

# Kodak sponsors the Green Bay Packers for the 2011 - 2012 NFL Season

Lee Changzhi for Octagon id8 | October 27 2011

octagon

*“Teamwork is what the Green Bay Packers are all about. They didn’t do it for individual glory. They did it because they loved one another.”*

*- Vince Lombardi*

## *THE BRIEF:*

Background: Kodak has won the rights to sponsor the Green Bay Packers for their 2011 – 2012 NFL season that runs from September 2011 till Super Bowl XLVI in February 2012. The Green Bay Packers will be playing their opening game at Lambeau Field on September 8, and Kodak would like to use this opportunity to kick off the sponsorship campaign. A sustained campaign must continue through the 2012 Super Bowl.

Octagon has been tasked to:

Create a strategic sponsorship plan across multiple platforms that reach out to Green Bay Packers fans. This campaign should be multifold and help promote Kodak to the target audience in these ways:

- 1) Promote Kodak’s core brand value of “Timeless Trust”. This campaign must show that Kodak stands for a much deeper human need of capturing emotional moments.
- 2) Show how similar Kodak and the Green Bay Packers are in terms of our core values. (Trust, authenticity, timelessness)
- 3) Reinforce brand passion between the Green Bay Packers core fan base so that they spread the campaign message beyond Football - into the world of their friends and family.

This campaign must touch emotions on multiple levels from:

- 1) Live events in conjunction with the Green Bay Packers games
- 2) Online through various social media channels/ Packers NFL website
- 3) Within the homes of TV viewers
- 4) Through merchandise or mementos

All four touch-points should foster greater passion and cohesion between fans and the Green Bay Packers. Of course, all thanks to Kodak.

# MY SOLUTION:

## STRATEGIC INSIGHTS:

### Background on Kodak:

Kodak has long dominated the photography category. However, with the rise of digital photography, the brand has lost its dominance in the market, and in recent times, has been portrayed as a weak, second rate company, unable to reinvent itself. It essentially has lost its innovative, entrepreneurial spirit that it had in the 20th Century. The company stands for 'Timeless Trust', but that message has been forgotten. How can this sponsorship with the Green Bay Packers bring back this message of trust and faith in an innovative way?

### Competitive Set:

Kodak's competitive set ranges from DSLRs, entry-level digital cameras by competitor brands, and smart phones with photo/video capabilities. How can this sponsorship leverage competitor products to showcase the core values of Kodak?

### Analogous Brands:

Brands that are analogous or most closely associated to Kodak include the iconic Polaroid brand. There seems to be a trend of nostalgia that runs in the analogous category to Kodak. How can we leverage on this theme of 'Nostalgia' and the enduring legacy of photography as a powerful theme to build a story around 'Trust'?

### Target Group:

Green Bay Packers fans are our main target group. They make up about 104,000 within the city of Green Bay, and over a million more from around the country tune in for each game. The Green Bay community has had a long social cohesion with the team for over 100 years. Because of the small size of the city, the players are visible to the community and share a personal relationship historically. How can Kodak's sponsorship make this bond stronger?

### Point of View developed:

- 1) Kodak will take this sponsorship opportunity to reach out to the 'Packer' in all of us, first by creating excitement in children, and by pulling the heartstrings of their parents.
- 2) Kodak seeks to help families rally around the Packers by building a timeless trust between parents and their children, elevating the precious moments a family spends at the game.
- 3) Kodak would re-ignite nostalgia and the theme of 'passing the torch on to the next generation' through showcasing Packers photography past to present and into the future.
- 4) Kodak would develop smart phone applications, photographic solutions and printing options so that families can capture moments of celebration, and their milestones in life. Thus, owning the iconic photographic term "A Kodak Moment".

How can this sponsorship with the Green Bay Packers bring back the Kodak message of trust and faith in an innovative way?

How can this sponsorship leverage competitor products to showcase the core values of Kodak and the Packers?

How can we put a spin on 'Nostalgia' and use it to the advantage of Kodak? How can we tell an emotional story?

AARON  
RODGERS  
A NEW ERA HAS BEGUN

How can we take the great history of Curly Lambeau and pass it on to the next generation of 'Millennials', and 'Post-Millennial' children (future fans) in a 21st century language they would understand?

