

SPORT ZONE



Dá **Bigode!**
[Give a Moustache!]

Teaming up with:





Sport Zone

All the revolution leads to evolution

The sports retailer in Portugal.

OUR MISSION

To inspire and help people to live an **healthy, active** and **happy** life.

OUR VALUES

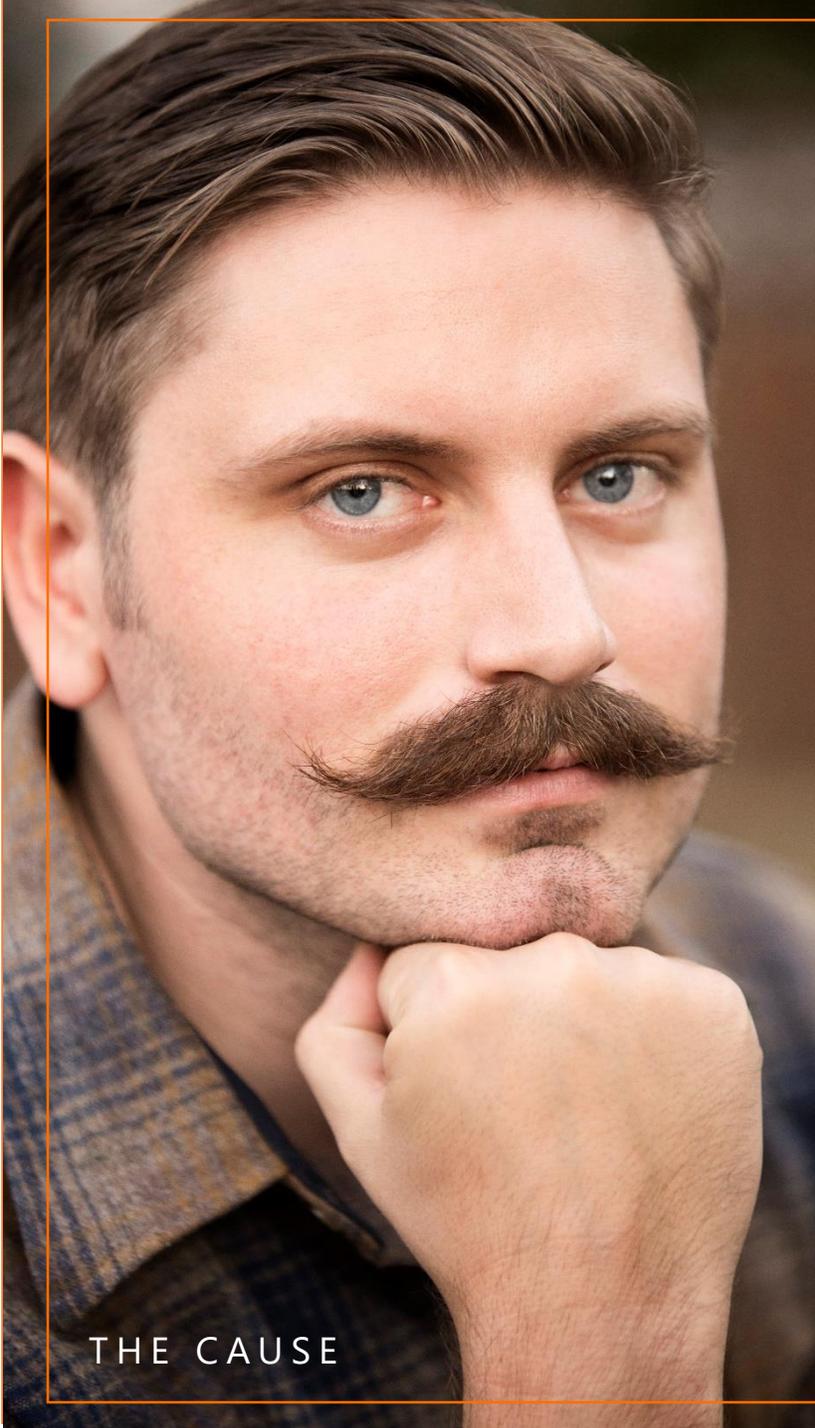
Commitment, Passion, Success, Excellence, Trust

OUR FEELING AND LANGUAGE

We **live** from and for sport. We have a specialist for all sports in store, for **informal** advising and we are proud to have all the products you need to **improve your gaming**.

OUR BUSINESS

Owned by the SONAE group. **110 stores (across 6 countries)**. Focus on selling goods and apparel for **all kinds of sports**, from well know international brands but also from several private labels.



