



# GLOBAL GAMES

## ROADSHOW PROPOSAL

 **the hanging house**

An Experiential Agency





REWIND



# NBA FOR LIFE FEEDBACK

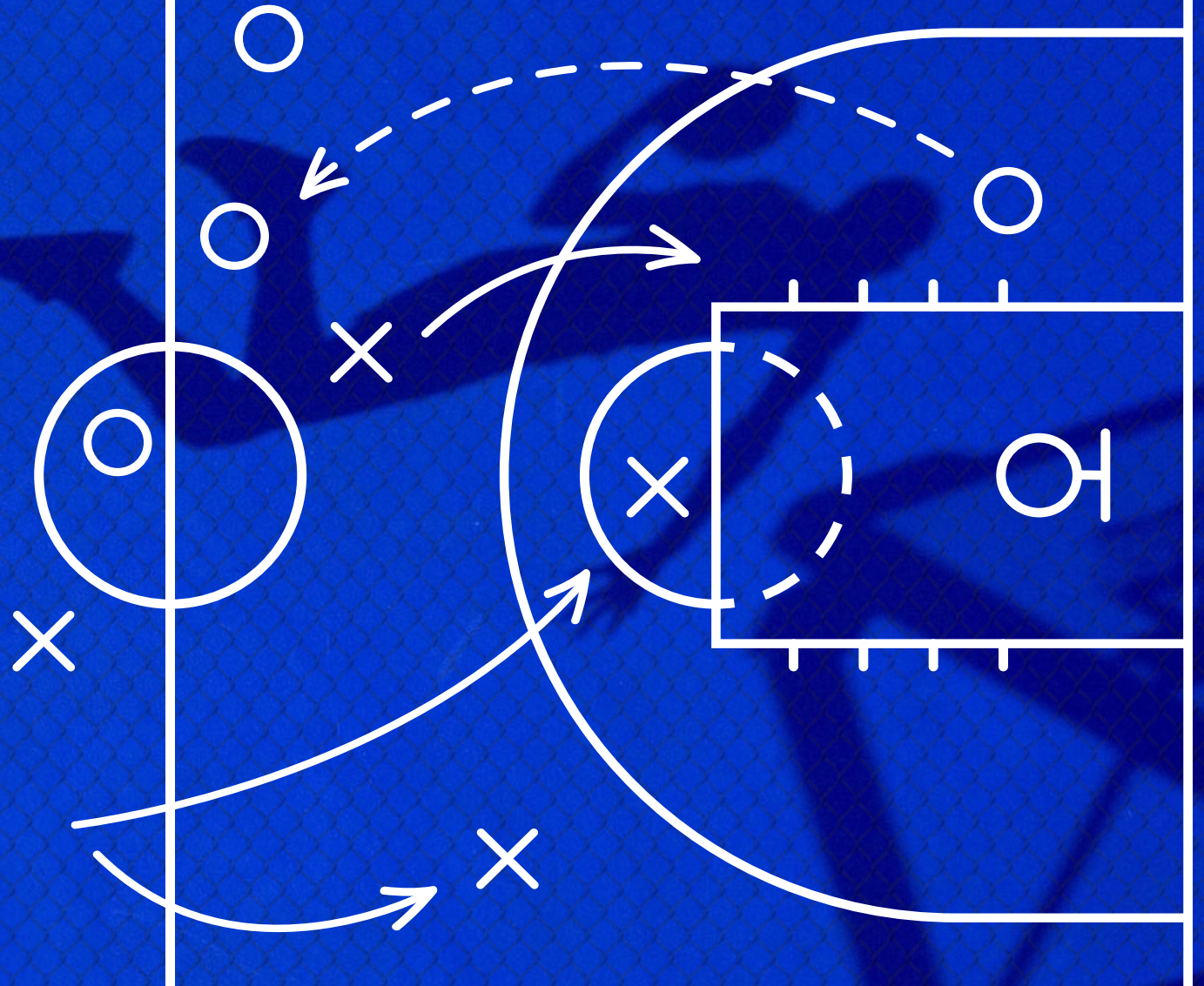
1. What locations or events do you propose?
2. How can we create a cost- effective roadshow that can be easily moved between locations?
3. Can you share initial financials on the above option?
4. How is this concept going to boost ticket sales?
5. How many locations can you deliver within our budget of \$400K?
6. HOB - Do not proceed.
7. Legends Reborn – Do not proceed.





