

# | Brahma Near Stadium Activations



# FIFA Fan Fest

What?	Ambev's activation at the FFF Brahma stand with 100m <sup>2</sup> full of activations
Where?	Host-cities (- CWB, REC and POA)
When?	All 25 competition days
Octagon's involvement	<b>Consulting and management:</b> Creative concept for activation, national plan rollout, and consulting on the operations. FIFA liaison.



# FIFA Fan Fest - Activations

Picture Opportunity:





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## Ticket Machine

- ❖ Machine to win a pair of tickets
- ❖ 3 balls available for each player
- ❖ Needs to do exactly 29 points (not less, not more) for a instant win
- ❖ 1 pair per day (after a winner, no more activation for that day)

# FIFA Fan Fest - Activations

## Promotions:

**Brahma e você na Final da Copa do Mundo da FIFA 2014™**



CERTIFICADO DE AUTORIZAÇÃO CAMEL Nº 3-300002/2014

- 1 Tire uma foto dentro do estande Brahma no Fifa Fan Fest™
- 2 Cadastre-se no hotsite: [www.brahmaevocenafinal.com.br](http://www.brahmaevocenafinal.com.br)
- 3 Aceite os termos de participação
- 4 Poste sua foto no mural, e pronto, já está concorrendo a 1 par de ingressos para a final da copa do mundo FIFA de 2014.

Você também pode compartilhar sua foto usando #ofutebolvoltou

(Leia o regulamento completo no hotsite da promoção)



## Premiums:





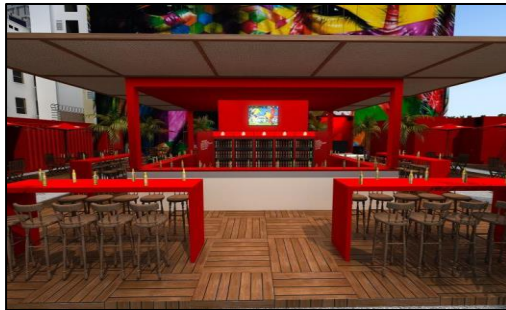
# FIFA Fan Fest

## Cups:



# Brahma Square

- ❖ Located outside each Host City stadium
- ❖ Hospitality area used for pre-match gathering point and viewing





# Itaquerao Activation

- ❖ Public viewings in São Paulo
- ❖ Activating near stadiums in shopping centers

