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CAMPAIGN: NBA COURTSIDE HQ

AGENCY: MOTIVE

CLIENT: MOUNTAIN DEW

For the 2016/2017 NBA season, Mtn Dew set a clear and ambitious goal to bolster its role as an NBA partner, charging the game with its signature energy and bringing fans into the fold not only as spectators, but as active participants of the game, and lifestyle, they know and love. To do it, the brand introduced The Courtside Project: a series of creative activations celebrating the culture that surrounds the NBA through collaboration and giving fans a platform for self-expression. And they launched the project with a one-of-a-kind NBA All-Star experience called Courtside HQ.

Courtside HQ served as the hub for all things DEW during NBA All-Star 2017, positioned on Magazine Street in the heart of New Orleans—a major thoroughway for fans heading for Smoothie King Center to take in the on-court action. Fans visiting Courtside HQ began their journey by stepping through an angular neon cavern and into a space that transformed classic NOLA architecture with an infusion of DEW and NBA style. Inside, visitors got hands-on with several interactive co-creation opportunities: a musical art gallery featuring mixboard-infused paintings for live beatmaking; an apparel customization station; and a photo studio curated by The Madbury Club, where fans could step in front of the camera, get snapped by a professional photographer and print a custom poster on the spot. Outside, DEW kept the entire weekend abuzz with a hangout lounge sampling a wide-range of the product-lineup and featuring larger-than-life NBA2K gaming.

But all of this was just the beginning. Throughout the weekend, Courtside HQ served as an event space that was not to be missed. Dozens of current NBA players, legends of the game and celebrity fans dropped by to interact with the space—and a few players even took a hold of the DJ's AUX cord setting the vibe for the space and giving their fans a unique look at their personal music collections. Don C, a streetwear apparel icon, joined a session on style and its impact on hoops culture with L.A. Lakers guard and fashion guru Nick Young. We hosted live viewing parties of NBA All-Star Saturday Night and Sunday's NBA All-Star game on a massive outdoor LED screen. And if all



that weren't enough, we brought in hip hop artist Joey Bada\$\$ for an exclusive concert: one during which he debuted a brand-new track, "Victory," written exclusively for The Courtside Project. Throughout the performance, a crew captured cinematic footage, and the space and DEW fans became the backdrop for the track's music video.

In the end, Courtside HQ achieved the goal set out for it: putting fans face-to-face with lifestyle creators and even making them into creators themselves. It was one of NBA All-Star's most talked-about experiences, with stacked press coverage and hundreds of millions of impressions.



Even more importantly, it delivered an opportunity for fans to drive the off-court narrative of the NBA season, and charge the game with the only brand that could take them courtside: Mtn Dew.

