

# THE NISSAN MCFC MASCOT EXPERIENCE



# Activating a Global Brand Partnership

## Brief and Objectives

Official Manchester City FC partner, Nissan, required an engaging campaign that realised the potential of a major sponsorship asset, the MCFC team mascot experience. Activity needed to resonate with:

- The Manchester community
- Manchester media
- MCFC fans

## Strategy and Tactics

A children's art competition formed the campaign concept with Manchester youngsters invited to design their ultimate dream Nissan Juke using MCFC as their inspiration.

11 schools were engaged in partnership with award-winning initiative, City in the Community (CITC) and arts charity, Z-Arts. A partnership with West Way Nissan optimised the campaign reach.

We knew the real media value of the campaign lay in the visual opportunities and documented every element:

- An in-school MCFC player launch
- MCFC locker room gallery of shortlisted entries
- Nissan Juke wrapped in the winning design
- 11 year old Raza Mohammad's winning mascot match day experience

Realising the potential of MCFC's own brand platforms, an integrated approach saw news of the competition delivered in the official club programme, website, social media channels and on CityTV.

A social media campaign, #MCFCJuke, saw fans invited to Tweet a picture of themselves alongside the winning Juke displayed in City Square, and further maximised the campaign's online potential.

## Results and KPIs

- The campaign achieved a reach of over 45 million people
- 12 items of coverage delivered in core Greater Manchester Media over just three weeks
- 48,000 fans engaged through #MCFCJuke activity
- All MCFC platforms activated
- Activity was amplified through West Way Nissan dealership