

SPORTO AWARDS 2018

IN PARTNERSHIP WITH
esa european
sponsorship
association

SPORTO SPONSORSHIP AWARD APPLICATION

Important: Complete the form only with text. Graphic, photo or video material attach/upload separately in the section below. Strictly follow the given **limitation of maximum 500MB for uploaded files**. Incorrectly or incompletely filled application will not be judged and will not be admitted to the selection.

PROJECT DETAILS

Project Title (The name by which your entry will be referred on all publicity material):

Rightholder:

Sponsor:

Entrant (company / agency):

Name of client (in case the project is entered by Agency):

Duration of the project (start date: YEAR-MONTH-DAY):

Duration of the project (end date: YEAR-MONTH-DAY):

CONTACT DETAILS FOR APPLICANT

Applicant name:

Applicant job title:

Applicant organisation:

Applicant address:

Applicant country:



Applicant telephone number:

012004170

Applicant E-mail:

sanja.subic@luna.si

Applicant website:

www.luna.si

PROJECT PRESENTATION

CAMPAIGN SUMMARY (MAXIMUM 100 WORDS):

- This is your elevator pitch to explain your submission to judges.
- This short summary will be used to represent your project to public and will be published online on the www.sportoawards.si.

Laško is not only the strongest beer brand, it is also one of the strongest brands in Slovenia and with that represents our national pride. So does also the best Slovenian sports people and teams which Laško has supported and sponsored throughout the history. Brand believes that there are no lost battles in life, just valuable experiences that strengthen the inner power of people, so that they can show their character. Platform #ToLegends allowed us to bow down to sports legends, creating unique, powerful content campaigns that reached out to the hearts of the widest audience of fans bringing additional value to the rights holders' and to the Laško brand.

1. PROJECT PLANNING (25 POINTS):

- What is the business need (idea & purpose) this sponsorship is hoping to answer? (5 points)
- Why was this specific sponsorship/asset/activity selected? (5 points)
- What are the SMART objectives for the sponsorship/campaign? (15 points)

Laško, the biggest beer brand in Slovenia and one of the biggest sponsors of Slovenian sports, faced a problem with activation of its sponsorships. We have been a sponsor of different sport clubs and associations for a long period of time but always in conventional meaning (we gave them money and they communicated our logo) which we needed to change.

What is more, sponsorship communication was "scattered" and far from unified. It lacked consistency throughout the platforms and different sport fields. Also, most of the sponsorship content was on Laško's owned and paid channels, the usage of rightsholders' channels was quite low.

Laško sponsorship awareness has grown from the year 2016, due to the integrated campaign (Laško Bet), but there was still a room for growth and for more innovative approaches in activation of sponsorships.

In order to be as credible as possible with attractive stories we planned to release them on channels that are close to the audience - their favourite sport channels (as opposed to commercial Laško channels).

That is why for 2018 we decided to focus our communication efforts towards activation of sponsorship to reach the following objectives:

- Unify all the sponsorship communication under one platform.
- Increase the market share for 1 percentage point from YTD 2017 - YTD 2018.
- Laško is sponsoring 7 well known "sport entities" in Slovenia (Slovenia National basketball team, National Olympic Committee, National Handball federation, FC Maribor, Alpine Association of Slovenia, Slovenian Nordic Centre, Handball club Celje Pivovarna Laško) so we wanted to activate all of them on social media.
- Maintain Laško brand equity (comparing Q3 2017 - Q3 2018).
- Activate the rightsholders' social media channels (Slovenia National basketball team, National Olympic Committee, National Handball federation, FC Maribor, Alpine Association of Slovenia, Slovenian Nordic Centre, Handball club Celje Pivovarna Laško) (from October 2017 to November 2018).
- Generate the reach of 900.000 with social media posts from October 2017 to November 2018 on rights holders' social media channels.
- Generate the reach of 10 million with social media posts from October 2017 to November 2018.

2. BUDGET (5 POINTS)

(To be given in Euro. All information is confidential and will be used ONLY for judges. Failure to provide any information could affect judging. Please provide %, if specific budget information is confidential.)

- The value of sponsorship (in EUR) OR (depends on the category) investment by the rights holder or event organizer in the activity/project/event (in EUR)
- The budget for the activation of sponsorship (in EUR)
OR (depends on the category)
- Investment by the rights holder or event organizer in the activity/project/event (in EUR)

The value of sponsorship (in**EUR):**

The value of all the activated sponsorships is 390.000 €.

The budget for the activation of sponsorship (in EUR):

For activation of sponsorship 120.000 € was spent.