Our Partner and Challenge



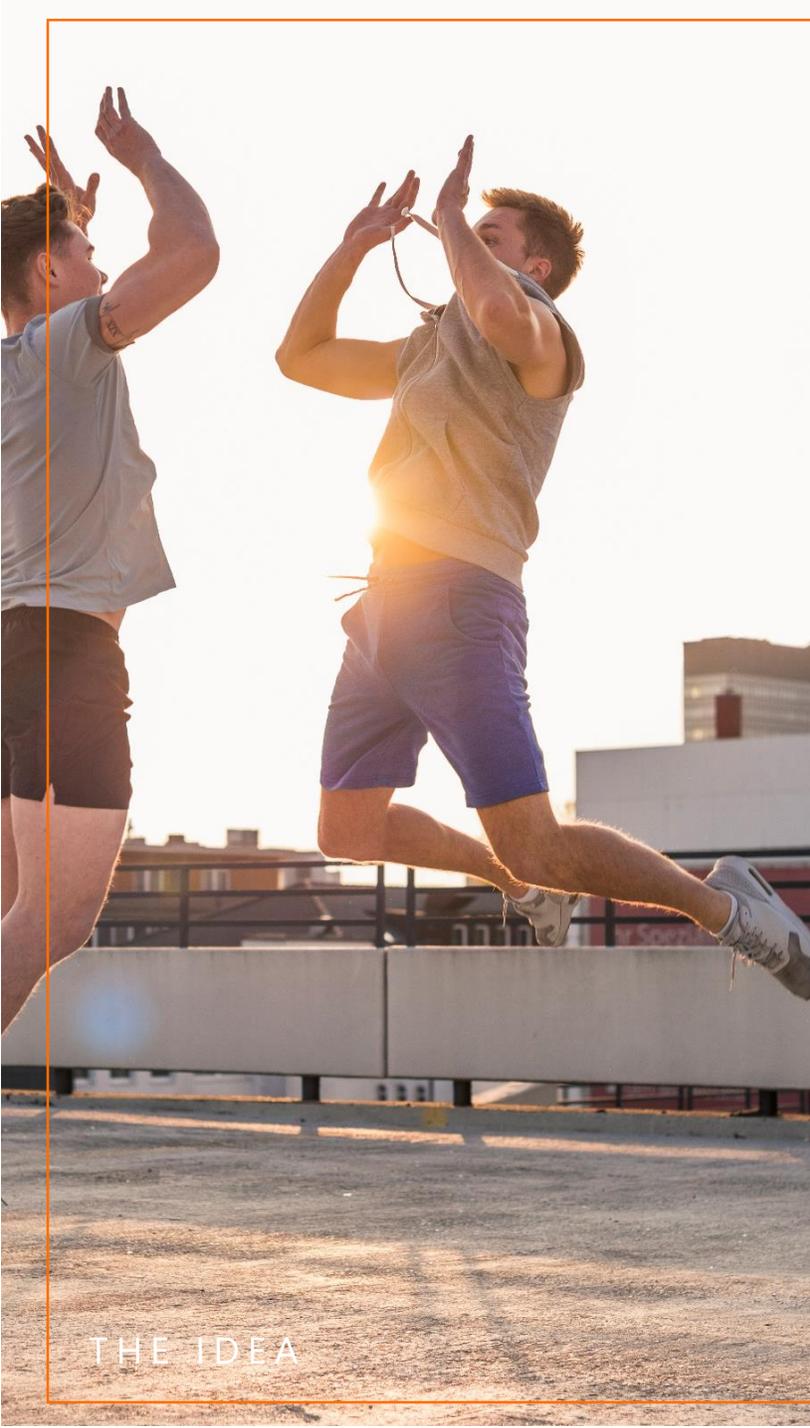
MOVEMBER FEELING

Movember Foundation is the only **global charity focused on men health**. They invest in raising awareness to critical issues such as prostate and testicular cancer, mental health and suicide prevention.

The **Movember** is their **fund-raising and awareness campaign** that every year gets men to grow a mustache and engage in a series of activities to support this causes.

OUR CHALLENGE

Movember needs to **increase sign-ups**, the number of supporters and reach new audiences, by **leveraging the power of social media** and **user generated content**.



It all started with a **Portuguese Saying**



'I'll give you a moustache!'

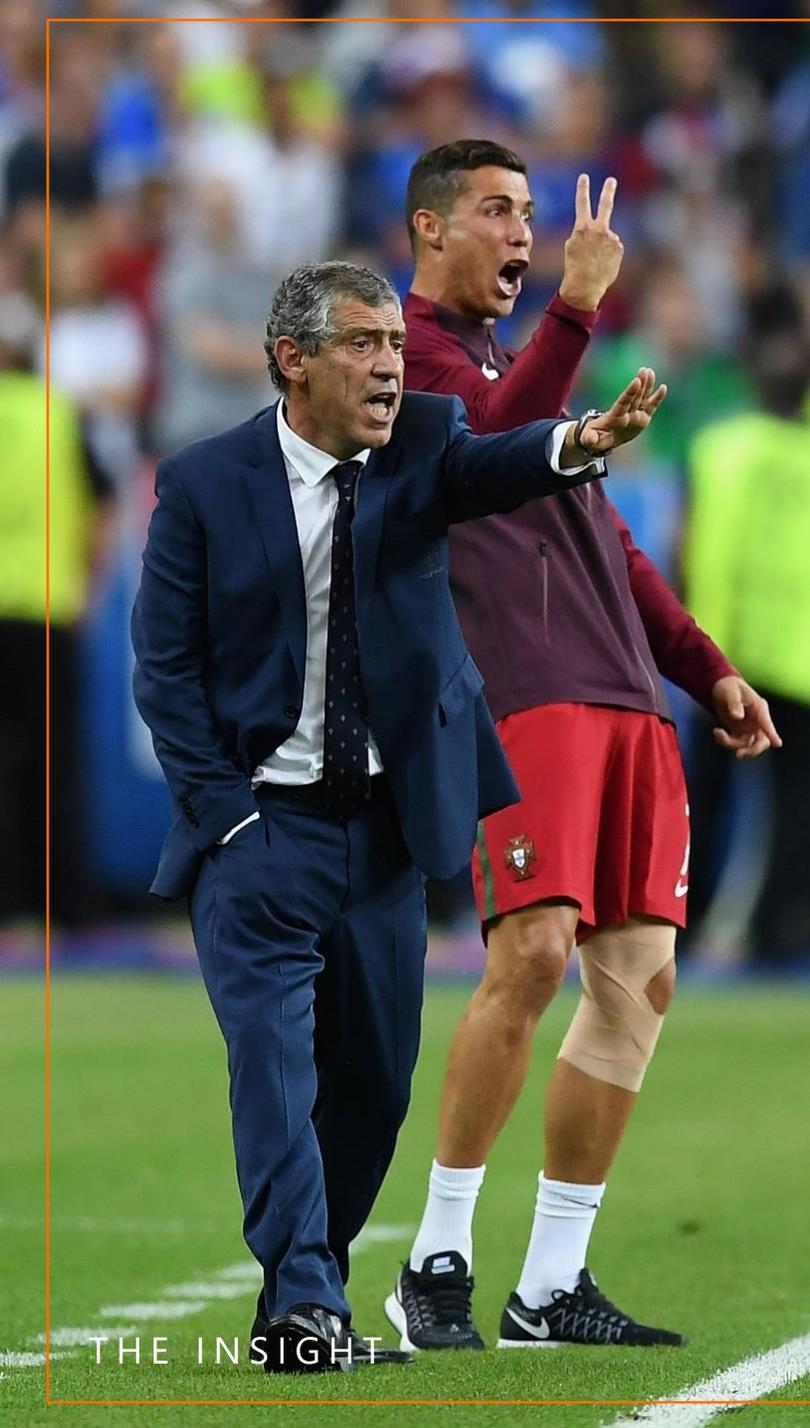
'You-te dar bigode!'

MEANING

Winning something (a match or any kind of competition) by a large margin.

THE RELATION

It's about **challenging yourself** and the others to overcome difficulties and barriers (a bit like fighting cancer or a mental disease). Never settle.



And with a **Strong Passion**

OUR TARGET

Essentially **men** (28-45), living in urban areas, with a passion for football, playing it on a frequent basis as a hobby, with friends and work colleagues
What are we telling them?

IN PORTUGAL AND IN THE WORLD

Portuguese people love football and they play it with friends, colleagues, family, on a **frequent basis**. There are around 200k registered players in Portugal and 250M players worldwide, in over 200 countries.

A SOCIAL EVENT

Its practice as decreases stress and promotes an healthier life style.

It is an opportunity for men to get along, expand their friendship circles and away from their routines in an environment of comradeship and where even the most introvert feels welcome.

THE ADRENALINE OF SCORING

And celebrating a goal with your team is one of the most special, joyful, group and inclusive moment one can have.



- Made of recycled plastic fibers

DÁ BIGODE!

