

A man with a beard and short dark hair is sitting in a black and orange gaming chair, smiling and holding a white video game controller. He is wearing a white long-sleeved shirt and dark pants. He has large black headphones around his neck. The room is filled with stacks of cardboard boxes, many of which are labeled 'PARTYBOX310'. To the left, there is a wooden desk with a black electronic device and a blue and black speaker. A black diagonal line runs across the right side of the image.

JBL: Game With Gleyber Case Study

Case Study

(Game with Gleyber)

JBL: Game With Gleyber **SoHo, New York City, NY**

Challenge: Create the ultimate gaming experience by transforming the JBL Store in SoHo, NYC, into a next-level living room to promote JBL's Quantum gaming headsets.

Approach: Welcome New York Yankees star player, gaming enthusiast, and JBL brand ambassador Gleyber Torres to the JBL Store to compete with twelve (12) baseball fans and gamers and face-off in "MLB The Show 23".

Experiential elements included a main stage gaming area where lucky fans could play against Gleyber Torres, complimentary pre-packaged baseball-themed snacks and branded bottled water, a meet & greet photo op, printed signage, and a custom pre-promotional and digital sweepstakes landing page. The experience was leveled up with an in-store gift with purchase—spend \$200 and receive a signed baseball.

Additional Elements: Provide rider fulfillment for Gleyber and his team, including transportation to and from the airport, hotel, and JBL store, plus food, beverage, and a trained Celebrity protective security team.

Management & Collaboration

(Game with Gleyber)

Client Services

- Act as the lead contact for clients, partner vendors, and ongoing project management
- Develop activation plans to build client relations, brand awareness and consumer engagement
- Lead bi-weekly status calls and manage day-to-day communication with the client
- Create and maintain internal and external working decks and spreadsheets
- Draft budgets and timelines for internal team alignment and submit to the client for final approval
- Staffing all programs and drafting necessary contracts for independent contractors/vendors
- Monitor program expenses carefully to ensure the program falls within budget and at target profit
- Track incremental costs that fall outside of the scope and receive client approval on added expenses
- Produce the run of show for activation day
- Provide client and agency recaps

Production

- Provide the production team with client-approved assets that require sourcing and/or fabrication
- Source any necessary indoor / outdoor assets and elements
- Assist in creating and maintaining the pack list

Creative

- Provide creative direction and client feedback/approval on creative signage
- Assist in creating and maintaining the print list and sending files to print vendors

Finance

- Open program codes
- Coordinate payments for vendors, security and supplemental personnel based on contract terms
- Work with the finance team to invoice the program
- Update invoicing tracker with incoming PO's and invoices

Budget

(Game with Gleyber)

Management Personnel

- One (1) Operations Manager for three (3) days includes, lodging and food stipend

Production Personnel

- Two (2) Production Personnel for three (3) days includes, lodging and food stipend

Supplemental Personnel

- One (1) Lead BA, one (1) BA, and three (3) Security Guards for one (1) day
- One (1) Photographer and one (1) Videographer for one (1) day

Vehicles

- One (1) production vehicle for three (3) days

Production/Fabrication

- Cost to purchase one (1) Xbox console, two (2) Xbox controllers, one (1) MLB Xbox game, two (2) gaming chairs, one (1) Big Screen TV and Stand, one (1) gaming console table, Gleyber Torres New York Yankees Jerseys, MLB baseballs, sharpies, and balloon arch

Premiums and Giveaways

- Cost to purchase complimentary baseball themed snacks and branded JBL bottled water

Signage including step and repeat, and Swoogo / Digital Sweepstakes Platform Fee includes three (3) rounds of creative

Rider Fulfillment

- Talent transportation, lodging and F&B

Shipping & Handling Fees

Creative Fee

- Hours dedicated to three (3) rounds of creative

Management Fee

- Dedicated management team w/ responsibilities including project management & communication, development of budget, timeline, and sourcing. Personnel includes Production Manager, Account Manager & Administrative Assistant.

