



TWITCH ADVERTISING

Adidas Super Bowl

Custom Program on Twitch





Adidas Objectives Overview

1 Maximize National Viewership
of Twitch Livestream

**2 Create Unique Brand
Experiences** with Twitch audience
during Livestream

**3 Drive Conversation +
Engagement** during Livestream

ADIDAS SUPER BOWL

Program Components

A first glance at all the different components that will complement each other and collectively build towards Adidas' objectives.

Super Bowl Party Stream

2.5 hour live broadcast on February 2nd from Adidas' Super Bowl space featuring Influencers, athletes, and the cast of *FreshStock* the day before the game.

Bounty Board: Tune-In

Ad opportunity for Twitch Influencers to broadcast and react to Adidas X BAPE shorts to create hype before the event.

Chat Executions

Twitch audience engagement through product giveaways, hype polls, and global custom Adidas Super Bowl Emote all in chat.

Media: Tune-In

Pre-event promotion with Twitch's own native units and placements.

Native Media: During Event

Homepage placement and Twitch's Native Promo Unit on event stream day promotion with Twitch's own native units and placements.

Bounty Board: Rebroadcast

Ad opportunity for Twitch Influencers to rebroadcast the party stream to their own audiences to experience or relive awesome moments.

1 Maximize National Viewership of Twitch Livestream

Bounty Board: Tune-In Drive Awareness

- Seed Adidas' animated content starting 5 -7 days prior to Super Bowl Party Stream, plus include hype talking points in the bounty.

Media: Tune-In Drive Awareness

- Run "tune-in" media starting 7 days prior to Super Bowl Party Stream

Native Media: During Event Homepage promotion

- Major featured placement on Twitch Homepage for all viewers

Bounty Board: Rebroadcast Prolonging the Stream

- After the stream event, Influencers will be able to rebroadcast the Adidas Super Bowl Party stream for reactions, recaps, and to relive all the hyped moments

