

CASE STUDIES OF EXCELLENCE

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LIST

CAMPAIGN: ALICANTE RACE VILLAGE

CLIENT: PUMA

AGENCY: kubik



Beaconing sea monster tentacles, hip lounges and cutting edge retail. Leading lifestyle-sport company PUMA went all-out with the activation of its sponsorship of the annual Volvo Ocean Race. In the process, PUMA reached its target audience of young, fashion-conscious consumers and sailing enthusiasts—both popularizing the brand and driving at-event retail sales.

The Volvo Ocean Race, which traverses the globe over 3 years, includes ten stop-over harbor visits. Volvo leveraged the personae of its sailboat entry—"Mar Mostro" or Sea Monster—as the theme for a consistent hospitality and retail presence that brought each stop-over location.

With an itinerary that included Spain, South Africa, United Arab Emirates, China, New Zealand, Brazil, the United States, Portugal, France and Ireland, PUMA needed an environment that would work across cultures, borders and languages. By partnering with global event design and management agency kubik, PUMA achieved its goal of cross-cultural design, streamlined logistical management—and engineering for fast and easy assembly, breakdown and shipping. PUMA has worked with kubik for the past two Volvo Ocean Races, entrusting them to manage a variety

of events around the globe.

The solution leveraged four branded forty-foot shipping containers to create a PUMA outpost, which was easily transported around the world and set-up at each Race Village. The containers created an urban, industrial feel and were strong enough to support outdoor deck space on their roofs. On arrival at each race village location the container doors and walls were swung into place, stairs pulled out, canopies assembled—and PUMA was in business. kubik managed the project through its Amsterdam office—which boasts full service capabilities and has done projects for everyone from DSM and Jaguar to Mitsubishi and L'Oreal.

A big attract was the larger-than-life inflated Mar Mostro that reached its tentacles out from the rooftop of one container and enabled visitors to intuitively make the connection between Mar Mostro the PUMA race boat and Mar Mostro the PUMA retail/hospitality space.

The container supporting Mar Mostro was dubbed the PUMA Social Club and featured both indoor and outdoor lounge areas. Casual furnishings, a bar, and PUMA-red ambient lighting mounted to Mar Mostro's tentacles created a club atmosphere—which appealed directly to PUMA's target audience.

The second container featured retail on ground level and hospitality above. Custom retail fixtures, fabricated from plumbing pipe and flight cases, reinforced the space's urban, edgy feel. The upper floor of this container housed Bar Mostro, where guests relaxed and enjoyed harbor views from funky red upholstered seating.

At every stop, PUMA positioned its containers in an "L" to create a courtyard. This created a live event space and a traffic pattern that led crowds into the adjacent PUMA retail shop and PUMA Social Club. Events included dance parties, exercise classes and live band and DJ performances.

Throughout the events, PUMA leveraged social media to promote its activities. From PUMA's sailing webpage, visitors could experience a visit onboard Mar Mostro with Team PUMA and learn about PUMA's race activities via blogs, videos, and links. At a photo booth set up inside the PUMA retail space, visitors put on a PUMA red jacket and snapped a picture of themselves at a ship's wheel surrounded by Mar Mostro's tentacles—then retrieved their images through the PUMA website and posted them to their own favorite social media sites.

PUMA's approach attracted thousands of visitors at every stop. Exit polls at on stop showed that over 70% of Race Village visitors—nearly 700,000 people visited Mar Mostro. Truly a Mostro-usly huge success.

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