Sport and Active Lifestyle

Talenthouse. Where brands and creators connect.

Talenthouse Artist Lubo Sergeev, U.S.A.

Art works.
Since 2009 Talenthouse has built an on-demand creative community in 175 countries.

This vibrant community works with our brand partners to help shape their creative communications.

We are not a conventional crowdsourcing or UGC company. We are an experienced creative partner working with marketers, agencies & media owners.

Our robust technology platform delivers low cost, high speed, high quality creative solutions - at scale.

Capability to amplify creative work through influencers, social media & strategic partnerships.
LifeProof
Wimbledon
adidas
Majestic Athletic
Flash Sports
Prime
Avicii & burn®
Max Chilton
Billabong
Struan Moore
Borussia Dortmund (BVB)
LifeProof
Adventure and action sports photography

Campaign
LifeProof partnered with Talenthouse to source travel and adventure inspired social content to fuel their ‘Summer Unleashed’ campaign. The aim was to drive brand awareness and engagement of their durable phone covers through branded content within the adventure and action sports target markets. Talenthouse devised a 3 step campaign allowing LifeProof to identify talented creators.

Via Talenthouse Amplify, selected work was shared by hand-selected influencers, who encouraged followers to share adventure stories under #wearelifeproof.

Results
Stage 1 of the campaign received 635 submissions. 50 Finalists were selected and received the LifeProof products to capture static and moving content showing the product in use.

Through Talenthouse Amplify, the campaign generated 2.5M impressions and 95,000 engagements.
Work by Talenthouse Artists Clement Hodgkinson, UK

From top to bottom: Jonathan Williams, Germany, Alexander Gorham, UK, Anja Müller, Germany

Jake Baggsley, UK
Create a wall mural for adidas Womens

Campaign
adidas partnered with Talenthouse to amplify the launch of their adidas Studio in East London and their #HereToCreate campaign.

Talenthouse engaged street artists, illustrators, graphic designers from around the world to create wall and mural art for adidas.

Results
The campaign generated 1,300 designs and 2M+ organic impressions.

Five Finalists were selected to have their work displayed at an exhibition hosted at the Studio and were invited to attend the opening night alongside media and PR guests. One overall selected artwork has been displayed on the wall outside the Studio.
Left to right, work by
Talenthouse Artists
Oscar Cauda, Italy
Anindito Wisnu, IND
Nicola Laurora, Italy
Chi He, UK
Campaign
Wimbledon partnered with Talenthouse to source the Official poster for the 2016 tournament, with the theme ‘in Pursuit of Greatness’

The marketing team were looking for eye-catching and innovative poster designs that could be adapted across animated and digital formats.

Results
Over 1,000 artists from 50 countries participated across 2 weeks.

The Official poster selected by Wimbledon was sold as official merchandise at the tournament, as well as being used across the grounds, on TV, in the official program, across digital and social channels and PR.

10 Highly Commended Finalists had their work showcased within a digital gallery at Wimbledon and across key digital channels.
Left to right, work by Talenthouse Artists
Nina Popovic, Slovenia
Fernando Degrossi, Brazil
Andrea Bergqvist, UK
Guillermo Flores, Mexico
Unitymedia and Borussia Dortmund (BVB)

Create a video for Unitymedia and Borussia Dortmund

Campaign
Media platform Unitymedia (based in Germany) approached Talenthouse for support with celebrating their partnership with football club Borussia Dortmund (BVB)

Via the Creative Invite, filmmakers, video directors, producers and content creators from around the world were invited to submit a 60 second video that captures the feeling and emotion of home match days

Results
The campaign generated 36 videos, with 1 overall selected video showcased on the big screen at the Borussia stadium to an audience of 80,000
Stills from video created by Talenthouse Artist Anniki Lee, Germany
Majestic Athletic
Create a limited edition official baseball T-shirt

Campaign
Majestic Athletic is the original home of American sportswear, and the official brand for 30 Major League Baseball teams. Majestic Athletic called on the Talenthouse community of designers to interpret what the most popular baseball teams (Los Angeles Dodgers, Boston Red Sox, New York Yankees, San Francisco Giants, Detroit Tigers) and their home cities represent

Results
The Creative Invite inspired 652 T-shirts designs, with five selected designs used to create a Limited Edition range of sportswear merchandise, available for purchase on Majestic Athletic’s EU website.