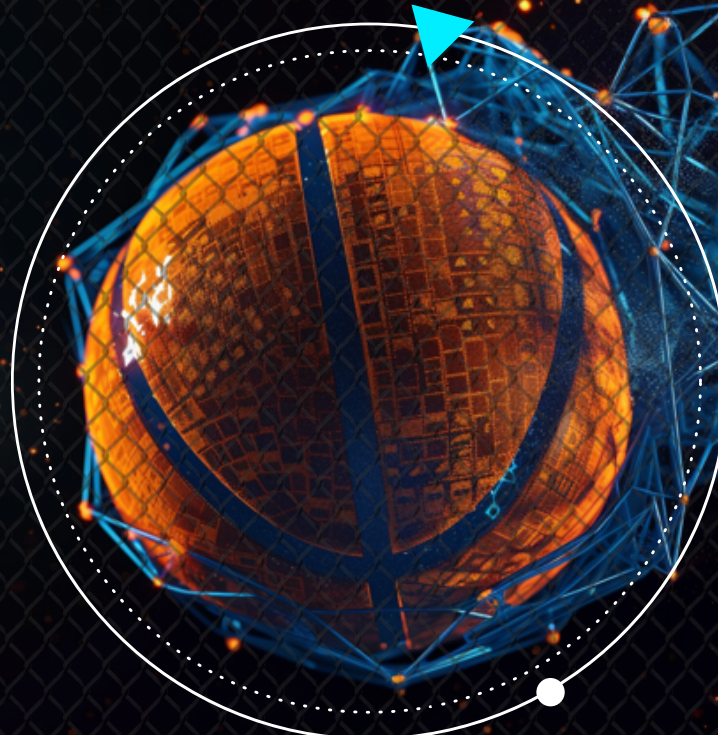
# WHILE WE WERE **AWAY**

- We realized that the concept of NBA for LIFE has a potential much greater than just tapping on fashion, entertainment, and the game.
- But we need to find the connection between the campaign and the consumer experience. What's the BIG IDEA?
- So, we went back to the drawing board to ask ourselves the hard questions. What does NBA for LIFE stand for?
- How can we capture the audience and capture them for long? Longevity is key.
- How can we boost ticket sales now and for the foreseeable future?





# A NEW APPROACH





**WHAT DID YOU WANT TO BE WHEN YOU WERE A KID?**



**WHAT DID YOU WANT TO BE WHEN YOU WERE A KID?**



# CONNECTING WITH THE DREAMERS.



We merge fashion, entertainment, and gaming with the lasting allure of dreams for an improved concept.

Childhood dreams can have a significant impact on consumer habits as adults. The key is to recruit them young.

Engaging children in basketball can also draw their families into the sport, broadening the audience base.





# DREAMERS IN NUMBERS.



Jr. NBA reached more than  
**10,000**  
kids in the region within just  
two years.

مكتب أبوظبي الإعلامي  
Abu Dhabi Media Office



This easily represents  
**62.5%**

Of Global Games  
attendance should this  
segment be fully  
activated.



According to a 2017 study,  
**77%** of children aged

7-11 considered themselves  
fans of the NBA, NFL, and  
MLB.

— [Samford University](#)

The dream is to get **more kids**  
**bouncing basketball** instead of  
kicking balls.

— **Mark Tatum**

Deputy commissioner of the NBA





# WHERE THE DREAMERS ARE.



Abu Dhabi hosts several basketball programs specifically targeted at children. And the kids in the region are passionate about basketball.



Schools in the region offer basketball initiatives and classes.



Dubai also has several hotspots including Satwa, JBR, and other community courts.

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## 22%

of UAE residents are  
interested in  
basketball, and of  
those,

## 68%

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are NBA fans.

وكالة أنباء الإمارات-وام  
EMIRATES NEWS AGENCY-WAM





AUDIENCE



# DREAM AND LET **DREAM.**



The primary audience then becomes the dreamers aged 7 to 15 years old, the young dreamers.



The secondary audience would be those who once dreamt of playing basketball and turned into fans.

The first audience segment has what is referred to as **pester power.**



# OBJECTIVES



# SEIZE THE DREAM.



To recruit families in participating as a unit in Global Games 2024.

To give the kids an experience that will last a lifetime, paired with a memento that they can hold on to.