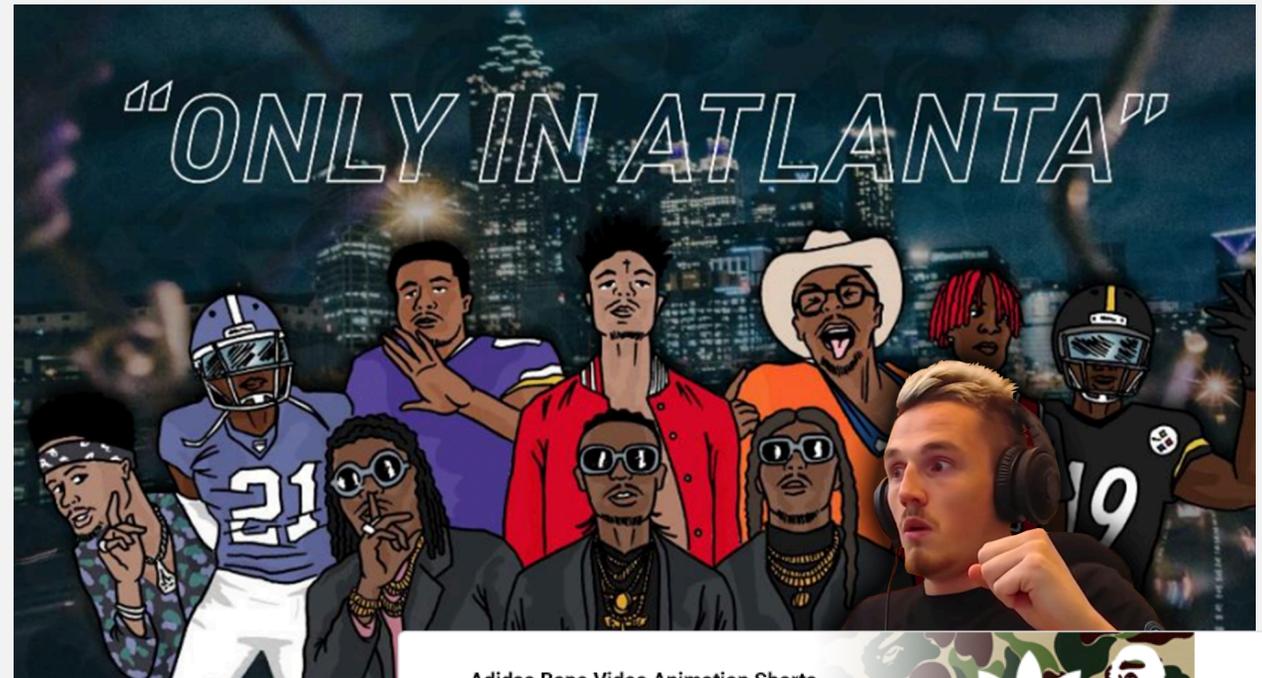
Bounty Board: Tune In Action Overview

Adidas X BAPE Video Animation Shorts brought to you by Adidas*

At any point during a stream session, for 10 minutes, watch the Adidas X BAPE animated shorts and discuss what you saw on stream, and promote the upcoming Adidas Super Bowl Party stream with an average of xxx concurrent viewers. Musts:

- No needless bad-mouthing of the content
- Put #sponsoredadidas in your stream before you start the bounty
- Set channel to #sponsored Adidas
- Turn on the "Store Past Broadcasts" option in your Channel Settings
- Talking Points: Check out the adidas Super Bowl VIP party on 2/2 on /adidas to see NFL athletes and Twitch Stars play Fortnite. You can enter to play by entering xxxxx (instructions on how to enter and win prizing)
- Complete the Bounty by 2/1

*Example Bounty



Adidas Bape Video Animation Shorts

Available until 02/01/19

\$X,XXX



Adidas Bape Video Animation Shorts

sponsored by adidas

At any point during a stream session, for 10 minutes, Watch the adidas Bape animated shorts and discuss what you saw on stream with an average of xxx concurrent viewers. If you do not hit an average of at least xx concurrents, you will not receive a payout. If you achieve the minimum but do not reach the goal, you will get a proportional percentage of the payout.

- Set your stream category to IRL
- No needless bad-mouthing of the content
- Put #sponsoredadidas in your stream before you start the bounty
- Set channel to #sponsored Adidas

Talking Points: Check out the adidas Super Bowl VIP party on 2/2 on /adidas to see NFL athletes and x influencer play Fortnite. You can enter to play by entering xxxxx (instructions on how to enter and win prizing)

Max Payout \$X,XXX

Activate Bounty

Bounty Board: Rebroadcast Action Overview

Rebroadcast the Adidas Super Bowl VIP Party brought to you by Adidas*

At any point during a stream session, for 1 hour, broadcast the Adidas Super Bowl VIP party VOD and discuss what you are witnessing. Musts:

- No needless bad-mouthing of the content
- Put #sponsoredadidas in your stream before you start the bounty
- Set channel to #sponsored Adidas
- Turn on the "Store Past Broadcasts" option in your Channel Settings
- Example talking points

*Example Bounty

Adidas Super Bowl VIP Party
Available until 02/01/19

Adidas Super Bowl VIP Party
sponsored by adidas

At any point during a stream session, for 1 hour, co-stream the adidas Super Bowl VIP party and discuss what you are witnessing on stream with an average of xxx concurrent viewers. If you do not hit an average of at least xx concurrents, you will not receive a payout. If you achieve the minimum but do not reach the goal, you will get a proportional percentage of the payout.

