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Super Bowl run giving Eagles sponsors more ways to score

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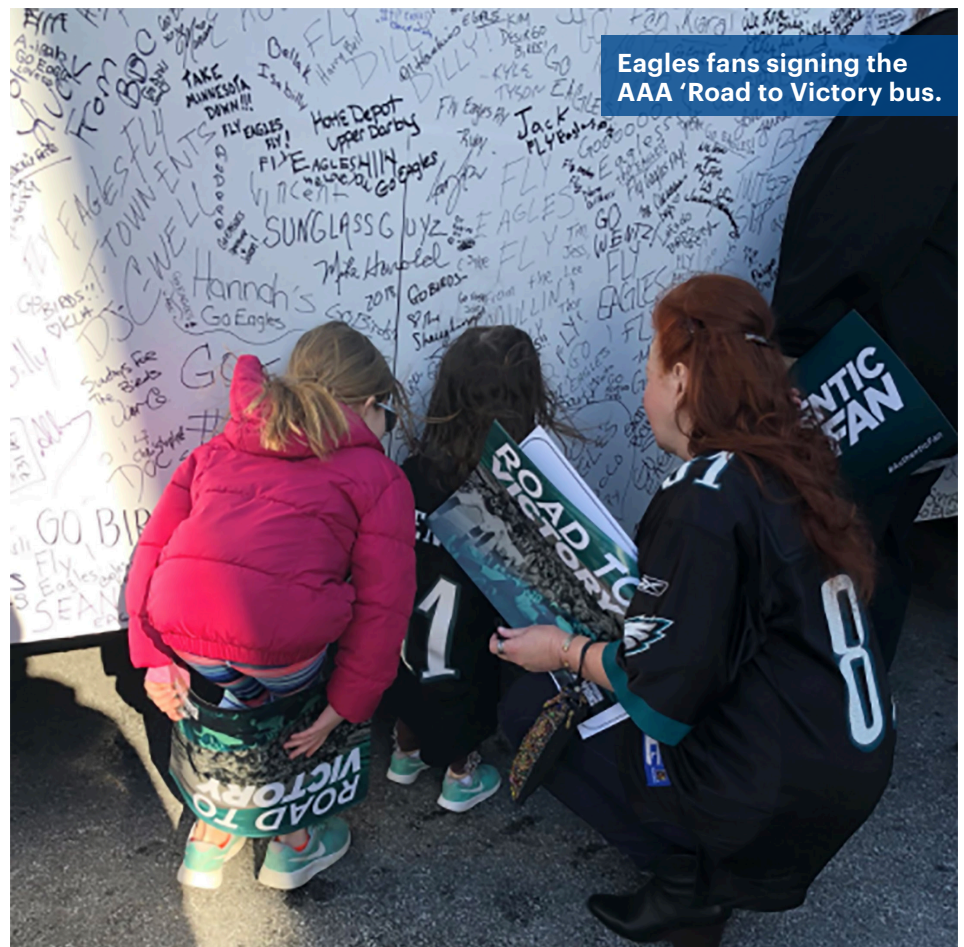
With the Philadelphia Eagles appearing in the Super Bowl for just the third time in the 52-year history of the event, the football team's corporate partners are doing what they can to capitalize on the underdog craze and score potentially bigger returns on their sponsorship deals.

Camden-based Campbell Soup So. is taking full advantage of its partnership with Eagles and tight end Zach Ertz, to promote its brand by creating exclusive behind-the-scenes social media content from Ertz ahead of Super Bowl LII available on the @CampbellsChunky Twitter handle. Campbell's Chunky Soup also ran a contest with Ertz last week on Twitter, offering signed Eagles merchandise to fans and followers.

Campbell's Chunky is also the official soup sponsor of Super Bowl LII and will have a significant presence in Minneapolis. The company has formed a partnership with Minneapolis' House of Charity to donate over a quarter million bowls of Chunky Maxx soup to the homeless. The Campbell's Chunky Soup truck has also been at The NFL Experience at the Minneapolis Convention Center this week providing visitors with free soup and SpaghettiOs.

A company spokeswoman said Campbell's is "going green" at its Camden headquarters Friday, where employees who wear green will get a chance to win Eagles swag including gear signed by the tight end.

Santander Bank, the official bank of the Eagles, is running good luck messages on the plasma screens in all 200 of its regional branches this week and will have an official countdown to kickoff. Certain locations will also feature promotional Eagles items.

