



Challenge:

How to leverage large attendance at sports event to draw traffic to store opening nearby?

snapNwin™ Solution:

Street marketing teams distributed snapNwin cards featuring soccer legend David Beckham, store opening details and the collectible Adidas logo on the fridge magnet to crowds as they left the stadium. Inside of card contained instant wins for store opening plus web site registrations for future mailing list.

Feedback:

"It was fun and exciting to work with this product." "People loved it!" "snapNwin is The best for street marketing!"

**GUERRILLA MARKETING PROMOTING STORE OPENING
ADIDAS**

