

TRAVEL & TRANSPORT WALK OF FAME



Challenge

Sport is suffering from the impact of the climate crisis, while fan travel accounts for 60% to 85% of the emissions footprint of the typical large-scale sporting event.

Brief

Connect sports fans to the climate crisis, showing them how it threatens the future of the sports they love, while solidifying Sky's voice in the climate crisis and sports conversation and keep Sky Sports customers warm to the brand.

Solution

Take advantage of the capability and opportunity for fans to use green transport options by showing them that more happens when you don't drive.

Execution

- Create three bespoke and aspirational experiences on site for fans to take part in, celebrating them taking the 'Walk of Fame' but more importantly, celebrating the act of travelling green to protect the sport you love.
- Utilised OOH posters on trains, at train stations, along the walking route and "ad walkers" to ensure Sky's message "The World of Sport is Under Threat – Travel Green to Protect the Sport You Love" and activation "The Walk of Fame" was unmissable and piqued interest.
- Got fans into the Sky Zero fan zones, which featured education walls with sport-specific stats relating the climate crisis to the way it is impacting the sport which attendees were there to see.
- Ran a "Let's Look After What We Love" TVC with an amended end frame speaking to the importance of travelling green to protect the sport you love.

Results



67% agreed "This would make me think more about the link between sport and the climate crisis".



685,000 greener journeys committed to by fans.



22% increase year-on-year in fan use of greener transport options

