



CASE STUDIES OF EXCELLENCE

**CAMPAIGN:** CLOSER THAN COURTSIDE™**CLIENT:** MOUNTAIN DEW**AGENCY:** MOTIVE**DEW X NBA- CLOSER THAN COURTSIDE™**

After two years building and deepening a connection with NBA fans as an official league sponsor, Mtn Dew turned its focus to amplifying the lifestyle that surrounds pro hoops with the launch of Closer Than Courtside™: an access-driven platform designed to bring fans nearer to the game they love, both off and on the court. And it used NBA All-Star 2018 in Los Angeles as an opportunity to break through every ounce of clutter—owning the moment by curating a fresh take on hoops culture.

One block from the Staples Center, Mtn Dew Kickstart constructed Courtside Studios: a two-day, multi-level experience that celebrated the spirit of the game and its off-court culture with the signature Hollywood showmanship unmatched by other brands.



Constructed from matte black shipping containers, Courtside Studios delivered access on three distinct levels. First, guests walked onto a slick half-court with live games between fans, influencers and even NBA players. Adjacent to the court was Studio 3: an interactive experience that gave fans a chance to grab Mtn Dew Kickstart and slam it down on a pedestal to see if they'd be taking home one of several exclusive items curated by streetwear platform StockX.

Up a level, Studio 2 served as the springboard for Mtn Dew Kickstart's ongoing promotional partnership with megastar Kevin

Hart: an interactive audition booth where fans could step onto the hardwood and react to prompts, seeing Kevin's pre-recorded "live" reactions in real time. Once finished, the audition booth produced a customized video that fans could share as an entry into a competition to join Kevin Hart courtside at the NBA Playoffs.

Finally, on top of Courtside Studios was the main attraction: Studio 1. Part variety show, part live broadcast hub, Studio 1 played host to a revolving door of talent—including NBA All-Stars Kyrie Irving, Russell Westbrook, Kevin Love and Bradley Beal; NBA All-Star participants Donovan Mitchell, Kyle Kuzma, Brandon Ingram, Jamal Murray, Andre Drummond; and, NBA legend Paul Pierce. Hosting duties were handled by television personality Terrence J, internet sensation King Bach, LA promoter extraordinaire Denise Jones, and, in a moment of show-stopping force, Kevin Hart himself.

Live crews captured 16 hours of action at Studio 1 for a suite of digital content, cut overnight and broadcasted throughout the weekend, giving the event scale and reach to hundreds of thousands of fans beyond the LA footprint. Along the way, DEW received mass amounts of praise from not only the 6,500+ visitors, but media outlets alike—making this arguably the most disruptive happening outside of the game itself.

Most importantly, it solidified and deepened the relationship between Mtn Dew, the NBA, and fans that love them both, serving as a dynamic kickoff to another year of authentic sponsorship from the brand. This is what it means to go Closer Than Courtside™.

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