# CREATIVE PROPOSAL:

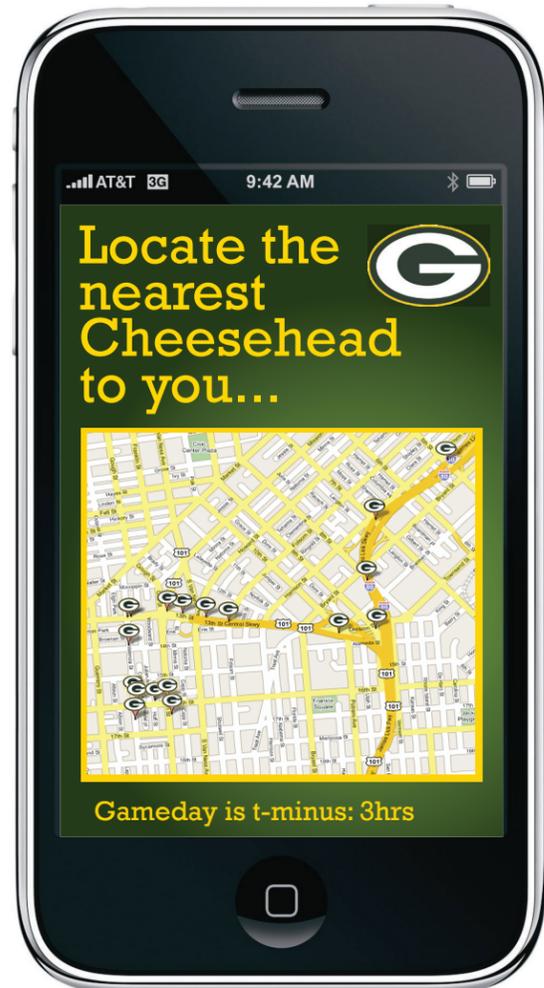
Campaign theme:

Keeping The Faith, presented by Kodak.

## Kodak sponsors a new Cheesehead locator app, and Flickr Pic photo app.

Creative by Octagon, application and digital content produced by R/GA

In the months leading up to the opening game, a Cheesehead app is launched to promote the campaign. Fans can register themselves, and can search out fellow Packers Fans in their vicinity. This is fantastic for Fans who are travelling, and want to meet up with other Fans in other cities around the world. Anticipation is built towards the scared date of September 8 2011. @packers tweets are collected and stored for use on September 8.



“I am a proud Cheesehead. Thanks to this new Cheesehead App, I am able to meet up with other diehard Packers Fans when I am on business trips. It has help me make new friends from Tokyo to New York, even through I am from Green Bay. I no longer have to watch the game alone in my hotel room.”

- Joe Pine, 43, Green Bay, WI

“With Kodak’s Flickr Pic now integrated with the new Cheesehead App, I can take pictures of my friends in all their crazy outfits and upload it to my Cheesehead profile in an instant!”

- Peter Joe, 12, Chicago IL



# Kodak sponsors Cheesehead initiation ritual at Lambeau Field in front of a live audience of 78,000, 1 million TV audiences,

....and many more on YouTube.

Creative by Octagon, event produced by Jack Morton Public Events

On September 8 2011, we initiate the call of the future Cheeseheads. Fans are recommended to bring their kids, and this opening match will be billed as a 'family outing'. Fans are also encouraged to bring a camera along, and install Kodak's Cheesehead / Flick Pic application on their smart phones in the months leading up to this date. Fans are encouraged to tweet about the Packers and show their support for the opening game.

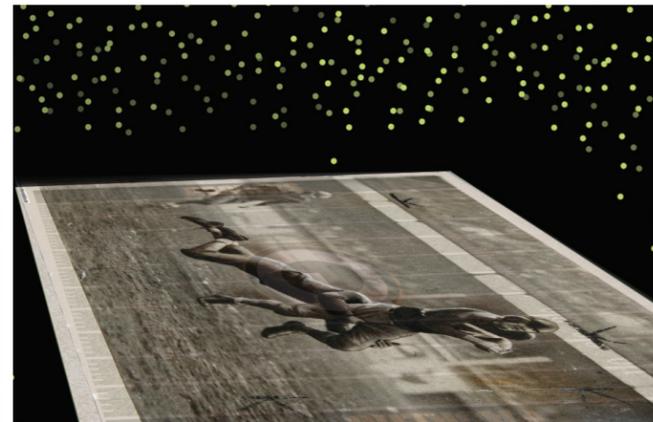


"This was such a proud moment for me. To initiate my 5 year old son into the Packers. It is a historic day looking at all these old pictures. It was a wonderful way to open the new season."

- Mary Schultz, 30, Green Bay, WI



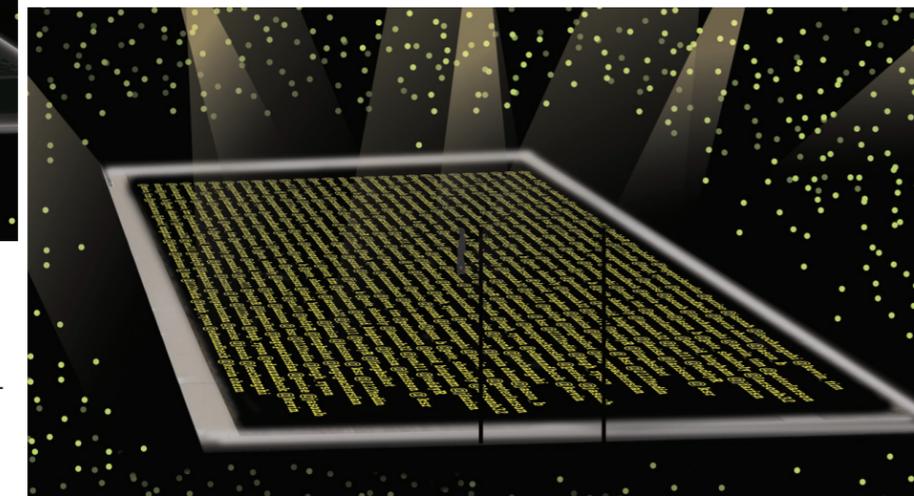
As 78,000 spectators settle down into the stands, the lights go off, and the scene is set for a 10-minute theatrical spectacle similar to a Super bowl half-time show with the use of HD 3D Mapping projection and thousands of green torches. The field is temporary transformed into a screen and a story is told of Curly Lambeau, Vince Lombardi and the Packers 100 year journey.



