



A Cutting-Edge Experience

# ESPN Sports Hub Campaign

**Client:** When launching its new Lumia handset, **Nokia** wanted a strategy that would help the company and the product stand out in a fiercely competitive market. The company's approach? A partnership with **ESPN**, global leader in sports programming, designed to deliver an **interactive mobile experience for sports enthusiasts.**

On launching its new Lumia handset, Nokia wanted a strategy that would help the company and the product stand out in a fiercely competitive market. With the goal of connecting with passionate sports fans, Nokia partnered with ESPN, global leader in sports programming. The game-changing sports hub was designed to come preinstalled on all Nokia Lumia phones, thereby giving sports fans an up-to-the-minute connection to their favorite teams via a dynamic app.

As part of the campaign, the companies extended the app experience to create an industry-first digital ad: a fully functional, lifelike simulation of the ESPN sports hub that recreated the experience and features of the Nokia Lumia handset as a way to maximize the launch.

## Think

- Increase brand awareness for Nokia and its new Lumia handset worldwide through a digital campaign via the new ESPN Hub app, by using extremely high-quality production technology for the ads.
- Create a digital solution for the ads so they would attract consumer attention and provide a fully functional, lifelike simulation of the ESPN Hub within multiple ad units, thereby re-creating the features of Nokia's latest Lumia handset.



### An App-in-Ad Experience

Creating a seamless experience to deliver ESPN content to sports fans.

#### Plan

- Utilize the latest technology while creating a seamless experience to deliver ESPN content to sports fans.
- Ensure that ad units would be highly functional, engaging, and credible.
- Provide fast delivery of ad units because of the tight-turnaround request.

#### Do

- Use DoubleClick Studio’s platform to produce ad experiences that meet multiple functional requirements.
- Create fully functional emulator units that contained clickable tiles, live sports scores via XML, and a user-initiated click-to-expand video player.
- Pull in live content from ESPN.com so users can access sports news, updates, and full-length videos, all while staying up-to-date with ESPN’s latest social media activity.
- Include a compelling call to action within all ads, directing the user to purchase the phone.

#### Impact

The end result was the app-in-ad experience ESPN and Nokia were looking for, and campaign metrics exceeded expectations, including the 57.7-million-user worldwide reach.

- 64% of users accessing the ESPN Hub app daily
- 417% increase in number of monthly users
- 279% increase in minutes viewed
- 354% increase in page views
- 38% of UK sports fans now more likely to say Nokia is “my preferred smartphone brand.”
- 167% increase in Nokia purchase intent in the United States after campaign conclusion

*“Theorem’s experience in rich-media execution made the company a good fit for ESPN’s Nokia hub advertising activity. The ads are innovative and help us deliver unique added value in our broad partnership with Nokia.”*

- ESPN Sales Director



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