Transform these dreams into passion that infiltrates every aspect of fans' lives—from fashion and shopping to event attendance—essentially, **all things NBA.**





# BALLERS OF THE FUTURE

RISE OF THE NEXT GEN DREAMERS





# CAMPAIGN OVERVIEW

## Pre-experience phase

AUG.  
10TH

SEPT.  
31ST

## Activation phase

AUG.  
16TH

SEPT.  
29TH

Split into two segments,  
main and satellite

## Post-experience phase

SEPT.  
29TH

OCT.  
4TH



# PRE-EXPERIENCE



# SOCIAL MEDIA KIT

Offering a comprehensive Social Media Kit inclusive of the event's key visual and customizable fonts that will help design these assets to your brand's unique specifications with the expertise of your design team.



STORY TEMPLATE



REEL TEMPLATE



POST TEMPLATE



# SOCIAL MEDIA CAMPAIGN



## **NBA Ballers of The Future: Roblox Edition**

This campaign engages young basketball enthusiasts with exclusive digital merchandise on Roblox.

Kids get a unique chance to play with NBA idols in a 30-minute virtual session, creating an unforgettable experience.

NBA merchandise is strategically shared with YouTube Kids, TikTok, and Roblox influencers, amplifying campaign awareness.

The integration of AI filters on TikTok and Instagram allows kids to morph into NBA player look-alikes, fostering personalized connections.

The campaign's success hinges on captivating content, social media impact, and interactive elements that connect kids with NBA excitement in the digital era.



# SOCIAL MEDIA CAMPAIGN



## NBA Global Remix

The campaign aims to foster creativity and self-expression through music and dance, transcending basketball fandom.

In the pre-activation phase, NBA players will showcase signature moves, while a social media contest encourages kids to create dance routines with #NBAGlobalRemix.

During activation, a "Remix Zone" is set up, showcasing a series of outstanding moves and routines.

In the post-activation phase, a compilation video highlights the best #NBAGlobalRemix entries, and the campaign song and user-generated remixes are released on YouTube.



# ON-GROUND EXPERIENCE



LOCATION

# MALL OF THE EMIRATES

Daily footfall:

Weekdays: 70,000-80,000

Weekends: 100,000-110,000

More than 40 million visitors  
annually

20% tourists; rest: expats & middle-high class locals

AUG.  
23<sup>RD</sup>

AUG.  
25<sup>TH</sup>

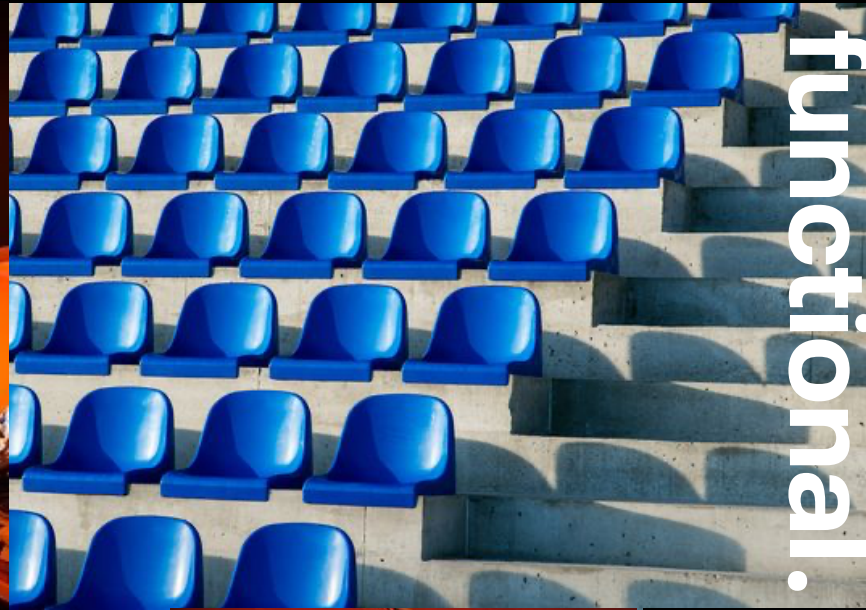




# MOOD BOARD



impactful.



functional.



immersive.



exciting.



urban.



experiential.







# BALLERS OF THE FUTURE

## ROAD SHOW EXPERIENCE

### 01\_REGISTRATION

Brand ambassadors approach the audience to register their interest in participating in the activation.

