

PUMA Soccer Campaign

MARCH - APRIL 2022

OBJECTIVE

To promote PUMA's newest pair of cleats and bring more awareness to brand.

STRATEGY

Tour the country and activate at youth soccer tournaments to engage young players in the brand and the new products. Brand Ambassadors are outgoing and friendly to draw attendees to PUMA footprint.



FUEL
YOUR
PASSION

LOCATIONS

Tampa, FL

Hillsborough County Sportsplex
3/31/22 - 4/1/22 (16 Total Hours)
Four Brand Ambassadors per day

Frisco, TX

MoneyGram Soccer Park
4/10/22 - 4/11/22 (16 Total Hours)
Four Brand Ambassadors per day