A LINE OF VINTAGE FOOTBALL T-SHIRTS WITH ICONIC PLAYERS' MOUSTACHES

1 THE MOUSTACHE

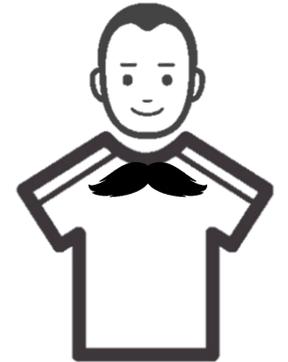


5 different vintage t-shirts,
5 different moustaches.

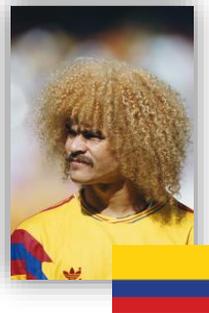
2 THE LABEL MESSAGE



3 THE CELEBRATION



THE PLAYERS THAT INSPIRED THE T-SHIRTS



Carlos Valderrama
Colombia



Fernando Chalana
Portugal



Ian Rush
England



Ruud Gullit
Netherlands



Roberto Rivellino
Brasil

THE MOBRO JOURNEY

Current members of Movember in Portugal would have an early **access discount** on their first "Dá Bigode" t-shirt.

You, that are already a MoBro **invite 4 friends through Facebook to sign up to Movember.com**, becoming a MoBro themselves and to be part of their football team.

Each of these four friends will receive a code to go to the closest Sport Zone store (or online) and **get a t-shirt of their own**.

ENGAGE

INVITE

GET THE TEAM

**HAVING FUN,
DOING GOOD**

**CELEBRATE
AND SHARE!**

**GIVE THEM A MOUSTACHE
GAME TIME!**

Sport Zone would donate to **Movember 3€** for each t-shirt sold and the total amount of the pitches renting fees.

Each time you or your colleagues score, **pull your t-shirt to your mouth**, and get a Moustache of your own!
Share, share, share!
Get your moustache viral!

We're **sponsoring 20 football indoor pitches** across the country that **MoTeams** that you could rent to give other teams a "moustache treatment".

CAMPAIGN - STRATEGY

OBJECTIVE

Awareness to Movember Foundation **work and objectives**, increasing **sign-ups**. Bring the conversation to the social channels with engaging dynamics that appeals to the target's participation (the moustache celebration should become a viral element). Increase user generated content and ultimately fund-raising.

STONE OF VOICE AND KEY MESSAGE

Straightforward and **conversational**. Daring but inclusive. Make every game you play with your friends/colleagues a fund-raising event and a opportunity of having fun doing good. And of course, **"giving moustaches"** and **celebrating them alongside with your time**.

MEDIA STRATEGY

- TV – Traditional, explaining the "Dá Bigode" Initiative
- Creative use of stadium ad placements
- Influencers Strategy – must have: football player to flip his t-shirt
- Public Relations Plan
- Instagram and Facebook Photo filters, with the different 5 moustaches (and including the logo of Sport Zone and Movember).

How: players/users moustache and football bloggers story-telling



CAMPAIGN - DELIVERABLES

COMMUNICATION CONCEPT

A communication concept that unifies all the touchpoints of our product and dynamic around it. Include: manifesto, claim, copy, digital assets, ...

ASSETS

Trade - Point of Sale Activation (that allows people to sign-up for Movember in Store)

Design and communicate of the onboarding journey (buying the shirt, get the code and signup for Movember) – compelling and creatively, Online.

“Tell your moustache story” – creative line for set of videos from influencers (football players, digital influencers that write about football)

Gif with the “Dá bigode” shirt flip.

Deliver story-telling Online - product pages that not only showcase the shirts but also content that tells the story of the players behind each moustache, inspiring you take their mantle.



JUST GIVE A MOUSTACHE!

BUDGET

Creativity & Production	€120k
Decoration & Branding Indoor Pitches	€80K
Media Plan	€300k
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Total	€500k

KPI's

Business KPI's: 75k sold t-shirts; 10 000 hours of matches played on Sport Zone's pitches

Charity KPI's: €725k in donations; 50k new members of the Movember Plataform

Communication KPI's: Achieve 15% Share-of-Voice on Social Media among football related brands during campaign peak (November); Raise brand association to Football by 30%

TIMELINE

SEP'18 – JAN'19

From when the t-shirts go on pre-sale for MoBros only, going through the phase where other people sign-up. Important to have strong media in November, Movember month to leverage sales and games.

REMARKS

In the future, the t-shirts would be made available for everyone, not only in Sport Zone but also in **Continente Hypermarket**, increasing the visibility of the product (and consequently sales), growing even more the potential target of sign-ups.

Scalable to **other markets as well**.