



**CAMPAIGN: HYUNDAI NFL SPONSORSHIP ACTIVATIONS  
(2016 – 2017 SEASON)**

**CLIENT: HYUNDAI MOTOR AMERICA / ADVANTAGE INTERNATIONAL  
EXHIBIT BUILDER: ASV, INC.**

#### CONTACT INFO

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#### IMAGINE:

**A**dvantage International turned to ASV to collaborate on the design, fabrication and onsite coordination of three distinctive NFL events for their client Hyundai Motor America (HMA). Under their guidance, ASV produced unique footprints that were tailored to HMA's objectives and the distinctive characteristics of the specific program. Whether it was at the Draft, the Season Kickoff Game or the Super Bowl, the overarching theme was consistent, "Celebrate the fan's passion for their Teams while showcasing Hyundai's premium vehicle line".

#### CREATE:

Our first outdoor space was for the 2016 NFL Draft in Chicago's iconic Grant Park. A 21' high tent structure was transformed into an immersive brand experience spanning a 50'x50' footprint. From a distance the football enthusiast was greeted with a large LED video wall and Hyundai branding that drew them into the space. Once in the structure, guests were met by two Hyundai vehicles displayed on pristine hardwood flooring. The space was decorated with branded team banners and an engaging mini football field enticed attendees to participate in three Combine activity zones.

Transitioning from Chicago's cool spring weather to Denver's more humid summer heat, ASV designed and fabricated a dynamic 50'x50' outdoor experience for Hyundai's 2016 NFL Kickoff Game activation at Denver's Civic Center Park. Center stage was a 30'x50' 'football field' platform featuring a vehicle display positioned on the 50-yard line. Two custom-built

pergolas, showcasing all 32 NFL teams, invited fans to escape the sun while participating in complimentary NFL legend autograph sessions and a green screen photo opportunity. Behind the 50-yard line vehicle display, a 17'x 20' LED video wall tower served as a focal point, broadcasting Hyundai's presence to every vantage point in Kickoff Village. Two vehicle displays positioned on custom football-shaped green turf were staged off the platform, reinforcing Hyundai's shared interest with NFL fans.

Our third activation was at Super Bowl Live in downtown Houston. For this famous event ASV created a custom structure that had a 20'x50' exterior deck engaging guests with two prominent vehicle displays and an inviting 30'x50' interior area surrounded with large-profile graphics. These visuals served as a backdrop sharing the brand's story of innovation while further highlighting Hyundai's partnership with the NFL and their fans. Backlit dimensional logos positioned above the entrance doors and the structure's exterior side walls promoted the space far and wide, night and day.

#### GO LIVE:

ASV's design and execution approach strove to further drive the brand's connection with consumers through their shared passion for the sport. Building on the success of these activations, Hyundai and Advantage International re-engaged ASV for the 2017 NFL Draft experience – kicking off the new football season with a bang. ■

