

Company: Vitamin Marketing Agency, Istanbul Turkey

Company Description: Vitamin Marketing Services is a leading boutique marketing agency focused mainly on sports clubs, federations and corporate clients that sells products and services in Turkey and around the globe.

Nomination Category: Event Categories

Nomination Sub Category: Brand & Experiences - Brand Activation

Nomination Title: Arçelik Euro 2024 Fan Zone Events

1. Which will you submit for this nomination, a video of up to five (5) minutes in length or a written essay of up to 525 words? Choose one:

Essay of up to 525 words

2. If you are providing a written essay for this nomination, submit in this space an essay of up to 525 words describing the event: its genesis, goals, development, and results:

Total 510 words used.

Arçelik is the first Turkish brand of durable white goods. Since it is the first, it has immense loyalty among the Turkish people. Arçelik has many sports sponsorships at the national level. They have sponsored the Turkish National Football team for the last five years.

In 2024, Turkey qualified to play in the Euro 2024 tournament. This was a great opportunity for Arçelik to unite with the Turkish people and reflect its brand's power and values due to its sponsorship assets.

Arçelik has made a deal with the Istanbul Municipality to create a public fan zone for watching the Euro 2024 Tournament. Kadikoy Park has a capacity of 10.000 people, making it one of the largest public areas in Istanbul. The brand has built a giant screen to display the games, which is covered with the Arçelik brand.

Arçelik also created a 450 sqm fan zone that includes a photo area, football gaming areas, and a free coffee service area. These activations aimed to convey the message that the brand is combining entertainment and football. Free giveaways, such as national team scarves and complimentary coffee service throughout the tournament, increased engagement in the fan zone. As a result, Arçelik fan zone became the meeting spot in Kadikoy Park.

We collaborated with the national radio channel, Number 1 FM, to broadcast live radio programs from the fan zone. Arçelik's live music band welcomed fans during the Turkey game days. Our fan zone aimed to convey the message "There is no one like us" – the motto and the song of our commercial during Euro 2024 - and became a gathering spot for everyone.

In addition to Kadıköy Park, Arçelik created another fan zone area at Koç Sports Club, a private club for Koç employees that has more than 200 K-plus members. Usually, this number adds up to 400 K with spouses and kids. During the Euro 2024 tournament, a giant screen was installed alongside football gaming and complementary coffee service areas. Fans with their families enjoyed the game nights, and the loyalty part of the brand among their employees has increased.

Three big stores were selected outside the Fan Zones. These stores were designed in Arçelik's Euro 2024 commercial concept. Mini football gaming areas, photo areas, and game watching areas were created. Customers who came to shop stayed and enjoyed the spirit of the tournament. There was an increase in foot traffic during the national game days.

All these brand activations highlighted the brand values and national feelings.

We offered a unique customer experience by combining our brand values with entertainment and creativity. We emphasized that the brand, Turkish fans, and Turkish team are "unique" and created a wholesome stay with our commercial and brand activities. We reached over 1 + million people, everything combined for a month-long period,

Arçelik, inspired by the spirit of unity and solidarity, created a sense of belonging in participants by creating a positive atmosphere at our events. We brought people together for a common purpose by reflecting our cultural richness and national unity spirit.

3. Optionally, you may list creative and production credits for your event - a list of the people and organizations that contributed to its development:

4. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video:

Attachments/Videos/Links:

[Arçelik Euro 2024 Fan Zone Events](#)



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