

BEATS, AJ & SKY SPORTS

#BeHeard: Brand integration into the Fight of the Century



sky sports

CHALLENGE: Beats wanted to establish the brand as the common denominator between music and sport...

SOLUTION: An all access pass to the biggest boxing event of the century, with exclusive content dominating social conversation. Knock-out results across engagement, awareness and sales.



ASSETS

Exclusive access to Sky production crew and live footage from AJ locker room



SOCIAL

13m Twitter Amplify views
890k engagements across AJ '#BeHeard' content on social media
More brand mentions than any other sponsor



WINNER

Best use of social media and online platforms at UK Sponsorship Awards 2018



VoD

Unprecedented access to see AJ's preparation



87m

DIGITAL

87m impressions delivered across Sky Sports Homepage takeovers
6m impressions achieved through Snapchat discover

18%

Increase in ecommerce sales

350%

Increase in Beats website visits

24.4m

Views across all AJ #BeHeard content on Social Media

Anthony Joshua