VALIDATE the strategy

Case Study: Finding the partners that add the most incremental value

SITUATION

A global beverage client had several sports deals approaching renewal in one of its most important regions. They needed a bottom-up view of which to sign, re-sign, or walk away from, and a clear path to having an “always on” sports strategy in the region.

APPROACH

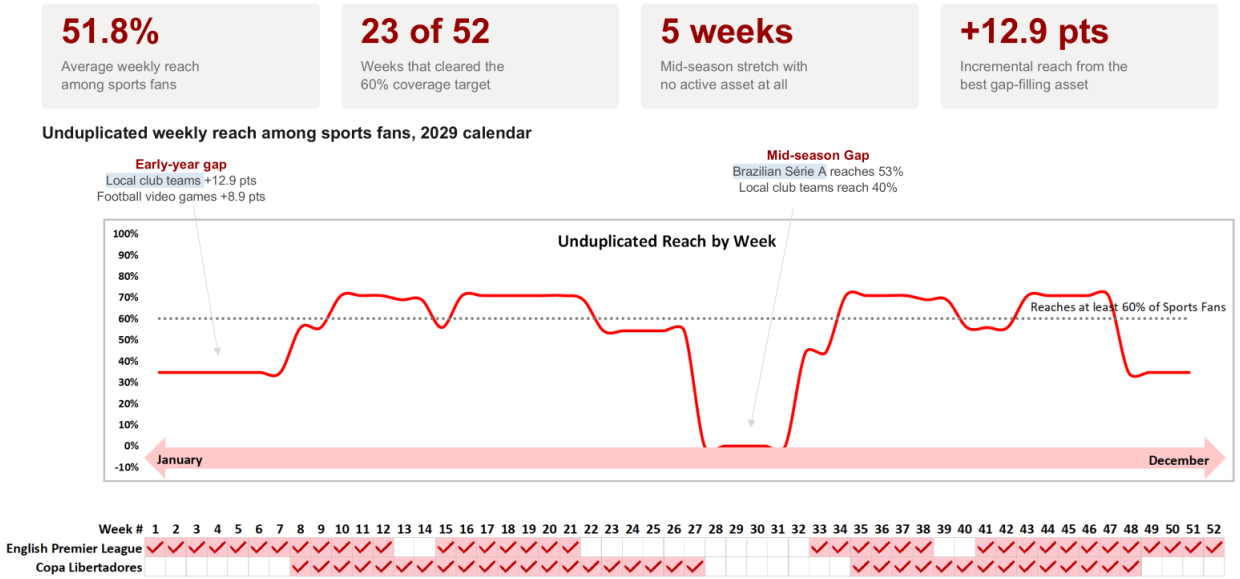
We built a week-by-week model from 2026 to 2029, mapping every deal to when it would be activated and when consumers would be interested.

We used that to identify gaps and which partners could fill them.

A budget and activation layer was built on top of that to plan activation spending week by week across the portfolio.

RESULTS

- We identified two priority partners that could close the roughly 20-week reach gap, giving the client clear direction on where to focus renewal negotiations.



> *“Thanks for the work — it's very straightforward, and I love the concept of incrementality .. It's exactly the data we need to support the decision we make, and it's what we're using to pitch the opportunity internally.”*
>
> — Regional Partnerships Lead

Coca-Cola

1 VALIDATE
Confirm the strategy is focused on the markets, audiences and opportunities best positioned to drive growth for bibigo and Red Baron.

2 OPERATIONALIZE
Prioritize the right partners and properties, sign the right deals at the right price, and define how to activate them effectively.

3 MEASURE
Establish KPIs and baselines, then attribute each deal's brand and business impact through ROI and Return on Opportunity.