

# SHARP

## SHARP ELECTRONICS (U.K.) LTD.

4 Furzeground Way, Stockley Park,  
Uxbridge, Middlesex UB11 1EZ  
Telephone: 0208 734 2000

*Sharp Europe briefed MediaTouch to come up with a unique, innovative concept that would allow Sharp to activate its 'FanLabs' concept in three key strategic fan zones in Poland and Ukraine during UEFA EURO 2012™, where sharp was a EUROTOP sponsor of the tournament. The concept had to allow Sharp to collect FanLab surveys from football fans in the fan zones, provide an area where fans could be entertained as well as including an area to relax and chill out.*

*MediaTouch came back with an intriguing 'Fan Dome' proposal, which proved to be the perfect extension to our FanLabs core communication concept, allowing us to activate experientially in the fan zones. This concept comprised of a large spherical dome that could easily be branded with the required logos. Inside the dome housed our large LCD screens, storage areas that doubled up as sofas, there were 4 unique display pods in which iPads could be securely held whilst allowing full usability by fans visiting the dome and LED lighting which helped illuminate the dome in the evening and give the dome a strong presence in the fan zone amongst the other brands present.*

*Outside MediaTouch provided the perfect environment for football fans: a chill out area with soft seating and parasols to provide shade and an area to keep fans entertained that included a DJ and MC who ensured a vibrant atmosphere in the Sharp Fan Dome. Additionally, MediaTouch supplied hostesses and outfits in keeping with the FanLabs theme and branding who were there to assist fans to complete the FanLabs survey.*

*The MediaTouch team took full ownership of the project for our activation in Poland and Ukraine from the initial concepts, through to design, art working, build, onsite project management, management of the fan domes during the 3 weeks of Euro 2012 and the breakdown of the fan domes. MediaTouch also sourced all the hostesses and took care of all the onsite branding, ensuring it was fully compliant with our overall FanLabs theme.*

*As the client who was responsible for our Euro 2012 project and our fan zone activation I was extremely happy with the level of service, hard work, enthusiasm and dedication of the whole team at MediaTouch. It was a pleasure to be able to work with such dedicated professionals who you can brief and then leave to deliver the project without having to micro-manage. MediaTouch's engagement with other agencies involved in the process, all of who were overseas agencies (as they were not based in Poland), was first class and professional, which was crucial if we were going to be able to deliver the project successfully, on time and within budget.*

*I would be more than happy to recommend MediaTouch as an agency to any business, no matter how big or small, as I know they will deliver a great job that is professional, meets the brief, is delivered on time and within budget, with the added bonus of not having to micro-manage the agency as they can truly be trusted to deliver a project according to the brief.*

Martin Arnold  
Head of Marketing  
Sharp UK

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