### 02\_THE PLEDGE

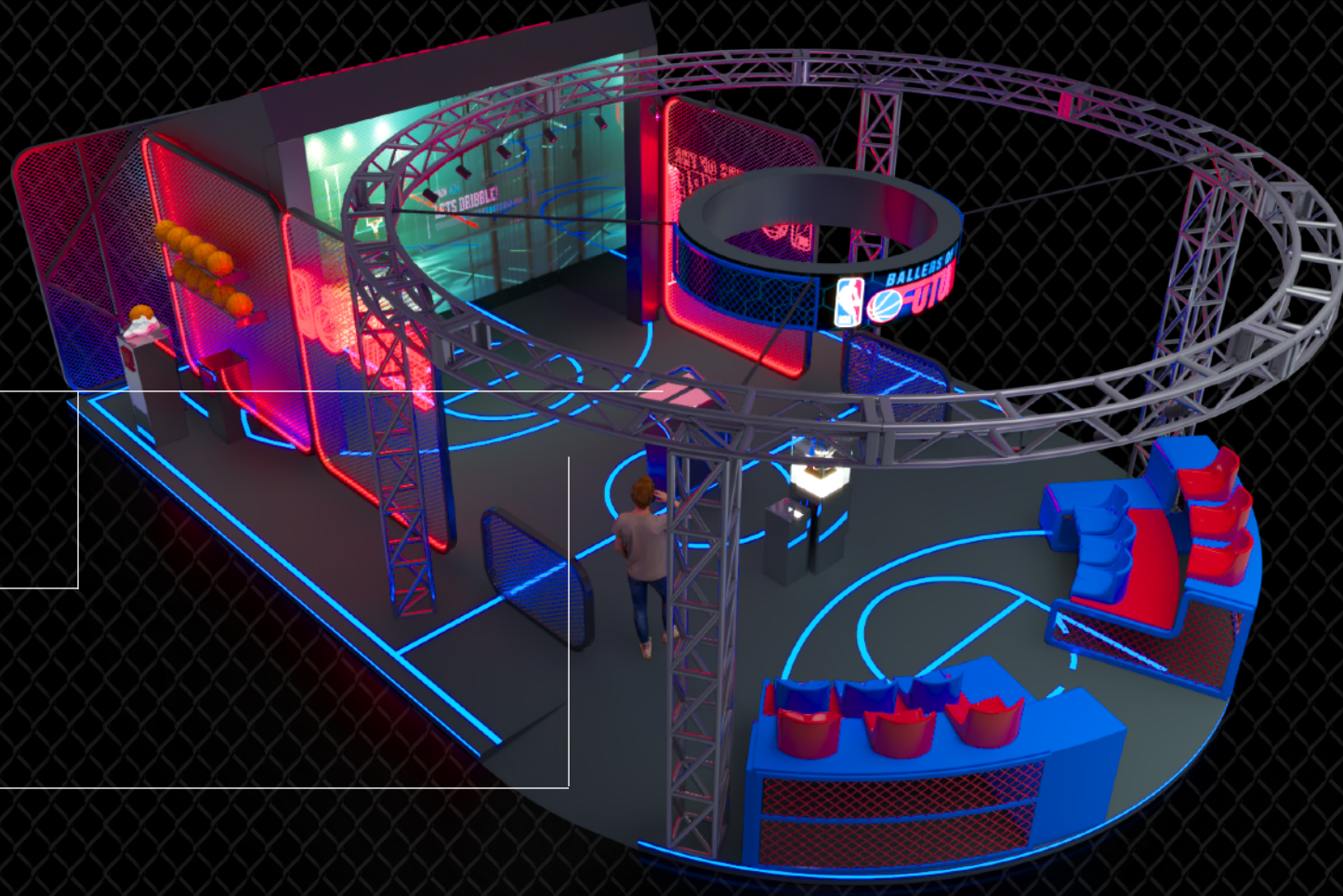
Participants go to the podium and place their hands on the screen to activate the experience.

### 03\_COACH SELECTION

They then select a coach from the three (3) avatars provided. The chosen coach guides them further.

### 04\_SKILL SCANNER

Participants show their skills in front of their coach, and an AI model scans their potential.







## ROAD SHOW ENVIRONMENT

### PARTNERSHIP AREA

Opposite the Merch Area, this space is for potential collabs.

### OMNI-BRANDING

From the left and right sides, as well as overhead for indoors.

### MERCH AREA

Features exclusive swag branded with NBA Ballers of the Future.

### SEATING ZONE

Aesthetics of NBA in a functional seating area for the participants.



# HOW IT WORKS

1

Player enters  
Registration details  
on an iPad

2

Player makes a  
pledge

3

Choose the coach  
avatar

4

Main Screen: The  
coach asks them to  
do drills

5

iPad: The brand  
ambassador analyzes the  
drills and scores them  
manually.

6

Player visit the printing booth  
to get the card

7

Main Screen: Results.



# STEP 1: REGISTRATION AND DATA CAPTURE.

Brand ambassadors on-site assist in the participants' registration process, facilitating a smooth experience flow while capturing data.

## HOW IT WORKS:

1. Minors are accompanied by their parents when registering for the experience.
2. Option 1: If the participants are willing to wait, they are given their approximate waiting time in the queue.
3. Option 2: Alternatively, they will be sent an email containing a QR code for the digital AR experience.
4. Consent is taken for taking a photo of the participant for the Card creation.





## STEP 2: IT ALL STARTS WITH A PLEDGE.

The participants are asked to place one hand on the touch screen to activate the installation. This signifies a promise to realize their true potential.





### PLEDGE PODIUM

- 32" LED touchscreen
- Customized coach selection interface



# STEP 3: COACH SELECTION.

After the Pledge, the participants are presented with legendary coaches that resonate with them.

Having three (3) different archetypes for the coaches ensures that even the selection process is inclusive and relatable to multiple audience types.



BALLERS OF THE  
FUTURE



SERENA



ALEX



MIKE



# STEP 4: FROM PROMISE TO PRACTICE.

During the session, they are prompted to perform simple moves that are going to be recorded and analyzed by our Skill Scanner AI model.

Their digital coach, seen through a large display wall, encourages them as they go.

COACH: ALEX  
LETS DRIBBLE!



SHO	85
PAS	81
DRI	70
JUM	82
BLO	79
STE	80
SPD	87





LETS DRIBBLE!

LETS DRIBBLE!



