



Meet the New MVPs

Congratulations to the 2018 Clio Sports Winners



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From Miami HEAT Vice to Minnesota Wild's Ice, the Clios Celebrated the Best in Sports Ads

The best and most creative work in sports advertising and marketing were honored at the fifth annual Clio Sports Awards Show at New York City's Capitale on May 21. Entries were first judged online and then reviewed on site by jurors comprised of a veritable Who's Who in the sports business, who convened to select from an international pool of submissions. Emceeding the show, which was sponsored by Citi, was pro football Hall of Famer and NFL network analyst Deion Sanders.

Among the previously announced Gold, Silver, Bronze and Shortlist winners, selections in ten categories were awarded a Grand Clio. The winners of the Grands were unique in their concept and individual messaging but common underlying themes played out — such as paying homage to sports fans and reflecting today's zeitgeist. Representatives from the ten Grand winners, quoted below, shared with SportsBusiness Journal the messages they were trying to convey in their campaigns.

INNOVATION: Game of Zones

The winner for Innovation was Game of Zones (Bleacher Report and AT&T), a spoof on the mega-hit series Game of Thrones. Tyger Danger explained how the team "aimed to create something that celebrates the drama of the NBA — the personalities, rivalries, the social media conversation around the league. What better way to do that than by creating a universe where we can use humor to amplify the storylines we know fans and players are talking about? The combination of sharp animation and great writing make a world full of clever references."



NFL Hall-of-Fame player, "Prime Time" Deion Sanders emceed the Fifth Annual Clio Sports Awards where ten campaigns were awarded a Grand Clio.



Sisters In Sweat team members along with Citi's Tad Ehrbar (second from left) who presented the team with a donation to Girls in the Game.

SOCIAL GOOD: Sisters In Sweat

Women's empowerment took center court in Sisters In Sweat (TBWA\Chiat\Day and Gatorade), a piece in which Serena Williams lovingly relays to her infant daughter the magical power of sports. As the team explained, "Girls who stay in the game are happier, healthier and more successful later on in life. One of the greatest athletes of all time — a woman whose identity is inextricably linked to her exploits on the court — tells her first-born child that she doesn't care if she is any good at sports. She just has to play. That heartfelt message to her daughter — that playing sports will make you great — even if you aren't great at sports, was a message to all girls."

Following the airing of the spot at the ceremony, which won in the Social Good category, Tad Ehrbar, Citi's Senior Vice President, Entertainment & Sports Marketing awarded \$5,000 to Girls in the Game, a foundation chosen by the Sisters in Sweat client, Gatorade. Girls in the Game is a nonprofit organization that "empowers all girls to be game changers."

DESIGN: Miami HEAT Vice Uniform

In a campaign that connected the current milieu with a celebration of the 80's, Miami HEAT Vice Uniform took home the Grand for Design. "We wanted to design a HEAT uniform specifically for our fans," said HEAT's William Probus. "We were inspired by history — our team's and our city's — and Vice was meant to evoke the neon lights of 1980's Miami." Probus detailed elements of the uniform's design: "We used the silhouette of our original HEAT uniforms from 1988, but dressed it in bold fuchsia

and blue. We adorned the chest with the original script Miami from the Miami Arena where the HEAT played their first decade of basketball, so the uniform felt at once retro, modern, and very Miami."

FILM: Original Is Never Finished

In another campaign drawing upon the past — in this case Frank Sinatra's classic My Way in a re-mix-with a montage of current and up-and-coming artists and cultural references, Original Is Never Finished (Johannes Leonardo and Adidas Originals) took the Grand in Film. Agency CCO and co-founder Leo Premutico explained,

"We set out to reframe the notion of originality. We wanted to empower a generation of creators who felt stifled by everything that came before. The film itself is a visual and sonic demonstration that originality is an ongoing, never ending, process. It's layered with artistic, musical and film references ... I think you don't need to understand any of that history in order for the work to resonate with you even if you're not completely sure why the first time you see it."

SOCIAL MEDIA: Lifetime Tattoo Ticket

In celebrating the passion of sports fans in Berlin, Western Canada, Minnesota and Brazil some campaigns "tapped into new uses of technology," noted Clio team reps.

One example was Social Media winner Lifetime Tattoo Ticket (Jung von Matt AG and Hertha BSC GmbH & Co. KgaA) in which Berlin soccer team Hertha held a contest to select one winner to receive a tattoo containing a scannable QED barcode on his or her arm granting free entry to every home

game — for life. Countless entrants sent in emotional stories, pictures and videos detailing why they deserved to win. As campaign reps explained, "The Lifetime Tattoo Ticket came with a strong message: Hertha Berlin will get under your skin for as long as you live. This made Berlin supporters and football fans from everywhere experience Hertha as a truly loyal club who cares about its fans."

EVENTS/EXPERIENTIAL: Budweiser Goal-Synced Arenas

Showing the love to fans in Western Canada was Budweiser, noting that the area is "a part of the country often overlooked by big brands." Tapping into that "new use of technology," Bud created WiFi-enabled drinking glasses in their entry, Budweiser Goal-Synced Arenas (Anomaly and Budweiser). Explained an ad team member, "In partnership with the Vancouver Canucks and Calgary Flames, Budweiser wanted to celebrate the passion of fans with the first ever goal-synced arena by giving away thousands of Budweiser goal-synced glasses." The glasses lit up every time a home goal was scored, bathing the arena in a sea of red. The spot won in the Events/Experiential category.