3.PROJECT EXECUTION (30 POINTS):

- How was the activation/sponsorship/campaign/event associated back to the brand? (5 points)
- What was the activation or campaign and how did it support the business need? (15 points)
- How did you use marketing comms to reach your target audience? (10 points)

Laško brewery makes legendary beer and supports those who are willing to work hard and never give up. The legends. Because of this we created a legendary sponsorship platform with hashtag #ToLegends. (#nalegende). This means every activity was always accompanied by #ToLegends hashtag. During the short period of time many important sport events happened (Winter Olympics, European Handball Championship, World Ski Jumping Championship). Laško's goal was to stand out in Slovenia's sponsorship field.

We have chosen the most popular sports, sponsored by Laško, with legends who owns the highest credibility and legendary presence among sportsmen and fans and even attract the biggest audience in Slovenia. Firstly we launched a popular video series starring 7 very recognizable and inspiring legends - Ivo Daneu and Luka Dončić (as the biggest Slovenian basketball legends and made the most of that then media hype), Veselin Vujović (Slovenian handball team coach who had a significant role in bringing our National handball team to winning gold medal at the Olympics), Petra Majdič (legendary ski runner, who selflessly won a medal with broken rib at the Olympic Games in Vancouver), Dušan Mravlje (ultra-marathon runner who ran over 300.000 km in his life), Janez Gorišek (ski jump architect who constructed 3 biggest jumping hills in the world including Planica), Tomo Česen (mountaineer and the biggest climbing legend) and legendary FC Maribor stadium Ljudski vrt, where has been made the history of Slovenian football. From a financial perspective it would be impossible to take all those legends as classic endorsements, so we connected and related them to sport properties we already sponsored (national associations, Olympic committee, events, clubs). In order to be as credible as possible we released the videos on rights holders' channels (as opposed to commercial Laško channels) which enabled us a bigger media response at more earned media pieces. All the videos were launched in the season-appropriate time (for example Dušan Mravlje in the beginning of running season in April) or during the most important sports events (Janez Gorišek during World Ski Jumping Championship, Veselin Vujović just prior European Championship in January 2018, Petra Majdič prior Olympic games in Pyeongchang).

Throughout the year we activated the sponsorship with legendary and viral content and activations on social media. We launched our own Laško cheering scarfs that became a "must have" item for supporters everywhere. Additionally, Laško also made a special edition cheering scarfs to honor the strong bond between FC Maribor and handball team Celje Pivovarna Laško. We made a many activations and giveaways and tried to maintain the strong awareness and connection with fans and supporters of all sports clubs and individuals.

Among this activations we recorded "Tunnel walk" (FC Maribor, HT Celje Pivovarna Laško) and showed (the fans) how our sports legends feel when they come on the field, surrounded by the feeling of togetherness and support accompanied by cheering of their fans.

During the European Handball Championship in January 2018 in Croatia we celebrated (offline) the cheer spirit. During the matches we treated fans with Laško beer, legendary scarfs and took pictures of fans from different countries, because we believe that what matters is to cheer together and support each other. We spread our communication to the rights holders' channel Rokometna Zveza Slovenije and showed our fans the most legendary moments of every Slovenian match. Furthermore, we actively engaged fans who were choosing the most legendary player of every match played by Slovenia.

We also delivered Laško beer to Olympic Games. In February 2018 we accompanied our heroes to Pyongchang and showed their every step through IG stories. We were the first sponsor of the National Olympic Committee in Slovenia that updated the fans with live content directly from Pyongchang (Slovenian house and other Olympic scenes) and made them feel like they were actually there with our Olympians. As a part of this activation we awarded Slovenian sportsmen who ordered a Laško in Korean.

What is more, we created a special Facebook AR filter, where fans could take a picture or record a video of them wearing a gold Olympic medal. We gave away over 700 gold medals to the most legendary fans who wanted to become a part of Olympic team and celebrate the Olympic spirit. With this innovative feature we made a breakthrough in the sponsorship field and once again engaged fans and connected them with their legends and role models.

This was the rich content of Laško's #ToLegends platform that aimed to maintain and raise sponsorship awareness among Laško fans and other sport fans and made a special connection with them and the brand.

4. PROJECT EVALUATION (25 POINTS):

- Show results against the original objectives (10 points)
- Overall return on investment (10 points)
- Long term benefits and future planning (5 points)

- GOAL: Unify all the sponsorship communication under one platform: We have unified the whole sports sponsorship communication under one platform #ToLegends.

- GOAL: Increase the market share for 1 percentage point from YTD 2017 – YTD 2018: Market share growth has increased for 1,3 percentage points (from 24,7 % to 26 % - from YTD 2017 – YTD 2018). (Brand Health Track 2017, 2018)

- GOAL: Maintain Laško brand equity (comparing Q3 2017 – Q3 2018): Laško brand equity has increased for 1 % (comparing Q3 2017 – Q3 2018). (Brand Health Track 2017, 2018)

- GOAL: Activate the rightsholders' channels (Slovenia National basketball team, National Olympic Committee, National Handball federation, FC Maribor, Alpine Association of Slovenia, Slovenian Nordic Centre, Handball club Celje Pivovarna Laško) (from October 2017 to November 2018): We activated the rightsholders' social channels (from October 2017 to November 2018).

