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CONTACT INFO

RYAN PARTNERSHIP, RICHARD MCDONALD,
HEAD OF BUSINESS DEVELOPMENT
RICHARD.MCDONALD@RYANRM.COM
773-796-5408
WWW.RYANPARTNERSHIP.COM

CAMPAIGN: RAISING SPIRIT
CLIENT: NESTLÉ WATERS NORTH AMERICA,
 POLAND SPRING
AGENCY: RYAN PARTNERSHIP

NESTLÉ WATERS' POLAND SPRING RAISES SPIRIT IN BOSTON

With 36 years of experience providing healthy hydration in the bottled water segment, Nestlé Waters North America is the nation's leading bottled water company. As the Official Bottled Water of the Boston Marathon, the Poland Spring brand has helped keep Boston Running Strong since 2007.

When tragedy hit Boston in 2013, Poland Spring was there. Ryan Partnership was there too. In the face of tragedy, the people of Boston showed us all what it meant to be Boston Strong. Their resiliency inspired us to do something to give back. We had a responsibility to respond.

The idea? Do more than raise money. Raise spirit.

As a partner of Nestlé Waters North America, Ryan Partnership has been involved in turning their segmentation data into real-time context strategies. This data-led effort has resulted in pinpoint accuracy and relevancy for ongoing communication efforts.



Leading up to Marathon Day 2014, we partnered with the One Fund Boston that was started on April 16, 2013 at the direction of Governor Deval Patrick and Boston Mayor Thomas M. Menino to help those most affected by the Marathon bombings. We also teamed up with the Boston Red Sox and The Boston Athletic Association to develop and launch an interactive rally like no other.

A Poland Spring Cheer Meter was set up at Mile 19 that measured and visually represented the excitement and cheers from the crowd. The interactive display turned the cheers from the crowd directly into donation dollars for the One Fund Boston. The ask was simple. You cheer, we give. Crowds gathered to shout their support and watch the board come to life directly from their enthusiasm and spirit.

And we didn't stop at Mile 19. We incorporated live cheers from Fenway Park, where we asked 38,000 baseball fans to join

in cheering for Boston marathon runners. The fanfare was then broadcast to the Cheer Meter site to encourage runners and fans alike. We also held the top ranked booth at the Marathon Expo where fans could get their picture taken while warming up their vocal chords for Mile 19 and, of course, rehydrate with Poland Spring.

Limited-edition Poland Spring bottles with special packaging were made available throughout New England, featuring the One Fund Boston logo. Called Pride Packs, they encouraged



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consumers to join Poland Spring in supporting the One Fund Boston by making donations online. They also reinforced Nestlé Waters North America's commitment of \$250,000.

"This year's race is not just a marathon, it is a symbol of the strength, resilience and unity of Boston and its people," said Tim Brown, President and CEO of Nestlé Waters North America. "With Poland Spring coming from Maine since 1845 and our headquarters in Connecticut, we have long-standing ties to New England and are honored to be able to help those touched by the One Fund Boston. We hope our donation inspires the same commitment from others."

The media ran with the story. People began posting.

The results?

- 211MM Media Impressions
- We reached our goal of raising \$10,000 via the Cheer Meter in just over three hours, adding to Poland Spring's initial \$250,000 donation to the One Fund Boston.

But it wasn't raising money for the local community that was the most important. It was raising their spirit.