

The background of the slide is a photograph of a person's silhouette standing on a dark surface, looking up at a vast night sky filled with stars. The Milky Way galaxy is visible, stretching diagonally across the frame from the bottom center towards the top right. The sky is a deep black, and the stars are numerous and bright, with some appearing as streaks of light. The overall mood is one of wonder and exploration.

EXPERIENTIAL ACTIVATION TRENDS AND INNOVATION

Prepared for Little League Baseball Sponsor Summit | 11.14.18

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LET'S TALK ABOUT PARTNERSHIP

A baseball player in a white and blue North Carolina uniform is shown in a dynamic pose, possibly celebrating or pitching. He is wearing a grey cap with 'NW' in blue and a blue brim. The background is a blurred green field.

**COLLABORATION FOSTERS OPPORTUNITY FOR
BRAND IDEALS AND VALUES TO COME TO LIFE IN
A PASSION-BASED CONTEXT**

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SO, WHAT'S TRENDING?

01

CROSS-PASSION

CONVERGENCE OF SPORTS, MUSIC
FASHION, TECH IS ACCELERATING



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CROSS-PASSION

Unlock partnerships that connect
with consumers across multiple
passions to build loyalty



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02

PLAY

FROM AR TO GAMIFICATION TO
NOSTALGIA, PLAY IS ON THE MIND



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PLAY

Find the balance between new and nostalgic to deliver on-brand messages through unique experiences



03 CUSTOMIZATION

CONSUMERS EXPECT DIGITALLY
DRIVEN CUSTOMIZATION



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CUSTOMIZATION

Invite fans to engage with open-ended content and create their own storylines
- they'll feel understood as a consumer



04

PURPOSE

ACTIVISM > ESCAPISM

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PURPOSE

Make a genuine impact based on the issues you stand behind - consumers demand companies contribute to the collective wellbeing



A full-page background image showing a person's silhouette at the bottom center, looking up at a vast night sky filled with stars and the Milky Way galaxy. The galaxy's core is visible as a bright, colorful band of light stretching diagonally across the frame.

EXPERIENTIAL ACTIVATION TRENDS AND INNOVATION

THANK YOU!

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