- GOAL: Laško is sponsoring 7 well known "sport entities" in Slovenia (Slovenia National basketball team, National Olympic Committee, National Handball federation, FC Maribor, Alpine Association of Slovenia, Slovenian Nordic Centre, Handball club Celje Pivovarna Laško) so we wanted to activate all of them on social media: We activated all biggest Laško sponsorships (7 most popular sports).

- GOAL: Generate the reach of 900.000 with social media posts (comparing Q3 2017 – Q3 2018) on rights holders' channels: Our social media reach had 1.232.742 reach on our rightsholders' channels.

- GOAL: Generate the reach of 10 million with social media posts (comparing Q3 2017 – Q3 2018): In a country of only 2 million people our social media content had 12 million reach and our videos over 2 million views.

With all activations we effectively merged our sponsorships and communication into a very powerful communication platform which resulted in all the set goals being successfully reached and even exceeded.

In the next years we want to continue activating and justifying our sponsorships and above all use them as our strategic communication platform under #ToLegends with which Laško honours our legends.

For the year 2019 we're planning to continue the #ToLegends online strategy and maintain the quantity and quality of content produced.

5. CATEGORY SUITABILITY (5 POINTS):

- Suitability of sponsorship / activity to the category entered. Maximum 100 words

The Laško sponsorship activation is suitable for Sporto sponsorship award category because it's changed the communication of all its sponsorship activations – now united under one consistent platform. All the different communication solutions (social media strategy and content) supported the goals and were aimed at creating a strong bond between the brand and fans. In the end all the goals were exceeded, we sparked conversations and made Laško a very attractive and legendary brand.

AUTHORIZATION

- I certify that the informations provided in the application form are accurate and that they contain a combination of sports topics (athlete, team, sport event, sports programs, etc..) and communication with the selected target group. I certify that the action took place between **30th October 2017 to 20th October 2018**.
- I am aware that all materials delivered become the property of the organizer of SPORTO Awards and will not be returned (except at the express written request). Materials can be used to promote the conference SPORTO. I also note that all submitted projects will be presented on the website www.sportoawards.si
- I guarantee that I am/ We are as the entrant the owners of copyrights for this entry or activity.
- I am aware that the organizer has the right of rejection of the application, if the application does not comply with the tender requirements.
- I am aware that all the award-related decisions of SPORTO Awards are final and binding.

Company:

Luna \TBWA

Name of a contact person:

Sanja Subić

PAYMENT FORM

- The entry fee for each project is **200 EUR + VAT**. This price is valid until Friday 26th October 2018 when standard entries close. After that date the entry fee for each project will be **250 EUR + VAT**. Late entries close on Monday 5th November 2018 at midnight. After that date no entries or additional updates to any of each project will be taken into account. You will receive an invoice based on the payment details you provide on the entry form.
- Announcement of the winners of each category will take place in the context of SPORTO conference, gala evening event after the first day of the conference, on Thursday, 22 November 2018.
- The winner receives the award in the shape of the SPORTO sculpture.

Job title:

Laško x #ToLegends

Billing company:

Luna \TBWA

Address:

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Post code and city:

1000 Ljubljana

Country:

Slovenia

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SORTED JURY RATES:

13. LAŠKO X #TOLEGENDS

- [Laško x #ToLegends](#) was rated by 9/9 Jury.
- Omitted by: None.
- Additional files: [Representative image](#), [Video](#), [Extra file 1](#),
- CALCULATED RATES : **ALL: 75.00/100** | PLANNING: 18.00/25 | BUDGET: 3.67/5 | EXECUTION: 22.56/30 | EVALUATION: 18.89/25 | CATEGORY SUITABILITY: 4.44/5 | OVERALL ASSESSMENT: 7.44/10

Zirant	Planning	Budget	Execution	Evaluation	Category suitability	Overall assessment	All
Vlatka Kamenić Jagodić	25	4	29	22	5	29	93/100
Aleksandra Graovac	20	4	25	22	5	25	85/100
Ana Šušteršič	22	3	24	20	5	24	81/100
Maja Oven	21	2	24	19	4	24	78/100
Viktorija Radojević	17	4	21	18	4	21	71/100
Uroš Stanić	18	4	21	15	4	21	70/100
Toby Hester	14	4	20	18	5	20	68/100
Neil Morley	13	3	19	20	3	19	65/100
Dijana Vettorelli	12	5	20	16	5	20	64/100