

Levergy activates experiential sponsorship campaign for BMW at FNB Stadium

Levergy joined forces with official SARU vehicle partner BMW as it hosted a one-of-a-kind campaign at the Nelson Mandela Sport and Culture Day, held at FNB Stadium this past weekend.



The BMW Challenge was an experiential activation that allowed fans to test their strength and speed against the best in the world, at the Springboks vs Pumas match.

With the technical expertise of O'Mage, came the concept of a 13-metre LED wall that mirrored the speed of Springboks Pierre Spies, Schalk Burger, Juan de Jongh, Jean de Villiers, Gio Aplon, JJ Engelbrecht and Jan Serfontein.

Also known as the Sprint Wall, fans lined up determined to beat their heroes whilst testing their dynamism and agility. They could also try their hand at the scrum machine, benchmarking their scrum power against the Springboks.

Following the activities, fans had the chance to have their photos taken in the photo booth that included surprise appearances with BMW ambassadors Pierre Spies, Frans Steyn and Victor Matfield.

In order to ensure that their client topped the scoreboard, Levergy went one step further in integrated marketing, explains strategic director, Struan Campbell, "We know that it's all about leveraging - integrating the marketing mix elements to form an offering that your target market cannot refuse. The activation in itself was a first of its kind but we weren't prepared to settle at that and so implemented RFID technology, enabling automatic Facebook and Twitter updates from fans in real time at each of the stations. The updates included photo uploads to the BMW Facebook page. In addition, we had YouTube videos uploaded so fans could check out their challenges and how they fared"

Fans can be sure to see it all again come 5 October at Ellis Park where both the 'Power Scrum' machine and the LED Sprint Wall will be in action - BMW performance style.

"To say that we were 'overwhelmed' with the campaign is an understatement. It will never cease to amaze me how passionate and dynamic our rugby fans are as they streamed into the 25 x 10 metre structure from 9.30am on match day morning," concludes Campbell.

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