Timeline / Work Plan

(Game with Gleyber)

Week of Nov 1	Roles	Due Date	Status
Deliver cost estimate for approval	Operations	Tue 11/1	Complete
Client to provide cost estimate approval	JBL	Thur 11/3	Complete
Week of Nov 7			
Deliver Rd. 1 sweepstakes landing page	Operations	Tue 11/8	Complete
Feedback due on Rd.1 landing page	JBL	Fri 11/11	Complete
Week of Nov 14			
Deliver Rd. 2 sweepstakes landing page	Operations	Wed 11/16	Complete
Feedback due on Rd 2 sweepstakes landing page	JBL	Fri 11/18	Complete
Week of Nov 28			
Deliver Rd. 1 signage creative	Creative	Mon 11/28	Complete
Feedback due on Rd. 1 signage creative	JBL	Wed 11/30	Complete
Deliver final landing page	Operations	Thur 12/1	Complete
Week of Dec 5			
Client to provide final landing page approval	JBL	Mon 12/5	
Sweepstakes LIVE	Operations	Wed 12/7	
Deliver Rd 2. signage creative	Creative		
Feedback due on Rd. 2 signage creative	JBL	Fri 12/9	
Week of Dec 12			
Deliver final signage creative	Creative	Tue 12/13	
Client to provide final signage approval	JBL	Fri 12/16	
Week of Dec 19			
Send final creative to print	Operations	Tue 12/20	
Week of Jan 2			
Activation Day	Production/Operations	Sat 1/7	
Week of Jan 9			
Deliver client recap & complete internal case study	Operations	w/o 1/9	
Week of Jan 16			
Complete budget reconciliation	Operations	Thur 1/19	
Submit final invoice	Finance	Fri 1/20	

*estimated hatching dates but the dates are not precise

Run Of Show

(Game with Gleyber)

Date	Start Time	End Time	Location	Activity	Contact(s)
Friday 1/6	12:00 PM	5:00 PM	Portsmouth, NH	Depart warehouse	Production & Operations
	5:00 PM	7:00 PM	JBL SoHo Store	Arrive at store & load-in assets	
	7:00 AM	--		All staff depart store	
Sat 1/7	8:00 AM	--	JBL SoHo Store	Arrive at store	Production & Operations
				Balloon arch is installed	Balloon Vendor
	10:00 AM	--	JFK Airport	Talent is picked up at airport	Security & Talent
	10:30 AM	--	JBL SoHo Store	Client arrives on-site	JBL Corporate Team
		--		Photographer & Videographer arrive on-site	Photographer / Videographer
		--		Security arrives on-site	Security
	11:15 AM	--		Talent arrives on-site	Gleyber and Team
		12:30 PM		Event run through	All On-site Personnel
	12:30 PM	12:45 PM		Talent signs jerseys and baseballs and meets with client	Gleyber
	1:00 PM	3:00 PM		Event begins	All On-site Personnel
	3:00 PM	4:00 PM		Talent meet and greet	Gleyber, Clients & Gamers
	4:15 PM	--		Talent departs	Gleyber and Team
	4:30 PM	--		Client debrief and departure	JBL Corporate Team
	4:30 PM	7:00 PM		Store opens to public	--
	7:00 PM	8:30 PM		Store closes and load out begins	All Supplemental Staff
		--		Balloon Arch is removed	Balloon Vendor
	8:30 PM	--		All staff depart store	Production & Operations
Sun 1/8	9:00 AM	--	NYC, NY	Depart NYC	Production & Operations
		2:00 PM	Portsmouth, NH	Arrive at Warehouse	Production & Operations

Post Event Metrics

(Game with Gleyber)

**ENTER
TO WIN**

JBL QUANTUM GAMING HEADPHONES
AND AN AUTOGRAPHED BASEBALL



+35%

**In event registration
& sweepstakes entry**

**Compared to previous gaming events*

+10%

**In the number of
repeat attendees
for recurring events**

**Within the previous six months*

+ 8%

Sales increase

**Compared to last year*