

参赛公司logo

客户logo

xylem
Let's Solve Water

参赛案例名称:

“Closer Than You Think” Xylem x Manchester City 2019 sponsorship activation



BACKGROUND

背景

Xylem is a leader in developing innovative water solutions through smart technology. The brand has signed a global multi-year partnership with Premier League Champions Manchester City to become the club's official water technology partner.

Through the partnership, Xylem aims to raise awareness about pressing global water challenges and solutions. Xylem works with Manchester City on Xylem Watermark projects, such as building water towers in communities around the world without access to clean water.

Last season, Xylem has launched the “Closer Than You Think” campaign and teamed up for a unique partnership with Manchester City and Heineken Manchester to create this very special brew, made from rainwater collected from the Etihad Stadium roof, and filtered through a Xylem clean water system.



Xylem x Manchester City Shared Values

Offering access to different clubs around the world, Xylem's partnership with Man City will help them to create global awareness and local impact. Their work together will raise awareness of Xylem's mission to solve water, help drive a global conversation, and inspire the next generation of fans to think differently about water.

The Partnership

The unique partnership will help raise awareness of Xylem's work and our mission to create a better, more water-secure world. These teams and others, grouped under the City Football Group banner, will connect us to millions of fans around the world – a truly global platform that will allow the brand to communicate a global message and inform more people about issues that affect us all.



OFFICIAL GLOBAL PARTNER OF
MANCHESTER CITY FOOTBALL CLUB

TARGET

目标

Manchester City and Xylem share a common commitment to operating in a sustainable and innovative way, whilst enhancing the lives of people in our communities around the world. The brand is excited to harness the global appeal of football to raise awareness of water challenges and support Xylem's efforts to tackle these issues.

Through this initiative 'Closer Than You Think' campaign, Xylem aims to inspire the next generation of fans to think differently about water challenges and solutions – like using recycled water to help tackle water shortages - and encourage people of all ages to help create a more water-secure world.



BUDGET

预算

A: 5万以下

B: 5-10万

C: 10-20万

D: 20-50万

E: 50-100万

F: 100-200万

G: 200-500万

H: 500-1000万

I: 1000-2000万

J: 2000-5000万

K: 5000万-1亿

L: 1亿以上

请填写预算选择

Please make a budget option [G]

The Changing Room

The campaign, developed by agency **, has been launched with a video called 'The Changing Room'. The Changing Room was a spectacular projection, which is delivering our message memorably to City players, fans and the world.

The footballers are filmed in the Man City changing rooms experiencing an augmented reality projection of the future landscape if water issues continue. These risks include lack of access to clean drinking water and resilience challenges in the face of increasing severe weather patterns, which will affect all countries.



The video – features Manchester City players Sergio Agüero, David Silva, and Ilkay Gündoğan.

Behind the Scenes

City's star striker Sergio Agüero talks about the impact the projection, and its message, had on him.

Then, a few members of the team who helped to put the project together talk about how it was created, and the challenges faced with such a production.

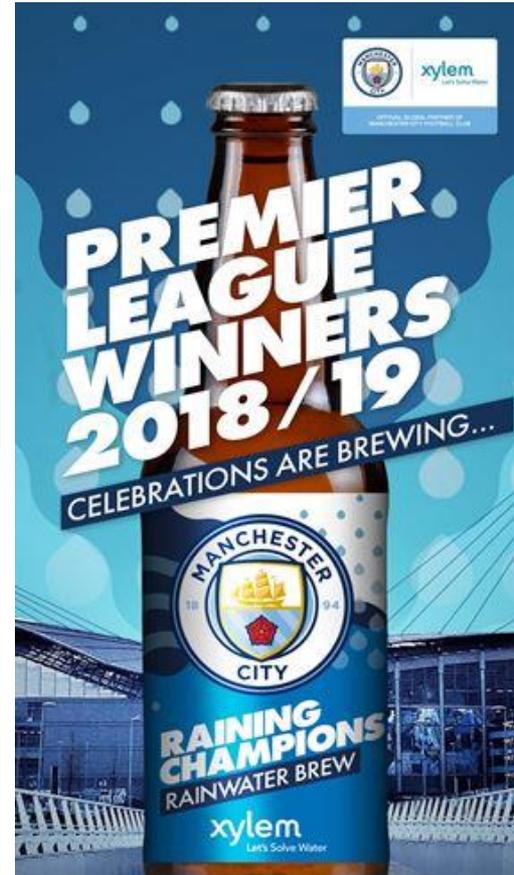


Raining Champions

To celebrate Manchester City's Premier League title win, Xylem has teamed up with the football club and Heineken Manchester to produce 'Raining Champions', a limited edition beer made with purified rainwater collected from the roof of the Etihad Stadium.

'Raining Champions' is part of the Xylem and Manchester City campaign to show football fans around the world how every country faces serious and escalating water challenges, such as lack of access to clean water and flooding.

The 'Raining Champions' beer was brewed using rainwater that was purified with advanced treatment technologies from Xylem.



RESULT

结果

Through creative, multimedia storytelling, **E has helped create for Xylem an initiative that will show audiences how every country on earth faces serious – and escalating – water issues, such as lack of access to clean drinking water and resilience challenges in the face of increasing severe weather patterns.



+300%
PROMPTED
AWARENESS



**CUSTOMER &
INDUSTRY
ENGAGEMENT**



156K+
INSTAGRAM
REACH



1.4M
TWITTER
IMPRESSION

ENVIRONMENTAL COMMITMENTS

100%



Purified rainwater

harvested from the Etihad Stadium roof used to produce a limited edition "Raining Champions" beer with water technology partner Xylem

Return rate

of containers for beer, soft drinks and other beverages in trial to remove single-use plastics in matchday catering concessions in the South Stand. This trial will be repeated and expanded further in 2019-20

95%



Reduction in CO₂ footprint

notwithstanding uplift in activity in the Etihad Stadium this year, thanks to the Club's enhanced energy procurement processes

7%



85

Species resident in 2019

pollinator plants, wildflower and grasses attract a diversity of plant and wildlife species, boosted by new beehives and nesting sites this year



Xylem and Manchester City, Perfect Teammates

For Xylem, Manchester City is an ideal partner – because of the shared commitment to making a difference in the world.

The club has already made a huge effort to support our Watermark Foundation. To partner with a club that is committed to bringing about positive social change through football is a natural fit. Working with Manchester City, Xylem extends their reach to their massive fan base and, in doing so, increase the brand's ability to create social value.

What better way to educate football fans about these urgent challenges and celebrate a phenomenal season for Manchester City than by toasting the club with a rainwater brew.

Together with their own Cityzens Giving campaign – which a Xylem-supported Safe Water Project in Bangalore won this year – the club is committed to making a real difference to people's lives.