# TECHNOLOGY



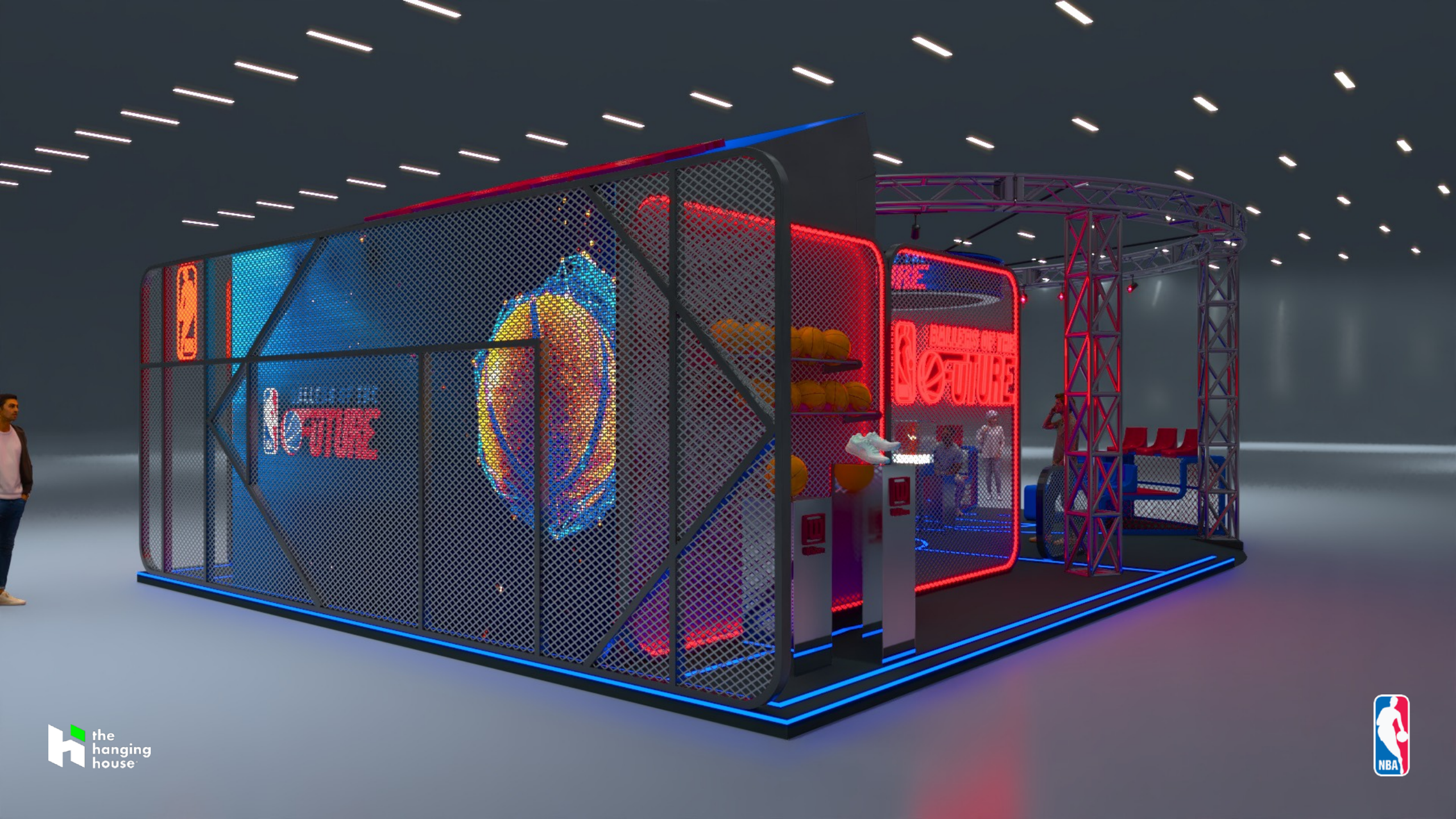














# STEP 5: HOLD ON TO THE DREAM.

At the end of the experience, we dispense Skill Cards to the participants.

The cards bear their potential "stats" as ballers. This shows that everyone has potential waiting to be discovered and developed.





# A MEMENTO OF YOUR **FUTURE** SELF.

The card also details what they could be in the future if they continue training hard.





# GOLDEN TICKET EXPERIENCE.

The card, when paired with their Global Games ticket, could win them a bonus meet-and-greet experience during the main event.





# LIVING THE DREAM.

A jumbotron experience awaits the lucky winners. They get to see their future selves on the large screen during the NBA Global Games.



AJMAL HAMEED



# BALLERS MERCH

BALLERS OF THE FUTURE





# BALLERS MERCH



SNAPBACKS

CREW NECKS



JERSEYS



# SATELLITE EXPERIENCE



# LOCATION

## CITY CENTER MIRDIF



Located in a big residential part of Dubai, Mirdif.

The mall has visitors with purchasing power

With average footfall of 24 million annually and around 200 thousand a month.

Visitors range from 10% tourist and 90% expats and locals.

AUG.  
16<sup>TH</sup>

AUG.  
18<sup>TH</sup>

## DEIRA CITY CENTER



Located in the older part of the city on the cross-road between Sharjah, Bur Dubai.

Deira has a population of 400,000 which consists of 20% of Dubai's total population.

With average annual footfall traffic more than 22 million, around 180 thousand a month.

Visitors range from 15% tourist and 85% expats and locals.

