

LOVE THE SAMBA

https://www.youtube.com/watch?v=kgAy9h_qORw&feature=youtu.be



With Love The Samba, ING partnered with Q-Music to organize one of the most engaging events during the World Cup. This partnership allowed ING to highlight their sponsoring of the Red Devils in a fun and emotional way. The positive vibe and the engagement with a large audience resulted in a positive halo-effect on the ING brand perception. Carat is proud of this partnership because of the impact it generated, the execution and the great collaboration between Carat, New World and ING.

The goal was to reach an audience as large as possible. Normally foot campaigns mainly reach men, but thanks to the buzz around the performance of the **Red Devils**, **ING** had the possibility to reach a much larger audience: men, women, children, ...

RED DEVILS IN THE GHELAMCO ARENA



The main **ING** challenge was to strengthen the ING brand perception by offering a great experience. For this event, ING partnered with **Q-Music**. In a pre-phase (Going To Brazil), **New World** created a great concept to start building the buzz. In this phase someone could win in an interactive contest a ticket to Brazil. This pre-phase also included a field activation in the train station of Antwerp, where people were invited to leave an autograph on a giant Red

Devils-shirt that was sent to Brazil to support the Red Devils while playing.

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The second phase (**Love The Samba**) was all about the organization of large scale football events at the Ghelamco Arena in Ghent. People could watch the games of the Red Devils on ultra large screens and see concerts of famous artists. These events were announced via a large scale media campaign (press conference, pr, social, on-event, on air, ...) that offered ING a huge amount of visibility before, during and after the event.

SOLD OUT IN 32 MINUTES!



The demand for the 51.000 tickets was huge, they were gone in less than 32 minutes. The ROI was exceptional. In terms of paid media, **Carat** created a campaign worth three times as much as **ING** paid. The massive earned media value makes this an even stronger case.