- Set your stream category to IRL
- No needless bad-mouthing of the content
- Put #sponsoredadidas in your stream before you start the bounty
- Set channel to #sponsored Adidas

Max Payout \$X,XXX [Activate Bounty](#)

4:09 tazrobert #10 ANGR

your future is not mine. SUPERSTAR

LIVE Bash Zhi TimTheTatMan

2 Create Unique Brand Experiences with Twitch Audience During Livestream

Event Stream: Personalities Audiences Converge

- Pairing sponsored athletes with popular must-watch Twitch influencers where the sports and gaming audiences can come together
- Hosted by *FreshStock* cast: Twitch Studios' own native sneakerheads from their hit livestream show

Event Stream: Content Tailored Content

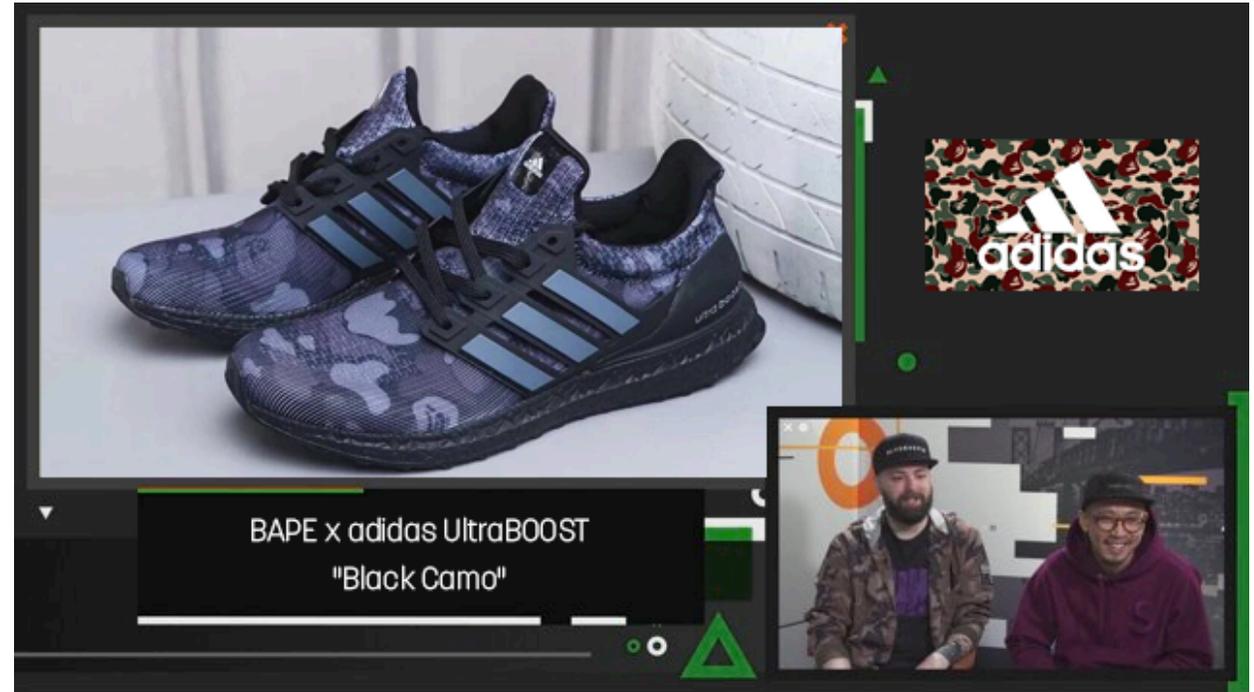
- Check out and discuss the apparel lineup of the Adidas x BAPE Super Bowl collaboration.
- Talent will engage in challenges in both football and in Fortnite.
- Special product giveaways via Twitch Chat

Example Run-Of-Show

Host Open w/ Influencer & Athlete introductions
Fortnite Challenge (shotgun only)
Football mini-drill challenge
Adidas BAPE Apparel unboxing
Adidas BAPE Giveaway
Fortnite Challenge (skill shots)
Football mini-drill challenge
Adidas BAPE product Giveaway
Host Closing w/ Influencers & Athletes

2 UNIQUE BRAND EXPERIENCES

Visual Example



3 Drive Conversation and Engagement During Livestream

Native Media: During Event Native Promo Unit

- The Twitch NAPU ad product is an interactive stream-and-chat embed that lives on partner sites such as Vice, ESPN, Polygon, and Vox.
- Viewers on other sites are able to watch both the stream and all of the ongoing chat interactivity.

