# STADIUM OPERATIONS **STADIUM MATCH MAN OF THE CONCESSIONS BEER MAPS MANAGER MATCH GARDENS** ROLE

### **MOTM - PROGRAM OVERVIEW**





### How it works?

- Fan voting opens at half-time of every match & closes at the final whistle
- FIFA tallies the votes & instantly announces the MotM
- A Bud nominated representative hands over the trophy in the media zone
- Pictures and video are then shared via social media

### **Project manager**

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### **MOTM – TROPHY DELIVERY**

All Man of the Match trophies will be distributed to Octagon Match Managers for travel to each Host City

Prior to departure, each Match Manager should have the following:

- Case with MOTM Trophy
- Contact details of Trophy Ambassador, FIFA Venue Manager, and on-site event translator
- Ticket allocation for MotM consumer handover winners & interviewers (4 tickets total)

Trophies are not to be used for any other activation than those at FCC Stadiums

Trophies are to be brought to stadiums & stored with security teams at the Beer Gardens until their allocated match day







[Bud]	MAN: MATCH	[Bud]	MANMMATCH	[Bud]
MAN®MATCH	[Bud]	MANMEMATCH	[Bud]	MANÆMATCH
[Bud]	MAN@MATCH	[Bud]	MANSEMATCH	[Bud]
MAN@MATCH	[Bud]	MAN@MATCH	[Bud]	MANÆMATCH
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Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

### **MOTM - VOTING**

### MANORIDEUP RUSSIA 2018



#### FIFA.COM

- Consumers will be able to vote for the Budweiser Man of the Match following halftime of each match
- Budweiser banner ads promoting voting will be located throughout the FIFA.com web page.

### **Chat bot**

A virtual companion that will be implemented in vkontakte and Facebook

### Key elements:

- Man of the Match
- Quiz
- Bud POS search
- Totalizator
- Points for bud purchase
- Rewards

**LINK** On Facebook prototype

## ANNOUNCEMENT SOURCES:





TV commercial on match TV \*

Social media promotion





FIFA com

MotM winner audio announcement in the pitch after the final whistle

FOR VOTING:

**PLATFORM** 

Chat bot on vk /fb





\*MATCH TV broadcasts 24/7. MATCH TV covers 3 time zones and produces 5 regional versions.

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### **MOTM – BUD NOMINATED HANDOVERS**





#### **HANDOVERS**

Bud will nominate 16 people to hand over man of the match trophy.

- AB InBev top management
- Winners of the promo-activities: "Gol!Ereya" and stadium contest
- Bud strategic partners (key accounts)
- Media persons (Ivan Urgant, Georgy Cherdancev etc.)
- · ABI-team best employees
- If there is no is no one present to conduct an interview or handover, then the player is to receive the trophy for a photo against the media backdrop alone
  - · No Octagon team member is to fill in
  - This also applies if the winner/interviewer is visibly intoxicated



### **MOTM - SCHEDULE**





Translator & Interviewer information to be provided just before the match.

Match	Date	Matchup	City	Match Manager
1	17-Jun	Russia vs. New Zealand	St. Petersburg	Lindsay
2	18-Jun	Portugal vs. Mexico	Kazan	Andrew
3	18-Jun	Cameroon vs Chile	Moscow	Lindsay
4	19-Jun	Australia vs Germany	Sochi	LeighAnn
5	21-Jun	Russia vs. Portugal	Moscow	Andrew
6	21-Jun	Mexico vs New Zealand	Sochi	LeighAnn
7	22-Jun	Germany vs Chile	Kazan	Andrew
8	22-Jun	Cameroon vs Australia	St. Petersburg	Dennis
9	24-Jun	Mexico vs Russia	Kazan	Dennis
10	24-Jun	New Zealand vs Portugal	St. Petersburg	Andrew
11	25-Jun	Germany vs Cameroon	Sochi	LeighAnn
12	25-Jun	Chile vs Australia	Moscow	Andrew
13	28-Jun	Winner Group A vs Runner Up Group A	Kazan	Lindsay
14	29-Jun	Winner Group B vs Runner Up Group B	Sochi	Lindsay
15	2-Jul	Loser Game 13 vs Loser Game 14	Moscow	Lindsay
16	2-Jul	Winner game 13 vs Winner Game 14	St. Petersburg	Dennis

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### **MOTM – MATCH MANAGER CHECKLIST**





#### **MATCH DAY-1**

### **Meet with FIFA Marketing Venue Managers**

- Determine meeting location & time for handover/interview
- Confirm two (3) credentials to be supplied at time of meeting Octagon, Consumer Handover Winner & MotM Interviewer
- Review Man of the Match backdrop in Media Flash Zone
- · Confirm trophy drop off time before match begins
- Confirm ticket locations for winners & route to FIFA meeting location to ensure no gate/section closures
- Confirm translation logistics
  - Both player & interviewer to receive a headset for simultaneously translation from the International Broadcast Center

#### **Beer Gardens**

Store MotM trophy with Beer Garden appointed security personnel

### **Bud/Octagon Russia Communications**

- Confirmation of consumer handover winner & interviewer
- Confirmation that all four (4) guests have FAN IDs
  - Consumer + Guest
  - Interviewer + Guest
- Distribute tickets to both parties if they have not already been delivered
- Provide contact information to both parties to set a meeting time before the match

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### **MOTM – MATCH MANAGER CHECKLIST**