Olympic freestyle skier Gus Kenworthy, in attendance for the silver-winning Samsung film, "Gus Kenworthy: Road to Pyeongchang-Episode 2-Letters of Influence" from Freeride Entertainment.

INTEGRATED CAMPAIGN: This Is Our Ice

And in another location where the sport of hockey reigns supreme — Minnesota, in This Is Our Ice (ICF Olson and Minnesota Wild), hockey fans were invited to bring vials of water from ponds and lakes to the home arena of the Minnesota Wild, to ice their rink. The spot, which won the Grand for Integrated Campaign, featured fans of all ages carrying vials of water from places that personally resonated, such as the group of teens whose water was drawn from the lake they had skated on since childhood. As account creative director

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Tom Lord explained, "Thanks to Minnesota's 10,000 lakes, lakes that in the winter freeze into 10,000 ice rinks, people here have a unique bond to the water and ice. By contributing their water and forming the ice sheet the team skates on, they are now a special part of the team. We bonded a community through creating a lifelong connection between hockey fans and their hometown team, the Minnesota Wild."

**DIGITAL/MOBILE:
Blind Passion**

Bonding the community through inclusion is what the creators had in mind with Blind Passion (NBS and Flamengo), featuring Brazil's soccer team Flamengo, which won the Digital/Mobile Grand. Determined to implement the country's law that guarantees free access to games for the blind and their companion, they created an online platform to connect these two groups. Designed to be accessible to the visually-impaired, these fans and sighted escorts were invited to sign up to attend the next game and were then paired off. More than 100 blind people signed up the first week, along with 3,000 escorts. "How amazingly inclusive sport can be," said Creative VP, André Lima. "Flamengo is more than just a club; it is a nation. And we believe that as a nation, it needs to take good care of its people and assume the role of agent of transformation and inclusion. We've

been living in a terribly polarized world. I guess the fact of a major soccer club being the sponsor of an action of inclusion, in an innovative and simple way, might have thrilled the jurors."

**BRANDED ENTERTAINMENT
& CONTENT:
Teasing John Malkovich**

CBS Sports picked up the Branded Entertainment & Content Grand for "Teasing John Malkovich." As team member Pete Radovich summed up, "This is an age-old story, David vs. Goliath, or in our case, the Jaguars vs. the Patriots. It's a storyline that has been used time and again in sports media. So the challenge was to tell this story in a unique, interesting and compelling way. Enter John Malkovich. In the end, the point was to make fun of ourselves in production (directors, producers, writers, etc.). As creatives, we tend to try too hard sometimes and inevitably we overcomplicate things. So in this case, it was John Malkovich's job to get us back to basics." The basics being, as any football fan can recite, "On any given Sunday..."

**PUBLIC RELATIONS:
The Biggest Sports
Endorsement Deal Of All
Time**

A different take on David & Goliath was at play in The Biggest Sports Endorsement Deal Of All Time (FCB Chicago and Archer +Wolf, LLC) which



Clio President Nicole Purcell with Major Leaguer Carlos Beltrán, who won the inaugural Clio Sports Impact Award for his philanthropic work.

won for Public Relations. The campaign featured ThunderBolts pitcher Clay Chapman (Clay who?) signing a \$3.4 billion contract with Archer home care products for men. "We're a small team... They're small-time, too. So how can they afford a deal as big as LeBron, Serena and Ronaldo's deals combined?" Chapman asks in the commercial. The answer? Chapman's contract will be paid over 10 million years (with an option to extend). FCB Chicago's CCO Liz Taylor explained, "We were trying to convey that Archer exists. It was truly an

awareness play. They're the smallest player in the category and have zero-to-little funds to traditionally advertise. So, in an effort to get their name out there in a big way, we mirrored what the big brands do."

The spot was an illustration of a trend the Clio team noted in this year's work, mainly "the idea of athletes as true entertainers. We found that many projects were fun and focused on every viewer being entertained."

CLIO Sports Impact Award

The inaugural Clio Sports Impact Award, recognizing an athlete's philanthropic work "which demonstrates the social and cultural impact that athletes and athletics have on people across the globe," was bestowed upon former Major League baseball player Carlos Beltrán, who was greeted with a standing ovation at the ceremony. Beltrán founded the Carlos Beltrán Foundation and the Carlos Beltrán Baseball Academy which support educational and athletic programs in his native Puerto Rico. The Foundation was instrumental in recovery efforts in Puerto Rico in the wake of last year's devastating Hurricane Maria.

As the Clio award to humanitarian Carlos Beltrán so powerfully communicated, the Clio Sports Awards are never about just sports. ■

THE CLEVELAND CAVALIERS & QUICKEN LOANS ARENA
are proud to receive a 2018 Clio Sports Award for Social Good!

Thank you to our partners at Kulture City for helping us to become
the first NBA arena to be certified as Sensory Inclusive.

ALL FOR ONE. **Quicken Loans Arena** ONE FOR ALL.