



**fc cska activation,  
moscow 29.05.2013**

A photograph capturing a moment of intense celebration at a football stadium. In the foreground, two players from CSKA Moscow are the central focus. They are wearing blue and red striped jerseys and are shouting with their mouths wide open. They are jointly holding a large, ornate silver trophy high above their heads. The player on the left is a Black man, and the player on the right is a white man. In the background, a large crowd of spectators fills the stadium stands, many of whom are also wearing blue and red scarves. The stadium's roof and bright lights are visible at the top of the frame. The overall atmosphere is one of triumph and joy.

**cska is all in**



## cska activation - the winners

**pfc cska, the official adidas partner, has won the russian championship of 2012-2013.**

**this title has returned to cska after 6 years.**

**adidas took a lead in arranging celebration of this great achievement.**

**our focus was to activate this in “adidas way” – cool, provocative, unexpected and fun.**

**the event was conducted in 2 phases:  
press-conference and celebration**







## cska activation - press conference

on 29th of may a press-conference led by the coach and team-players took place in the adidas football store olymp. seven tv channels and more than 70 digital & print journalists covered this event.



# cska activation – the yacht ride



the second part of the event was very exciting:  
instead of traditional bus ride to celebrate success with the fans, we  
went for a yacht ride !







## cska activation- yacht ride

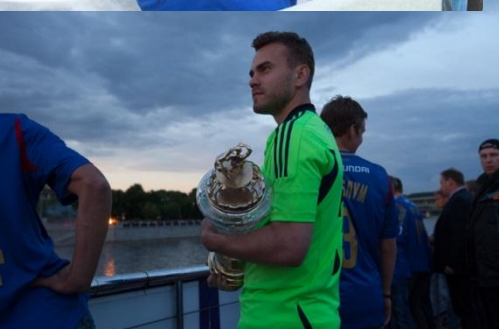
the adidas branded yacht crossed the whole moscow on the way to olympic stadium luzhniki, where the fans gathered to greet the team. not only was it a surprise for the fans at the stadium, but also for the people in the evening moscow traffic as well.





## cska activation – on the yacht

the atmosphere on board was great and cheerful, with full team members, staff, main coach, club's president, as well as top journalists and selected guests enjoying long expected victory.







## cska activation – on the yacht

ten best performing kids from the pfc cska kids school were invited to share the experience of a true celebration and to be inspired for the future victories.

in addition we have activated our social groups in digital and invited 5 cska fans for the true “money can’t buy experience”







## cska activation – at the stadium

thousands of supporters were waiting for the team near the stadium, enjoying free time - participating in different contests, playing football, playstation, kicker and being warmed up by the club dj.





# cska activation – team appearance



the highlight of the evening was obviously the team appearance. the moment was great and left unbelievable feeling among the fans.

cska players presented the trophy and gave very inspirational speeches, showing appreciation of the fans' support.







# cska activation – going extra mile

but that was not the end. the key players decided to greet the fans personally and used a small boat to get to the bank of the river, say 'thank you' and give presents to the fans.  
this totally made the day for the supporters!



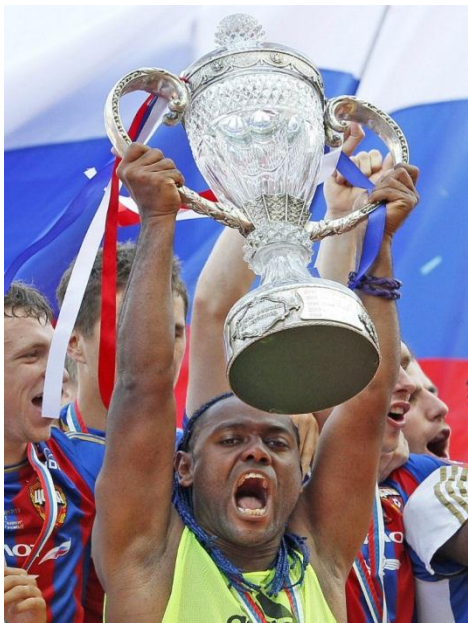
## cska activation – final

the event ended with great fireworks in the traditional cska colours – red and blue with a touch of gold for the championship.





## cska activation - pr



more than 70 publications in daily print and online titles, tv reports from 3 channels during the first 24 hours after the event.

very positive reaction from media, overall the event was perceived as one of the most creative activation ideas in the recent russian history of sports.

<http://www.championat.com/football/news-1542514-chestvovanie-pfk-cska--championa-rossii-sezona-201213-luchshie-foto.html>  
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[http://www.youtube.com/watch?v=HbcAtOWa0\\_Q](http://www.youtube.com/watch?v=HbcAtOWa0_Q)  
<http://www.sports.ru/tribuna/blogs/mama4h/466713.html>



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**p.s. cska made a double in 2013 winning the russian cup 2 days after the celebration...**