

PUBLIC VIEWING OF WORD CUP 2010

REPORT

From 11 June to 11 July in Tirana (Academy of Arts Amphitheater) and Durres (Boulevard Taulantia) each evening has been projected live the matches of World Cup 2010. The audience has appreciated the big projection space, the quality of broadcast and the sound. Based on the audience, the number of viewers, and the positive feedback, we can say that it was a very successful event and we look forward for future collaborations.

ACADEMY OF ARTS AMPHITHEATER TIRANA

Upon the request of our members and the interest of the public that enjoyed the projection of EURO 2008 Football matches, we were proud to support the Moving Culture's new project in relation to Word Cup 2010. The Academy of Arts Amphitheater offered a real live stadium football experience during the World Cup 2010 matches. From a huge projection space is broadcast live in HD every day the World Cup events. Many other activities have been organized before and after the football matches.

The participants have experienced 3D movies projections and many shorts films and excellent documentaries. Each day from 19:30 the unforgettable evening has started with selected music from our resident DJ Matrix and continues with your favorite live football match. And, this is not all, in late night the area were transformed in clubbing place when hundreds of young people have electrified the atmosphere. Entrance in all activities was free and a bar and BBQ were available.

PROJECT PROMOTION

The project and his sponsors has been promoted throw various vectors including flyers, posters, TVC, e-mails and in most popular social networks.

Flyer of event 10 000 copies of flyers has been distributed in Tirana Center.



POSTERS OF EVENT

500 COPIES OF POSTER HAS BEEN EXPOSED IN PUBLIC PLACES



TV ADVERTISING

60 TV ads has been broadcasted in NEWS 24 from 20 June to 10 July 2010.



E-MAILS

Thousand of electronic messages has been send to Moving Culture members and friends data base.

SOCIAL NETWORKS

Two social networks are used promoting the public view of Word Cup 2010; Facebook and Tagged. From Tagged are achieved 372 active contacts replies and from Facebook 1161 clicks.

PICTURES FROM THE EVENTS









BOULEVARD TAULANTIA DURRES

The project in the Taulantia Boulevard is implemented in collaboration with Durres Municipality. The most crowded promenade in Durres is transformed adequately for a true live football stadium experience with World Cup 2010 matches. A huge projection space will broadcast live in HD each day the World Cup events. Many football documentaries and other have been projected before and after football matches.

PROJECT PROMOTION

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BASHKIA DURRES ORGANIZON

Çdo mbrëmje futboll
Tek shëtitorja TAULANTIA
Hyrja falas

Ekran gjigand 6 x 4 m
Projektor HD 15000 Lumen
Fonia Stereo 1000 W
Kapaciteti 700 vende

JETONI EMOCIONET E KAMPIONATIT NË EKRANIN PARA SHETITORES TAULANTIA

vodafone
BANKA POPULLORE
Red Bull
TAÇI OIL
Zipfer
E.D.S.

PICTURES FROM THE EVENTS









PROJECT EFFECTIVENES AND SPONSOR VISIBILITY

The project is advertised widely and the sponsors were always visible. In the project area 65 m² of banners are used and exposed in very visible way with sponsors logo and slogans. During all the projection of Word Cup matches 3 sets of TV commercials are broadcasted before, in the break time and after.

Live audience – over 20,000 peoples exposed with visible sponsor's logo banners and TVC projected

People contacted throw TV

- in News 24 with 60 TVC GRP ≈ 118 % of TV universe
- In Alsat news date 14 June GRP ≈ 5.2 % of TV universe
- In Top Channel news date 12 July GRP ≈ 41 % of TV universe

People contacted throw print materials

- 20,000 flyers 10x21 cm 2 side
- 500 posters A2

People contacted throw emails

- 2,153 direct emails has been sent and 214 reply received.

People contacted throw social networks

- In Facebook 1161 clicks in 2.96 millions Appearances. See the results in the left .
- In Tagged 569 messages with 372 reply.

Export Report (.csv) 1 result

Run Status	Last Updated	Bid Type	Clicks	Impressions	CTR (%)	Avg. CPC	Avg. CPM	Spent	
Completed	05/06/2010	\$0.12	CPC	1,641	2,965,392	0.055%	\$0.04	\$0.02	\$72.45
				1,641	2,965,392	0.055%	\$0.04		\$72.45

2 result