SEPT.  
27<sup>TH</sup>

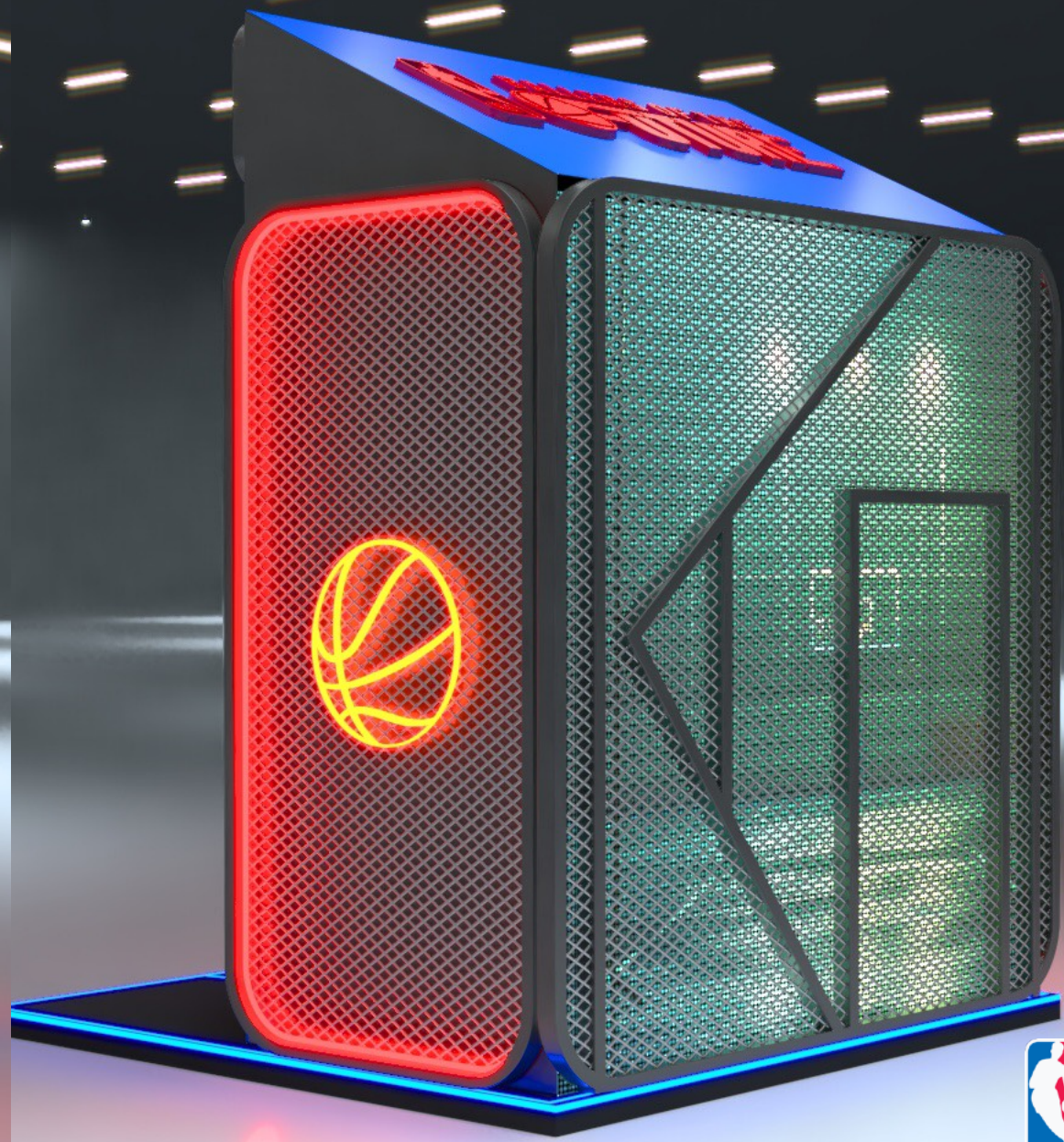
SEPT.  
29<sup>TH</sup>



# BOTF MODULA VERSION









# PARTNERSHIP OPPORTUNITIES



## DUBAI SPORTS WORLD

Dubai Sports World continues to attract thousands of athletes & visitors of different ages & multi-nationalities, who benefit from the multiple & distinctive activities to exercise sport in air-conditioned indoor halls throughout summertime.

Dubai Sports World attracts more than 3000 participants, every day during holidays, taking place from 08:00 am to midnight.



## SCHOOLS

- NBA Basketball Academy
- Star Basketball Academy
- Elite Pro Basketball Academy
- GEMS
- Greenwood International School
- Uptown School Dubai



# POST-EXPERIENCE



# EMAIL AND SOCIAL MEDIA PLAN

## Email Marketing:

- Send personalized emails to attendees with highlights, photos, and videos from the event.
- Offer exclusive content and a chance for an exclusive experience at Global Games 2024 tickets.
- Promote upcoming events and initiatives.

## Supplementary Social Media Strategy:

- Create and share engaging content related to the event and Global Games 2024.
- Run contests and giveaways to generate excitement and buzz.
- Encourage attendees to share their experiences and photos using a dedicated hashtag.





# SUMMARY





# BALLERS OF THE FUTURE



Harnessing the power of a dream



Pre-experience phase



Baller of the future: the experience



Mega activation



Satellite experience



Post-experience phase