

MEDIACOM

WORK

New Head Coach

CLIENTS SPORT

12 JUN 2017

We turned a failing sponsorship into a winning strategy



Tip off

Dandruff denial can hit your confidence.

That's what had happened to European basketball champions, Maccabi Tel-Aviv.

The team was having its worst-ever season.

We'd turn the players' failure into a Head & Shoulders victory.

Two point strategy

After a crunch match, Maccabi sacked their coach.

So we immediately unveiled a new one – in a fake news sting.

Our 'head' coach helped the players through their dandruff denial.

We shared our video with fans online.

We also gave out special caps to fans at the game (with secret dandruff test strips inside).

Slam dunk!

- Sales jumped 25%
- Awareness leapt 35%

Awards and Recognition

- Festival of Media Global | Gold: Best Sponsorship Activation Award

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