

**Company:** Pan American Energy, Ciudad de Buenos Aires

**Company Description:** PAE is the leading private and integrated energy company in Argentina. It has become the main private producing, employing and investing company within the Oil&Gas industry in this country. It also operates in Bolivia, Mexico and Brazil. It explores and produces oil and gas. It refines oil, commercializes fuels and lubricants (AXION branch), and participates in the renewable energies.

**Nomination Category:** Event Categories

**Nomination Sub Category:** Brand & Experiences - Sponsorship Experience

**Nomination Title:** Lifetime Dreams

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 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:

3. 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 512 words used.

As the official sponsor of Argentina's most inclusive football tournament since 2020, AXION energy faced a critical challenge in 2023: how to stand out in a saturated sponsorship landscape. The Copa Argentina, involving 64 teams from all divisions across the country, embodied Argentina's deep-rooted passion for the game. While previous campaigns focused on players or match outcomes, AXION identified an untapped emotional opportunity: the lifelong devotion of club members who form the backbone of Argentine football culture.

In a nation where football transcends sport to become part of personal identity, these lifetime members represented the purest expression of loyalty and passion. Their decades-long commitment to their clubs, through both triumphs and hardships, mirrored AXION's own values of endurance and performance.

#### Goals:

1. Create a distinctive positioning that would separate AXION from other tournament sponsors through an unprecedented fan experience.
2. Forge deep connections by fulfilling a universal football fan fantasy - walking onto the pitch with their team.
3. Achieve a 70% increase in social media interactions and 85% growth in reach compared to AXION's pre-tournament averages.

The campaign would showcase real stories of devotion from ordinary fans who had supported their clubs for decades. This approach aligned with AXION's nationwide presence and its commitment to celebrating Argentina's diverse communities.

#### Challenges:

- With only 20 days between the semifinals and final, the team had to quickly identify and coordinate with 22 lifetime members (11 per finalist team).
- Members came from across Argentina, requiring careful travel and accommodation planning.
- Ensuring the fan experiences remained genuine and unscripted while meeting production requirements.

The selection process focused on finding members whose personal stories embodied their clubs' histories. AXION worked closely with tournament organizers to identify candidates who represented the tournament's inclusive spirit - from big-city supporters to those from smaller provincial clubs.

On December 13, 2023, at Lanús Stadium before 46,600 spectators, the campaign reached its emotional peak:

1. **Pre-match storytelling:** Members gathered at a hotel to share their memorabilia - faded membership cards, yellowed photographs, and treasured scarves - while recounting their lifelong connections to their clubs.

2. **The dream realized:** In a historic first for Argentine football, these lifetime members walked onto the pitch alongside their teams' starting lineups, fulfilling a fantasy most fans only imagine.

3. Professional crews captured these authentic moments for social media content, focusing on raw emotion rather than polished production.

The campaign's digital rollout maximized impact:

- o **Instagram reels:** Emotional fan stories on AXION's and Copa Argentina's official accounts
- o **Twitter engagement:** Behind-the-scenes content and fan reactions
- o **In-stadium activation:** Giant screens showcased member stories during the match

#### Results:

##### o **Social media:**

- 653% increase in interactions vs AXION's 3-month average

- 428% higher reach, impacting 75,448 followers

- Doubled the interaction rate of previous 2023 Copa collaborations

##### o **Live impact:**

- 46,600 spectators witnessed the activation firsthand

##### o **Media value:**

- 31.3 million impressions across digital and TV platforms (\$70,300 in Advertising Value Equivalent) achieved with a modest \$41,000 investment

### Strategic takeaways

1. Authentic storytelling outperformed polished ads

2. Emotional resonance created deeper connections

3. Strategic partnerships ensured smooth execution

AXION energy strengthened its position as a brand that understands Argentine culture.

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

### PAN AMERICAN ENERGY

**DEPARTMENT RESPONSIBLE:** Vice Presidency of Downstream

**PEOPLE RESPONSIBLE:**

Cecilia Panetta, Marketing Director of AXION energy

Sebastián D'Espósito, Marketing Manager of AXION energy

Gabriela Rossi, Brand Leader of AXION energy

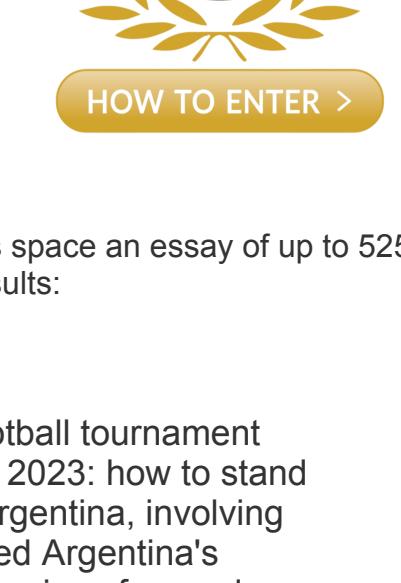
Heliana Carames del Sel, Brand Specialist of AXION energy

### PARTNERS:

GUT (Buenos Aires)



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