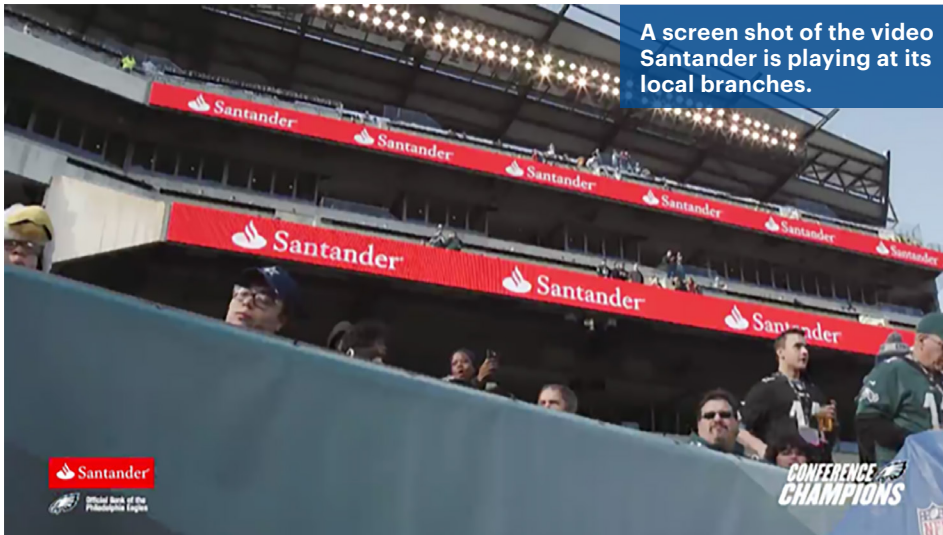


Maria Veltre, the bank's chief marketing and digital officer, said Santander has already purchased print advertisement space congratulating the Eagles on a great season. She said the bank has prepared two ads to account for either outcome of the game. In addition, Santander has also bought an advertisement through NBC10 that will air in the third quarter of the Super Bowl that

will show off its new marketing campaign. The theme of the campaign is renewing its customer promise to ensure respect is at the core of every customer interaction.

Though its U.S. roots emanate in southeastern Pennsylvania from when it was Sovereign Bank and run by Jay Sidhu, the bank relocated its headquarters to Boston after being acquired by Spain's Santander.

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That poses a dilemma of sorts. Santander is the official bank of the Eagles but is based in the heart of Patriots territory. So while the bank is proud to tout its Eagles partnership in this market, it has to be a little more circumspect in New England. Veltre said Santander “will not be doing anything unique” regarding its Eagles connections in its Boston locations.

The American Automobile Association (AAA), a partner of the Philadelphia Eagles since 2007, has teamed up with media partners NBC10 and NBC Sports Philadelphia for a “Road to Victory” bus promotion that lets fans sign the sides of the bus and write their “Good Luck” messages to the team.

The bus has already stopped at several popular Philadelphia locations during the playoffs, and spent several game days at the South Philadelphia sports complex. A company spokesman said AAA is using the bus signing events to promote its AAA Car Care Centers throughout the Philadelphia area, and to “drive” awareness for its Eagles partnership during a time when the interest in the team is at such a high level. Later this week, the bus will be stopping at multiple AAA locations in the Philadelphia region.

Digital workplace technology provider Ricoh USA, which expanded its partnership

with the Eagles at the start of last year, is hosting a staff pep rally on Feb. 1 in Malvern.

“Throughout their stellar season, our partnership with the Philadelphia Eagles has been laser-focused on bringing fans closer to the game with innovative technologies,” said Glenn Laverty, senior vice president for Ricoh Americas Marketing and president and CEO of Ricoh Canada. “We are proud of our ongoing partnership and providing technology to help the Eagles work smarter. We root for the Eagles every game.”

Laverty noted the Eagles use Ricoh’s interactive whiteboard, on its Eagles Post-Game Show presented by Ricoh, to annotate video and images and dissect plays. “This approach empowers fans to view plays in much the same way that the coaches do,” he said “This season, fans tuned into the post-game show to understand the winning plays that led the Eagles to the Super Bowl.”

Temple University, meanwhile, is among the organizations promoting its Eagles partnership with signage.

“As Philadelphia’s public university, Temple is inextricably linked with our city, and we join in the incredible excitement about the Eagles’ continued playoff run,” said Brandon Lausch, Temple’s director of

strategic marketing and communications. “Our activities have included placing a congratulatory NFC Championship billboard on I-95 adjacent to the sports complex, and planning to engage in a social takeover with NBC10 and NBC Sports Philadelphia during the Super Bowl.”

Axalta Coating Systems is prominently promoting its partnership with the Eagles on its website, where visitors are greeted with a large “Conference Champions” headline on the company’s home page next to a photo of an identified football player.

Underneath a smaller headline proclaiming, “Axalta soars to new heights with the Eagles,” the Philadelphia company provides a link to another page that outlines its partnership activity with the Eagles. That partnership includes the Axalta All-Pro Teachers program, which recognizes exceptional middle school and secondary school teachers specializing in STEM education, and its sponsorship of the Axalta Tunnel Club, a 1,400-square-foot premium lounge space inside the Eagles tunnel at Lincoln Financial Field.

Axalta, a global supplier of liquid and powder coatings for manufacturers of a variety of products including light and commercial vehicles, has been a corporate partner of the Eagles since 2015.