

Case Study

Revised February 2013



These were pretty extreme gifts...

• Jason Stone
BMX Racer



HDI 17 oz Bottle
#A1507DA

\$6.50^c

The Backstory

A BMX circuit was holding a major competition and many enthusiasts would be attending to watch top riders compete. To capitalize on this, a well known sponsor wanted to build its fan base and boost popularity of the sport by giving people a unique experience.

The creative director was tasked to create a fresh experience. To that end, he set-up landing pages for each rider explaining backgrounds, skills, previous competitions and a chat allowing fans to text their favorite rider.

Once complete, he needed an effective and fun way to direct raving fans to the rider's particular site.

The Challenge

- To provide a method of quickly capturing attention and directing towards site

The Solution

A HDI 17 oz Bottle was created for each rider that included name, photo and a QR code that would take viewers to the rider's mini-website.

Riders and family members received them free, while all the fans who purchased raved about them. They enjoyed learning more about their favorite riders and chatting before and after the competition.



Each rider has a great personality, so these bottles were built around that. They had to literally show character.

- Kenny Fischer
Sponsor