

PRODUCT SUMMARY

Adglow SportSync

Deliver social ads in sync with football games

REACH

Extend the reach of your advertising campaigns with those engaged with a football game

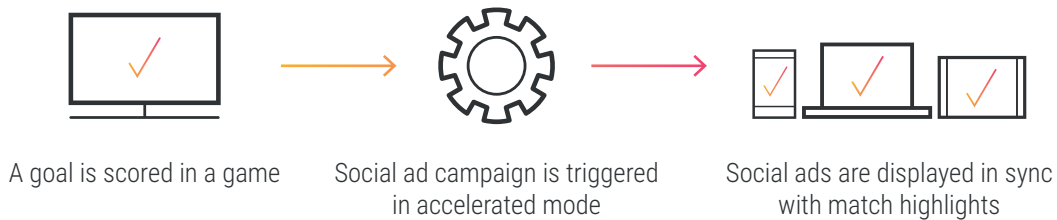
REINFORCE

Reinforce your messaging while the attention of your audience is on a game

INTERACT

Interact with your audience whilst their favourite team is playing

Adglow SportSync synchronises social ad campaigns with global and national matches



SportSync is the digital extension of the game your audience is watching

CONNECT

Connect with audiences emotions via mobile as they're watching the game

ONLINE AND OFFLINE

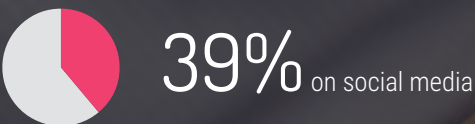
Blend offline experiences with a brand placement online via social media

CALL TO ACTION

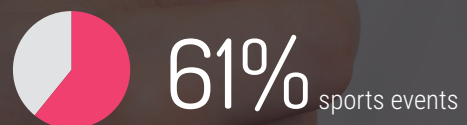
Digital ads bring the possibility of a direct call to action, converting attention generated from the game into tangible results connected online.

Trends in Sports and Internet Usage

SECOND-SCREEN ACTIVITIES CONDUCTED SIMULTANEOUSLY WHILE WATCHING SPORTS ACCORDING TO U.S. OLYMPICS FOLLOWERS



EXTERNAL OFFLINE EVENTS WHICH U.K. DIGITAL BRAND MARKETERS USE TO TRIGGER MOMENT MARKETING CAMPAIGNS



Source - Emarketer