The artwork was featured in a wider #MyMajestic marketing campaign.
Work by Talenthouse Artists Selcuk Gucer Turkey & Sinisa Kovacic, Croatia
Talenthouse
Create artwork to celebrate the power of sports

Campaign
To celebrate the 2016 Olympics, Talenthouse invited artists from around the world to produce their best artwork celebrating sports and sportsmanship.

Creative formats included illustration, graphic design, painting, sculpture, photography and GIFs.

Results
The community generated 356 pieces of work - with 14 artists being chosen as Selected Artists.
Work by Talenthouse Artists - Anton Vodogreev, Russia & Darius Mutamba, Zimbabwe
Prime & Fire

Produce a mini-documentary film with Prime & Fire

Campaign
Prime & Fire is an agency that specialise in content production within the action sports and lifestyle market. Prime & Fire engaged Talenthouse for support with identifying talented filmmakers across the UK who would pitch and produce original ideas for a short specialist sports documentary series.

The judges were looking for unique, undiscovered human-interest stories and mini-documentaries based around action sports or specialist sports.

Results
The community developed 119 short films covering sports such as skateboarding, freediving, bunjy jumping, skiing and football. The Selected Artist had their film screened at a special industry event at the BFI.
Left to right, stills from videos created by Talenthouse Artists
Sean Conley, USA, Eduardo Bartolomé, Chile, James Callum, UK, Arsenio Cadena, Ecuador
Campaign
burn®, together with International DJ Avicii partnered with Talenthouse to source an original music video for Avicii’s new track, Speed.

The aim of the campaign was to amplify Avicii as a brand ambassador for Burn and the F1 and to engage an urban, music and sport oriented fan base.

Results
The film collaboration generated 93 complete music videos. The Selected Artist’s final video was premiered across burn’s Facebook and YouTube channels generating 4M + organic views to date.
Still from video created by Talenthouse Artists Pavel Kim, Russia
Max Chilton

Design the official logo for racing driver Max Chilton

**Campaign**

Endurance Racing Driver Max Chilton hosted a design collaboration to source his new official logo to be debuted at the Le Mans 24 Hr endurance race in 2015. The aim of the campaign was to boost Max’s profile, social following and to drive PR in the lead up to his big race.

Designers around the world submitted one of a kind designs inspired by Max’s character, endurance and strength.

**Results**

The Creative Invite received 441 original designs from 50+ countries worldwide. The selected designer had their logo debuted on Max’s racing helmet at Le Mans 24Hr and continues to receive exposure and further PR.
Left to right, work by Talenthouse Artists
Chris Jones, Canada
Siew Lim, Netherlands
Tom Homan, UK
Fotis Papadopoulos, Greece
Campaign
Billabong Girls tasked Talenthouse with sourcing on-brand photography and undiscovered talent to amplify their #DreamInColours global marketing campaign.

Talenthouse powered a global Creative Invite calling on photographers to capture #DreamInColours, incorporating the Billabong logo and tagline ‘Billabong Girls’ for the opportunity to join their official photography team in Hawaii.

Results
Over 800 photographers from around the world submitted images which were featured across Billabong Girls social media channels and events.

The Selected Artist Amanda Villa from the USA, covered the Pipe Master event for Billabong and was commissioned for future projects and events. She has 6,000+ followers on Instagram, and also had her work published in Balland Of, NYLON and Nakid.
Campaign
Racing driver Struan Moore engaged Talenthouse to create PR and story telling in the lead up to his final race of the season at the Formula 3 Challenge in Tokyo.

The Talenthouse community were invited to design a racing suit inspired by Japanese culture and heritage

Results
The Creative Invite received 140 creative works and multiple PR pieces - with one Selected Artist having their work produced and worn by Strain at the Challenge in Tokyo
Work by Talenthouse Artist
Fraser Graham, UK
Art Works.

Talenthouse Artist Kieran Duncan, UK

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