Chat Executions Interact with Audience

- Giveaways keep viewers glued to the stream and viewers enter by inputting special chat commands
- Live voting and in-stream opinion mechanism using chat input to create conversation and hype
- Exclusive event Emote in chat that become part of the fabric of Twitch's native visual language

Visual Example

crockk2: Those shoes are so lit 🔥

Battle_Finger: lbape

Wandpass: ladidas

Cell: ladidas !bape **so fresh**

putputs: what is a bape? 🤔

grenader3000: **so fresh**

ETISAKID: ladidas !bape **so fresh**

corepike: ladidas

Thewarlocke: Im down with the three stripes

Stream Chat Rooms

yelni: ladidas

honors33: !bape

DreamRea1ty: **so fresh**

lxellon: ladidas !bape **so fresh**

Harmz: Wow all the merch look so good 🤔

ar25: ladidas

oine_b0: **so fresh** 🤔

madar: !bape

nxang: !bape 🤔

ftbear: ladidas

ckk2: Those shoes are so lit 🔥

tle_Finger: !bape

Wandpass: ladidas

Cell: ladidas !bape **so fresh**

puts: what is a bape? 🤔

nader3000: **so fresh**

SAKID: ladidas !bape **so fresh**

epike: ladidas

Thewarlocke: Im down with the three stripes

Send a message

Chat

WHICH SNEAKE WOULD YOU PIC

Option	Percentage
Adidas Ultra Boost Triple Stripe (Rainbow)	98%
Travis Scott x Nike Air Max 270 (Purple)	98%
Adidas Yeezy Boost 700 (Cat)	98%
Adidas Yeezy Boost 700 (Sugar)	98%

ADIDAS SUPER BOWL ON TWITCH

Timeline

MON 1.28 – MEDIA DAY
INVOLVEMENT TBD

WED 1.30 – JEN WELTER: SHE
WILL WIN/ INCLUSION PARTY

FRI 2.1 – PRE-LAUNCH
VIP PARTY
SOCIAL STATUS POP-UP

SUN 2.3 – ON-FIELD
SB53

Media: Tune-In

Bounty Board: Tune-In

Event Party Stream

Native Media

Bounty Board: Rebroadcast

TUE 1.29 – TBD

THR 1.31 – ON-FIELD
7V7 GAME

SAT 2.2 – LAUNCH
GLOBAL RID
VIP PARTY



Twitch Best Practices

1

Maximize Viewership

- Build awareness with the Twitch community
- Activate broadcasters to drive mass reach of assets and promote awareness of brand and upcoming stream
- Use Twitch native promotion to drive tune-in to livestream
- Use popular Twitch Influencers, and create social content
- Use popular Twitch Fresh Stock hosts to drive authentic engagement

2

Unique Brand Experience

- Leverage Twitch chat – a vital part of the Twitch’s multiplayer experience
- Chat-enabled poll options in the style of hype meters, commonly used in *FreshStock*
- Exclusive giveaways where users enter via special commands in chat
- Custom Chat Emote for reactions and getting into Twitch’s native visual language

3

Broadcast Needs

- 2 Twitch support staff (Activations + Event Engineers)
- Twitch to set up in days prior to event stream
- Talent + crew for rehearsal and dry-runs
- Specific internet setup
- Camera, lights, and stream setup to ensure a premium broadcast experience
- Set up official Adidas Twitch channel
- Dedicated channel moderators



Twitch Benefits

Working with twitch to amplify the Super Bowl party stream achieves Adidas' brand objectives of:

- Connecting with the most active and engaged community in the livestreaming space
- Driving brand advocacy within the gaming community by activating Twitch broadcasters to connect with the Adidas brand
- Driving authentic engagement with the Adidas x BAPE collaboration with Twitch-exclusive opportunities including Bounty Board, *FreshStock*, co-streaming, custom Emotes, and Chat giveaways

Thank You!



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