

ACTIVATIONS

**CLUB
BUD**

**BUD
BOAT**

**PUBLIC
VIEWINGS**

BUD BOAT IMPORTANT INFORMATION



Mission:

- Support the Bud exclusive public viewings asset
- Leverage brand visibility during key FIFA events (FCC 2017 and FWC 2018)*
- Create base for world class content hub
- Create unique brand experience within BUD FIFA activations pre, during and post event

Project Manager

Jane Rodionova
erodionova@octagon.moscow
m +7 915 450-99-23

KEY EVENT ACTIVITIES:



**FOOTBALL
TOURNAMENT**



BEER



**PUBLIC
VIEWING**



PARTY

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Club Bud

Bud Boat

Host City Public Viewings

BUD BOAT SCHEDULE



Daily navigation

June 17th – July 2nd

- Football tournament among Bud lovers and ABI partners
- Music
- Public viewings
- Man of the match

Test event

June 24th

- Mass media football tournament
- Man of the match
- Lounge party
- Catering
- Russia vs Mexico match broadcasting

Official launch

July 2nd

- Tent on the embankment
- Catering
- Public viewing
- Man of the match
- Music
- Party



Operation hours:
12:00 – 23:00



June 21st
The main event

June 17th – July 2nd navigation
without event

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Club Bud

Bud Boat

Host City Public Viewings

BUD BOAT ROUTE



Route:

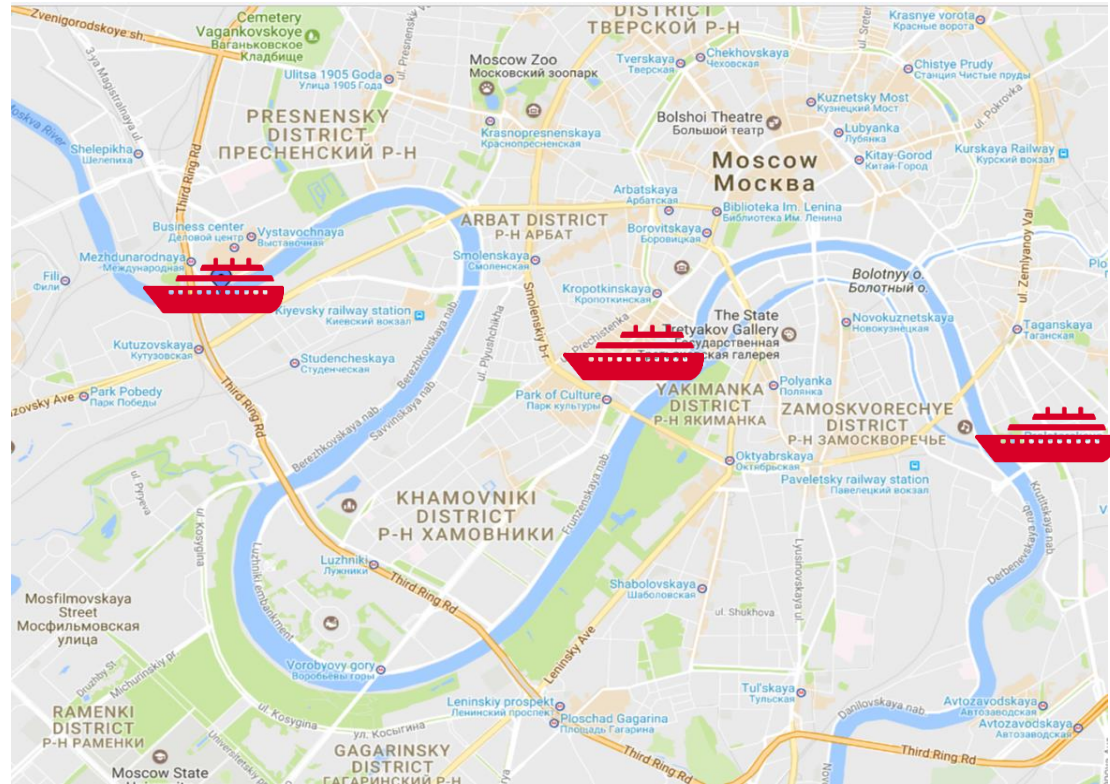
- Start /stop – Kutuzovsky pier
 - U-turn – Novospassky bridge
- Stop – near the theatre of Estrada

Boat speed:

6 km/h

Route time:

2h 30min



Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Club Bud

Bud Boat

Host City Public Viewings

MOCKUPS/VISUALS

- BUD AF branding
- Football pitch – 15x30m
- Public viewing zone (screen, tribunes, poufs)
- Bar-chill zone (designs – tbd)
- Hublot clocks installation
- 2 Evacuation traps in front of boat



Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Club Bud

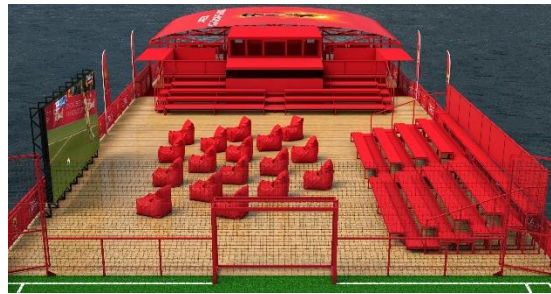
Bud Boat

Host City Public Viewings

MOCKUPS/VISUALS



- **Welcome Zone** - Tent is located on Kutuzovsky pier. Bud girls invite guests to register and get personal RFID bracelet.
- **Bud Bar** - Fridges, huge screen to broadcast the matches, catering
- **Bar Zone** - Sofas around the bar zone, high tables, small screens to broadcast the matches, catering
- **Public Viewing** - 3x6m Screen, 2 tribunes and poufs, Bud pool with beer, Technical booth in front of captain's cabin
- **Mini Football**: All guest can participate in a football 5v5 tournament, Pitch transforms into party zone in the evening.
- **Bud Pool** - We will install the BUD bow tie pool full of ice and beer.



Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Club Bud

Bud Boat

Host City Public Viewings

BUD BOAT ACCESS



The list of celebrities for the official launch is provided by PR agency and ABI.
The list of guests will be finalized by June 19th.



Guest gets an invitation
with point of departure,
route map, content and
agenda

A special BUD team personnel greets
the guest and reviews the an invitation
to the BUD STADIUM.
Guest registers in BUD tent at
departure point and gets RFID bracelet
with personalized information

Guest uses his RFID
bracelet to get the access to
BUD STADIUM through the
interactive frames that will
inform everyone that "He is
on board! "

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Club Bud

Bud Boat

Host City Public Viewings