



Specialism: Sport Campaigns

JVC Euroball



"The Euroball campaign exceeded our expectations in both the number of people who played the game and the positive feedback that it received."
Ken Tsuji, Marketing & Corp Comms Manager, JVC Europe

JVC wanted to amplify their sponsorship of EURO 2008 to the online audience. We produced a rich, engaging game in multiple languages, setting nation against nation every fortnight in the build up to the tournament.

Personalised widget and touchscreen versions of the game contributed to over 2 million plays of the game across Europe and drove 250,000 users to the JVC sponsorship site.

[Visit EUROBALL](http://www.rubberrepublic.com/euroball)

<http://www.rubberrepublic.com/euroball>



O2 Rugby- Stare-Out

Working with Agency Republic we promoted this game that used webcams to allow users to stare out members of the England Rugby Team. Working with the game and 'making-of' video footage we delivered 130,000 plays in 4 weeks.

[Visit O2 Blueroom](http://www.o2blueroom.co.uk/stare-out)

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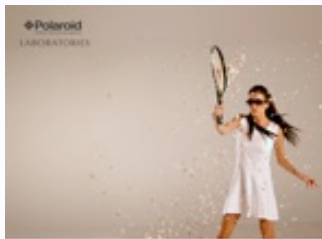


Principality Building Society- Flick'n'Kick

To showcase their sponsorship of Welsh Rugby, we produced this rugby game for Principality Building Society. There were 1.4 million plays, £404k worth of local PR and 30,000 email addresses submitted.

[Visit Flick'n'Kick](http://www.flicknkick.com/)

<http://www.flicknkick.com/>



Polaroid Sunglasses - Tennis

To showcase the anti-glare properties of these shades, we ran some real slo-mo science experiments to prove they worked. Over 100,000 people have watched the film or run the experiments themselves.

[Visit Polaroid Labs](http://www.polaroidlabs.com/)

<http://www.polaroidlabs.com/>



O2 Rugby- Batak

For AIS London, we distributed links to this game, promoted video footage and embedded a widget version across rugby sites resulting in over 150,000 engagements with the campaign.

[Visit the Batak Widget](http://www.rubberrepublic.com/blog/blog/2009/10/o2-batak-duel-2009/)

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Rubber love has also been heaped on projects for:

