

Campaign Budweiser 6 v 6 Amateur Football Tournament

Objective: Budweiser Cup India 2013 provided a platform to aspiring football players to experience the professional level of the game of football. The championship team received a trip to London to represent India in the Budweiser 6v6 Cup London 2013

Strategy:

- MPR invited media at the launch of Budweiser Kick Off event and hosted an evening to discuss corporate support in Indian football in Delhi & Bangalore
- Announcement of Designer Narendra Kumar designing Bud Cup jersey – Lifestyle event in Mumbai
- MPR invited key sports media to cover Mini events – Bud 6v6 Football matches for Women, Media, CEOs & Celebrities. – Delhi, Mumbai & Bangalore
- Regional & Final Matches - MPR invited key sports media and photographers to cover the event
- National Finals at Delhi - MPR invited sports and lifestyle media to cover the event.

PR Activity: MPR Invited key sports and lifestyle media across Delhi, Mumbai & Bangalore to cover launch parties and football matches. We also disseminated press releases across pan India

Results: 70 + coverage generated across pan India



Budweiser 6v6 cup
SPG Football Club, Delhi has won the national finals of the Budweiser 6v6 Cup after defeating Arancia Football Club, also of Delhi, 3-1 in the penalty shootout in New Delhi. SPG Football Club, Delhi will now represent the country in the Budweiser 6v6 Cup London 2013 in London. The final match ended in a nail-biting 1-1 after regulation time and the penalty shoot-out resulted to SPG Football Club winning it 3-1. There was an overwhelming participation at the regional tournaments which were held across New Delhi, Mumbai and Bangalore last month.



WNS Global Services, winners of the Budweiser 6v6 Mumbai regional pose with the trophy after leading Tiger Sports 4-0 in the final match. They will now participate in the national finals to compete for the Budweiser Cup India 2013. In the women's category, Bodyline beat MVS Extension (3-1) while the French consulate team were winners in the exhibitor Cup game. — ANKAR AG

SPORTS | FOREVER NEWS | 22 - 28 March 2013 | 8

Aspiring Stars Live their Football Dreams with Budweiser Cup India 2013

Global six-a-side tournament comes to Mumbai

Mumbai, India: It's been an eventful week for the budding footballers of Mumbai as they participated in the Budweiser Cup India 2013. The tournament, which was held in Mumbai, provided a platform for aspiring football players to experience the professional level of the game. The tournament was held in Mumbai and was a great opportunity for the budding footballers of Mumbai to showcase their skills and compete at a professional level. The tournament was held in Mumbai and was a great opportunity for the budding footballers of Mumbai to showcase their skills and compete at a professional level. The tournament was held in Mumbai and was a great opportunity for the budding footballers of Mumbai to showcase their skills and compete at a professional level.

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Indian Overseas Bank