Rare, vintage Packers photography and orchestral music together with a verbal narration create a nostalgic atmosphere as the story builds up to the climax of the 2011 Super Bowl win. As spectators take in the visual feast of this surprise and unexpected show, they begin to snap pictures to remember this moment.



Legendary Packers superstar Brett Favre surprises spectators by coming onto the center of the field to make a rousing and emotional five-minute speech. He thanks fans for their timeless trust, and asks them to keep the faith. Children in the audience are encouraged to stand up, and they are 'initiated' into the community as the future generation of Cheeseheads. They are asked to make a commitment to support the team through thick and thin. In this special moment, orchestrated with moving music and visual projected imagery, parents will naturally capture this moment with their cameras.



The 10-minute presentation ends with the words "Keeping The Faith" being projected onto the field, made up of the thousands of @packers tweets by fans. The audience bursts into applause as the flood-lights come on, and the game begins.

# Kodak sponsors scaled down initiation pavilion at away games from 2011 - 2012

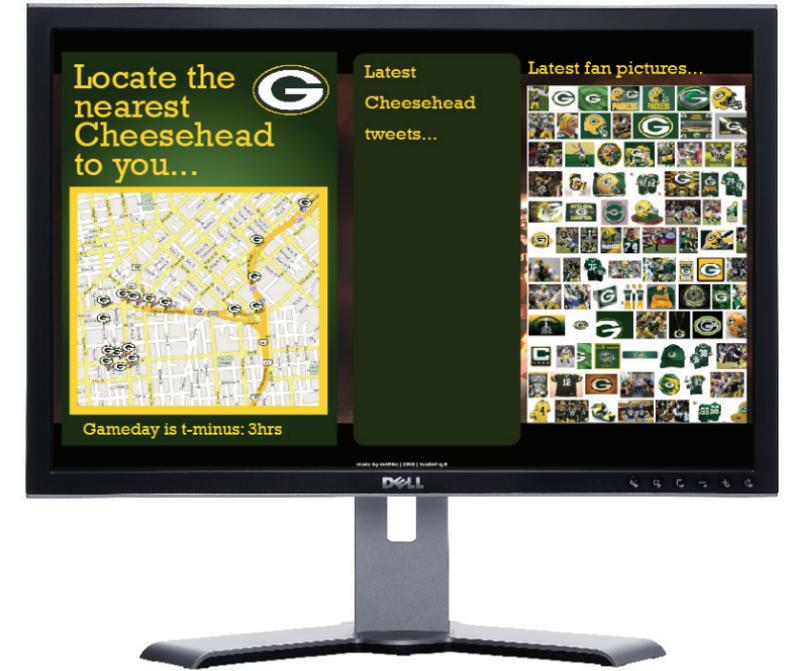
Creative by Octagon, mobile tour produced by Momentum Worldwide

A scaled down 'Keeping The Faith' initiation pavilion can be developed for tour after this initial 8 September stadium presentation. A mobile structure can be installed at away games around the US, where Packers fans can relive the video content as seen at Lambeau field on September 8. Again the theme of taking a picture to capture a timeless moment is fostered through a small initiation ceremony on site prior to the match. Fans can capture this moment on Pic Flick and instantly upload their pictures to the Cheesehead locator app which by now will have thousands of pictures of initiated fans.

# Kodak preserves the ephemeral moment for future generations

Creative by Octagon, digital content developed by R/GA

The final installment of the campaign shows how Kodak roots for the Packers by preserving the timeless moments of the team as **the official photographer for the Packers 2011-2012 NFL team**. The 'Keeping The Faith' site is the official portal where the community of Packers fans can share their initiation photos, buy mementos or specially printed pictures of themselves, and interact online throughout the 2011-2012 NFL Season. Meetup.com's technology can be used to help fans meet new Cheeseheads to connect for game day parties.



Kodak ROI:

Recapture the iconic term: "Kodak Moment" in a unique way. Provide opportunities to reinvent themselves by being a hub for smart phone photo applications and a Green Bay Packers fan connection portal. Campaign shows how Kodak has been so integral in the preservation of emotional moments in the past, in the present, and for many years to come.

Green Bay Packers ROI:

Make an emotional connection with fans through live experiences beyond the sport itself. Start introducing the sport seriously to the next generation of young fans. Providing an opportunity of nostalgia for young fans to look back on this moment many years later, knowing they have 'Kept The Faith'.