#### **MATCH DAY**

#### **Meet with Consumer Handover Winners & Interviewer**

- · Meet with both parties before kickoff to confirm handover procedures
  - Match Managers will collect both groups at their seats at the 75th min
  - Only the one (1) consumer winner and one (1) interviewer will be allowed to attend the experience. Their guests will remain watching the match
- Communicate that if they are intoxicated than they will not be allowed to participate in the handover/interview

#### **Beer Gardens**

- Display Man of the Match trophy at Beer Garden display as fan interaction point
- · Following Beer Garden closure, bring the trophy into the stadium to the FIFA offices before kickoff

### **Interview/Handover Experience**

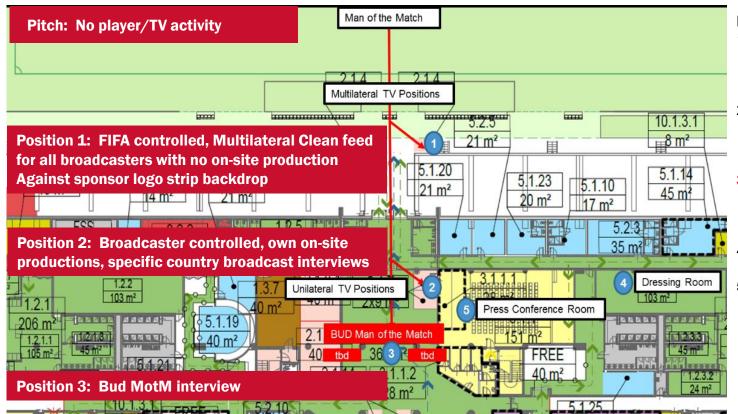
- Consumer & Interviewer will be collected from their seats at the 75th minute to travel to the FIFA Media Zone
- They will watch the end of the match from TVs in the tunnel
  - As this is a media area, they are not to take any personal videos or pictures for sharing to social channels
- At the end of the match, the consumer and interviewer will wait for the MotM to exit the field to make their way to the Bud AF MotM backdrop
- Player Arrival at the Backdrop:
  - Consumer trophy handover will happen first on camera
  - Interview will proceeded while the MotM is holding the trophy both the player & interviewer should have headsets for translating from the International Broadcast Center

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### **MOTM - PLAYER JOURNEY**







### **Player Journey**

- Player is interviewed by multilateral broadcasters in media zone (~ 3-5 min following final whistle)
- Player is interviewed by unilateral broadcasters in media zone (~ 5-8 min following final whistle)
- Bud man of the match interview in media zone (~ 15 min following final whistle)
- Player locker rooms // drug testing
- Press conference room (~ 45 – 60 min following final whistle)

### MOTM – CONSUMER HANDOVER JOURNEY





#### Pre-match

- Upon arrival at stadium, meet with the Bud team representative to confirm experience
- Consumer to confirm they are aware that
  - They will need to leave the match 15 min. early
  - If they are intoxicated, they will not be able to participate in the handover

#### 75th Minute

- Bud team member will collect winner from their seats for travel to the FIFA Media Zone
- They will not be permitted to bring their guest

### **Handover Experience**

- Consumers watch the end of the match from TVs in the tunnel
- As the consumer waits for the Man of the Match to arrive, they will be able to watch players & coaches depart the field
  - No personal videos or photography are to be taken at this time
  - Consumers may not interact with players/coaches at this time unless they are approached
- Player Arrival at the Backdrop:
  - Consumer trophy handover will happen first on camera
  - Interview will proceeded while the MotM is holding the trophy
- Following the interview, the consumer will be escorted out of the tunnel and back to their guest





### **MOTM – INTERVIEWER JOURNEY**





#### Pre-match

- Upon arrival at stadium, meet with the Bud team representative to confirm experience
- Consumer to confirm they are aware that
  - They will need to leave the match 15 min. early
  - If they are intoxicated, they will not be able to participate in the handover

#### 75th Minute

- Bud team member will collect winner from their seats for travel to the FIFA Media Zone
- They will not be permitted to bring their guest

### **Handover Experience**

- Interviewers watch the end of the match from TVs in the tunnel
- As the consumer waits for the Man of the Match to arrive, they will be able to watch players & coaches depart the field
  - No personal videos or photography are to be taken at this time
  - Consumers may not interact with players/coaches at this time unless they are approached
- Interviewer will receive a set of headsets for simultaneous translation for the experience both the player & talent will have a pair to communicate to each other
- Player Arrival at the Backdrop:
  - Consumer trophy handover will happen first on camera
  - Interview will proceeded while the MotM is holding the trophy
- Following the interview, the interviewer will be escorted out of the tunnel and back to their guest





### **MOTM- CONTENT DELIVERY**

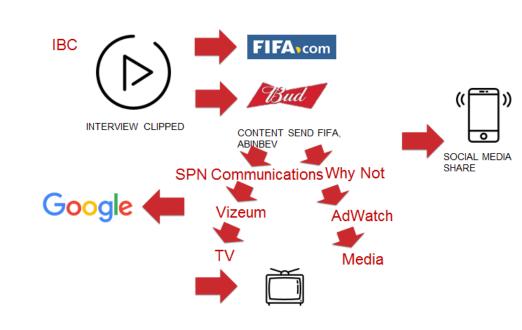




- 1. Photo and video taken by FIFA at the handover
- 2. Interview is clipped by the International Broadcasting Center
- 3. The clip is distributed to
  - a) FIFA.com
  - b) Official Broadcasters
  - c) Bud

Bud will then share with the following outlets

- 1. SPN Communications
- 2. Social Media
- 3. Vizeum
- 4. AdWatch
- 5. TV
- 6. Media
- 7. Google



Stadium Maps