

HYUNDAI'S INTERACTIVE FAN ZONE PROVED VERY POPULAR WITH FOOTBALL FANS, DURING 2019 WOMEN'S CUP FINALS

Lagardere Sports and Entertainment, France's leading marketing agency, was employed by Hyundai to create a unique Football Activation, for the 2019 Women's World Cup. Partnering with the World's leading Sports Simulator manufacturer, to develop a unique Game Challenge within a very short timeframe. Deciding they wanted a specific Longest Kick Challenge created, with all of Hyundai's latest signage embedded into the Stade de Lyon, that hosted the the Semi Finals and the Final. The Football Simulator Activation had over 1,000 visitors a day during the ten days of the Fan Zone. Further enhancing the Car Manufacturer's reputation within the football community, around the world. Sports Coach Simulator have the ability to create any Sports Game Challenge, specific to clients own requirements, embedding their marketing.

