination

- Comfortable FIFA-themed atmosphere and viewing experience
  - Shade
  - TVs
- Engaging staff experience



LEGO

Play, build, and connect

- Interactive fan engagement activities
- QR enabled take-home options
- Photo-Ops and family friendly shareables



STRUCTURAL TRENDS

Michelob ULTRA

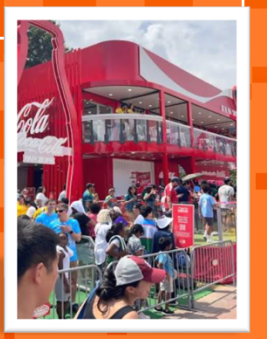
- Large footprint with beer garden, TVs, shaded seating, oversized inflatable landmark visible from across the festival.





Coca-Cola

- Two-story activation; located beside main stage; multiple entry points; shaded and open-air spaces.
- Shade and seating became more popular during the hotter parts of the day, increasing the number of guests interacting with the brand/activation.



LEGO

- One story activation that focused on participation & presentation.
- This included a shaded area displaying a Photo Op with a life-sized LEGO World Cup, Brick Kicker soccer game, and an opportunity to build your own LEGO jersey.