

# OPERATIONS

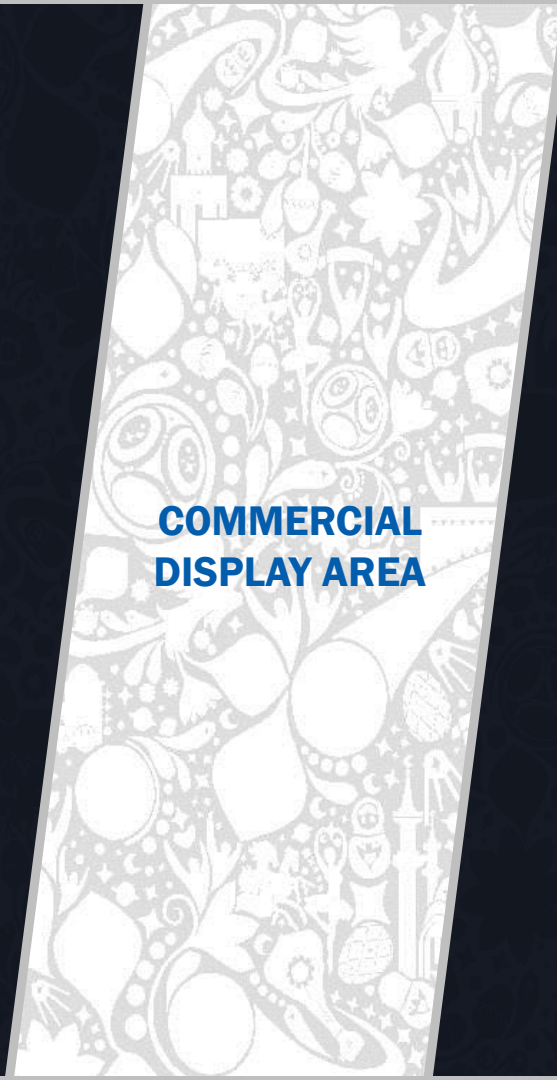
**STADIUM  
MAPS**

**MATCH  
MANAGER  
ROLE**

**SOLE &  
EXCLUSIVES**

**COMMERCIAL  
DISPLAY AREA**

**FIFA FAN  
FESTS**



# FIFA ACTIVATION SPACE

At each of the 12 FIFA World Cup stadiums, each sponsor is given an activation space before the match kicks off to interact with consumers.

These are meant to be situated in high traffic areas of the stadium, where the most number of guests will enter through security.

**Sponsor allotment: 10x10 meter space**



# WANDA ACTIVATION OVERVIEW

In the Commercial Display area where space is limited, we use VR to optimize our activation and tell our campaign story in the most compelling way.

This groundbreaking technology allows guests to step into the environments our five groundbreakers grew up playing on. Every wall of the space is projected onto to create a 360 degree walk film, they are able to pick from different locations and kick footballs into the goals thousands of miles away.

They are also able to learn more about the ambassadors and Wanda's properties. This is a great opportunity to take guests on a quick journey through Wanda's sponsorship of the World Cup.

